

# Workshop

# Design your

# Product

This workshop of 12 hours is divided in two sessions:

08/12

09h30-12h30 and 14H00-17h00

15/12

09h30-12h30 and 14H00-17h00

During this workshop, you will discover different **steps** corresponding to a creation of element that help you to show the **process** of **creation** of your project and to make it **intelligible**.

1- understand the objectives and the aim



08/12

09h30 ---- 10h30

- Presentation and introduction to workshop
- A brief history of Design with examples

10h30 ---- 10h45

- Explanation of the rules of workshop
- Composition of the team and pickup constrain  
(7 team of 4 and 1 team of 5)

Each team have to pickup one constrain  
by category :

- WHO
- WHEN
- WHERE
- MATERIAL

This **constrains** combine together should be use to imagine an **object** in the **universe of luxury** that answer to a precise **function**:

COMMUNICATE



2- Inspiration



10h45 ---- 11h45

Looking for *inspiration, technological watch, state of the art* (material, object, post, movies, book, space, pictures...).

Each team will have *a web page* to fill during the workshop with the different elements ask.

3- brainstorming



11h15 ---- 12h00

Using the **references** that you have collect and following your **constrains**, find a maximum of **ideas**. You can express it with **words, sentences, quick sketches...** but **1 idea / 1 paper**

After this brainstorm, you will select **two** of your ideas and **summarize** each of them with a **project paper**.

12h00 ---- 12h30

You will exchange your **two ideas** with other group in a **quick meeting** (3x 10min).

**Questions / comments**

Example:

Team of 4 (1)

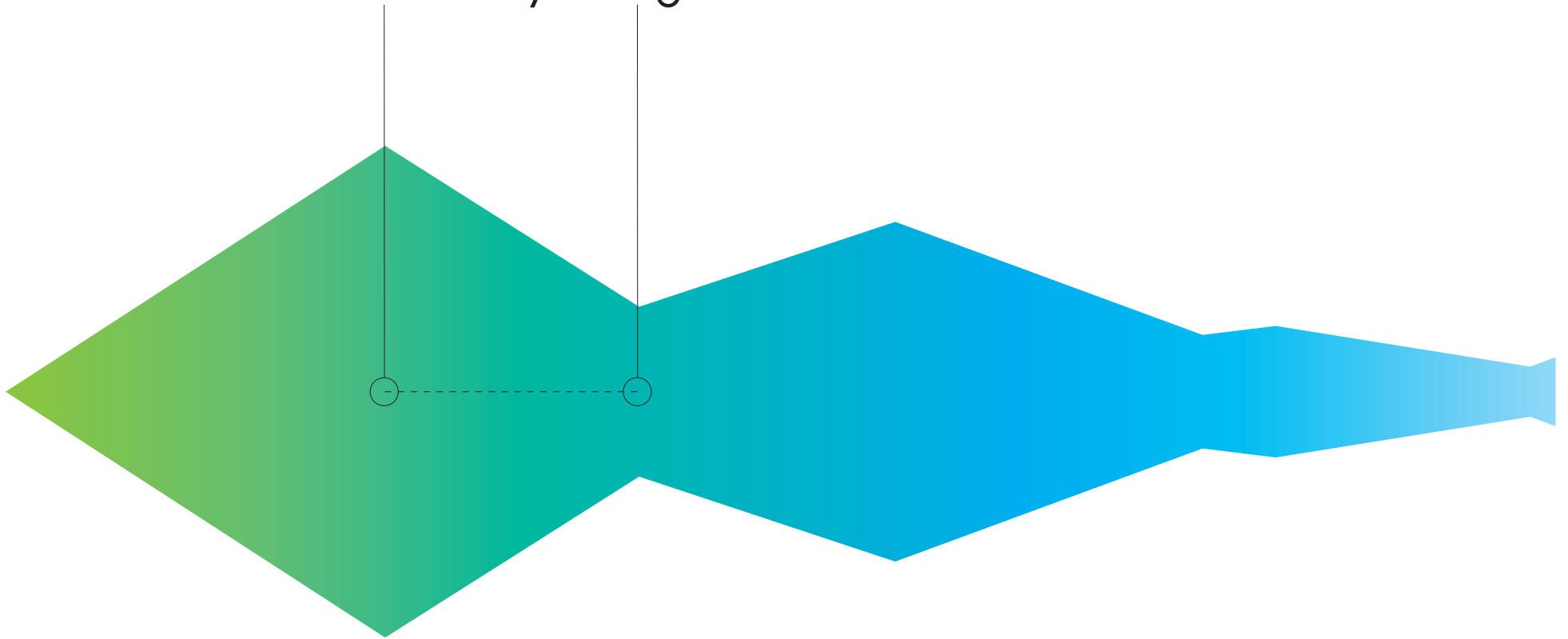
1 -> 2 and 3

2 -> 4 and 5

3 -> 6 and 7

4 -> 8

3- storytelling



14h00 ---- 15h00

Find a **title** and write a **text** that will define your **context** in regards to your **constrains**.

