

DESIGN CHALLENGE 3 OBJECT KIT

The challenge: To create a “Build an Object” kit as a promotional item for a brand. The kit must have all the materials needed to build the object and a clear instructional sheet on how to construct .

A company of your choice would like to promote their brand. They are hiring you to create a promotional item that is fun and engaging. They want the final product to be a kit, where the consumer builds something based on the instructions and materials provided. The object should be interesting and fun.

STAGES/ PHASES OF DEVELOPMENT:

PHASE 1: GET IDEAS:

- Brainstorming
- Mind Mapping
- Sketching

PHASE 2: VISUAL DESIGN RESEARCH

- Look at other instructions.
- Look at infographs that show you how to make something.
- Compile all that you have found in your sketchbook and in a digital file. (You will be presenting this)
- Revisit your ideas to make sure they are workable.

PHASE 3: BUILD A MOCK VERSION

- Get the materials
- Write down and then draw out the instructions as you build
- Cut out all the items (make several copies of the items)
- Build it yourself and take notes about how it is being constructed.

PHASE 3: TEST AND OBSERVE

- Provide a rough kit to 2-3 people.
- Make sure you have some type of instruction and all the materials needed. Instructions can be sketched out by hand. Do not spend a lot of time designing the instructions. This will come later.
- Watch the person build the object
- Video them and or photograph their frustrations and/or successes

- Watch where they get confused
- You can help them, but document why they needed help and be aware of flaws in your materials or instructions.

PHASE 4: REVISIT YOUR MOCK UP

- Go back to your instructions and edit parts based on your testing
- Redesign the instructional sheet, and make changes to the materials.

PHASE 5: DESIGN AND EXECUTE

- Build the actual kit, design all its parts.
- Design the instruction sheet.
- Create a final package, one that is the kit and one that is the object already built.

--- DID NOT DO THIS---

PHASE 6: PRESENTATION

- Present to the class your process, show where you started and where the final product ended
- Talk about the purpose of the object and why you chose to do that object.
- Present your beta testing research
- Provided a description of the changes.
- Show sketches and final design comps in the presentation
- Photograph the final product but also bring the kit and final built object to class on presentation day.

GRADING CRITERIA

Grading is based on the following:

CONCEPTUAL IDEA
RESEARCH
QUALITY OF PRODUCT
PRESENTATION OF PROCESS

IMPORTANT POINTS:

- You will build the object yourself as well as have the materials and instruction.
- You need to find 2-3 more people to beta test your product.
- You will make adjustments and changes to the product based on research testing
- Final Product will included: 1) infograph instruction sheet;
2) materials and shapes that are ready to be used; 3) a package to hold the material; 4) A name for the Kit; 5) the logo of the company.
- Present to the class your process and final product, an "Object Kit".