The **type** and the **ton** of the texte will be like a **pastiche** (newspaper article, blog post, extract of a book, commercial...).

In parallal, create or find a **reference image** that will suit to your text.

15h00 ---- 15h45

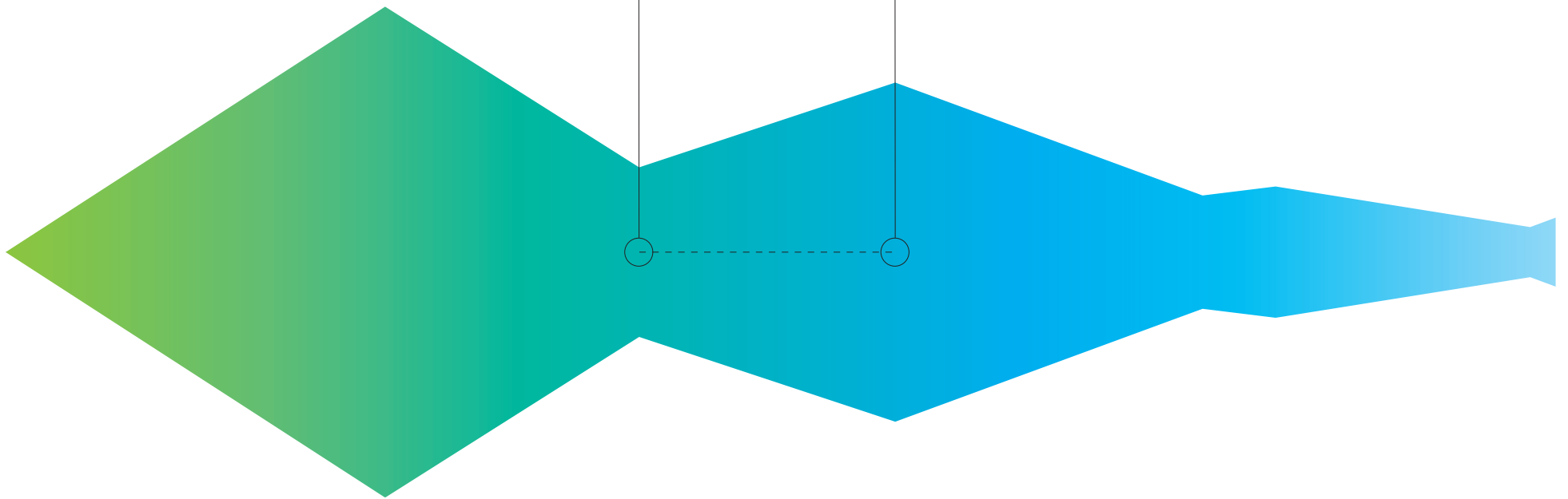
Each team will read their **text** and present their **research**.

**Exchange / comment**

5m / team



4- video prototyping of your concept



For next friday

Vidéo prototyping

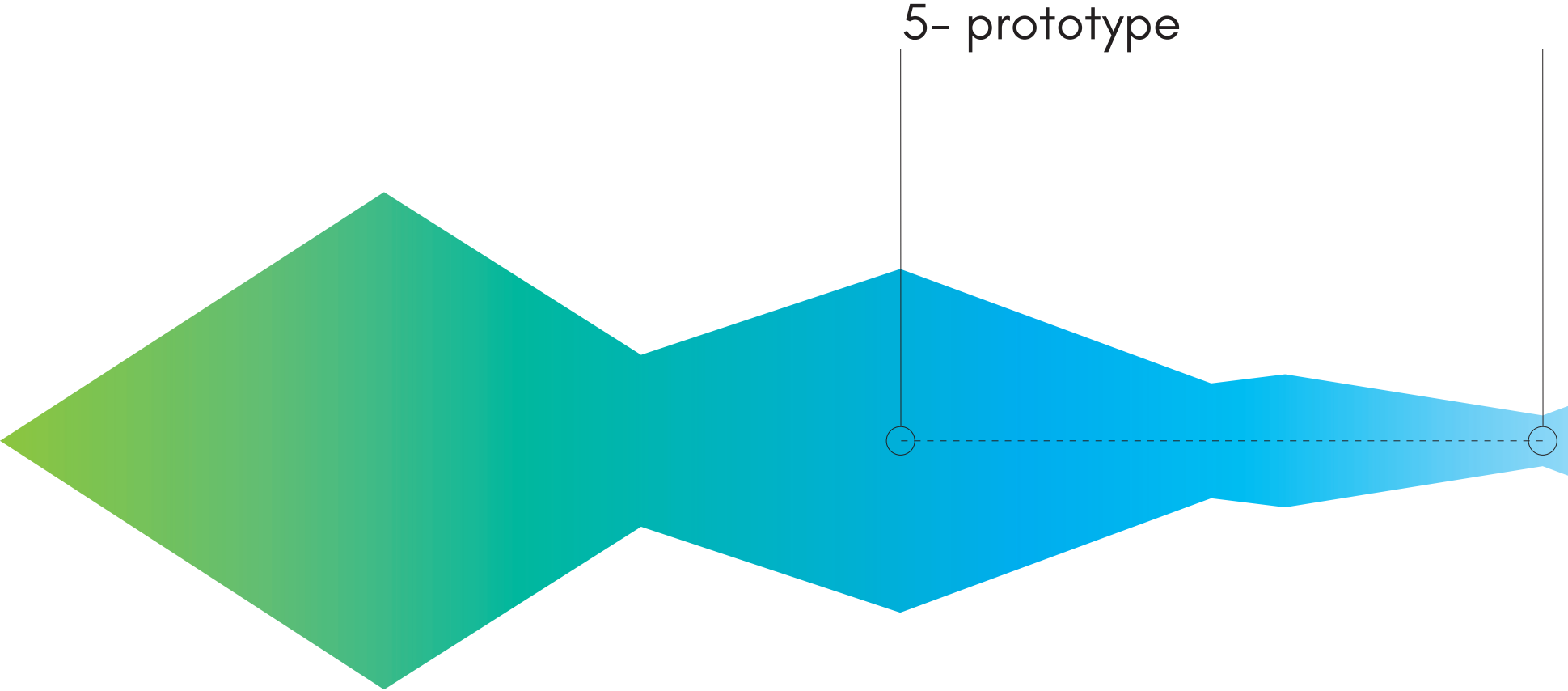
Make a short **video** (1m-1m30 max) that illustrate your **concept** and the **context** of your **object** in progress. The video doesn't necessary have to show the **object** it self but more it **use**.

Learn how to prototype your idea under a visual shape.

15/12  
9h00-10h00

Every team will project their video.

Comments / exchange.



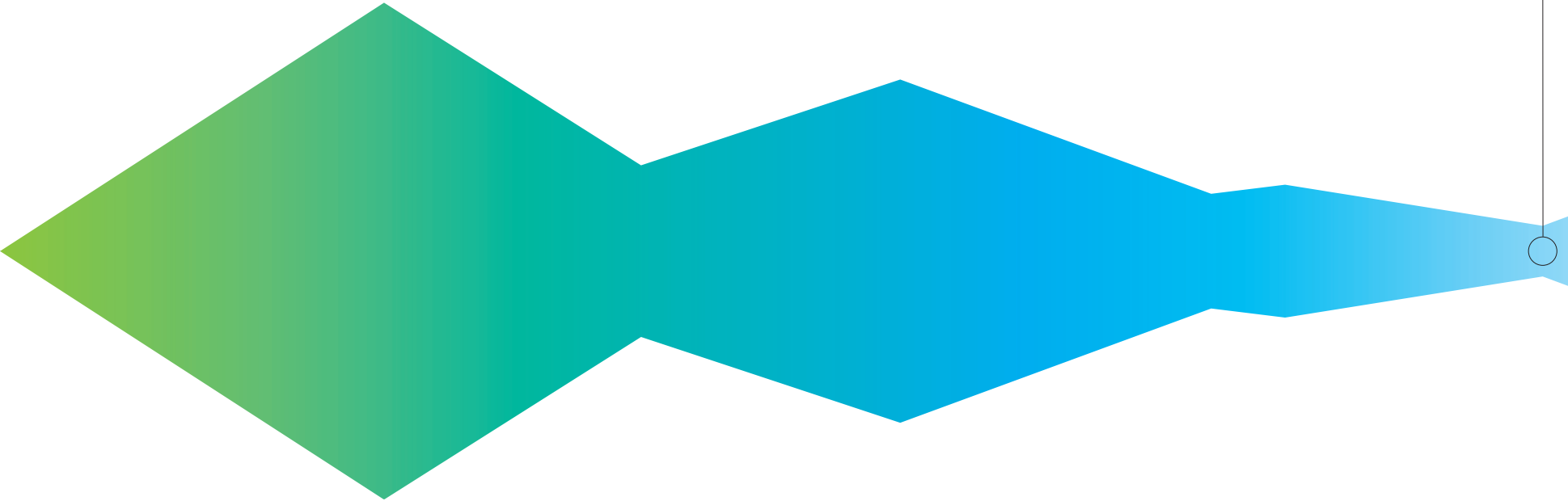
10h00-16h00

Creation of a **model** (scale 1 if you can).

This model of your object will allow us to manipulate it and understand its **use**.

You should select the different **material** of your object, simulate them and find a **sample** of it.

Use **material** that you will **collect** (cardboard, fabric, paper...).



6- presentation



16h00 - 17h00

References

Title

Picture (ref)

Text

Video

Model of the object

(5min / team + 2min / questions-comments)