



Industrial Design Graduan Exhibition 2002

identity

UNSW
THE UNIVERSITY OF NEW SOUTH WALES

f|b|e

FACULTY OF THE
BUILT ENVIRONMENT



Every object carries
with it the spirit
of its creator.





identity

Catalogue of Graduate Work from
the University of New South Wales'
Industrial Design Program in 2002



Course Content

The Industrial Design program at UNSW encourages user-centred design. It addresses manufacturing technology, marketability, engineering, ergonomics and environmental sustainability.

A thorough understanding of design principles and practice is gained through design courses, project work and industry placement.

The program promotes an awareness of social and human needs, as well as the professional and ethical responsibilities of the designer.

Catalogue Production

David Baskind	Creative direction, concept development, project management, primary compilation and editor-in-chief
Hadley White	Creative direction, concept development, original artworks
Graeme Metcalf	Visual editor, image compilation
Jonathan Lowe	Icon design, creative contribution
Jennifer Kelly	Administrative assistance, creative contribution
Amelia Anderberg	Literary editor

Session One

- Design Fundamentals
- Computers & Information Technology
- Workshop Technology
- General Mathematics 1B
- Geometrical & Mechanical Drawing A

Session Two

- Industrial Design Studio
- Engineering Design Mechanics
- Geometrical & Mechanical Drawing B
- General Mathematics 1C
- Physics (Industrial Design)

Year One

Session One

- Industrial Design Studio 2A
- Introduction to Accounting Principles
- History of Industrial Design
- Ergonomics
- Perspective & Rendering Techniques

Session Two

- Industrial Design Studio 2B
- Computer Aided Design
- Materials & Manufacturing Processes for Industrial Design A
- Statistics
- Marketing Fundamentals

Year Two

Session One

- Industrial Design Studio 3A
- Materials & Manufacturing Processes for Industrial Design B
- Computer Graphic Applications
- Consumer Behaviour
- Design Methodology

Session Two

- Industrial Design Studio 3B
- Electrical Engineering for Industrial Design
- Production Design & Technology for Industrial Design
- Graphic Design
- General Education

Year Three

Session One

- Industry placement
- Industrial Design Studio 4
- Project Research
- New Product and New Service Development
- General Education

Session Two

- Project
- Design Management for Industrial Design
- Environmental and Interior Design Elective

Year Four

Gold

- UNSW Faculty of the Built Environment
- UNSW Union
- Neoz Lighting

Silver

- Herman Miller
- Antares

Bronze

- City Auto Trimming

Contributors

- Dyson Appliances Australia
- Breville Appliances
- Hoyts at Fox Studios
- Davies Davies Design

Sponsors

Supporters

The 2002 graduating class would like to thank our sponsors for their generous contributions. We would also like to thank the following individuals, without whose outstanding support neither this catalogue nor the graduand exhibition would have been possible.

David Baskind for his relentless dedication to this catalogue. Its high quality is testament to his passion and perfectionism. We can't thank you enough Dave.

Hadley White for his unfaltering enthusiasm, invaluable dependability and wealth of genuine creativity

Edward Esdaile-Watts for his central role in organising the graduand exhibition venue and coordinating the event.

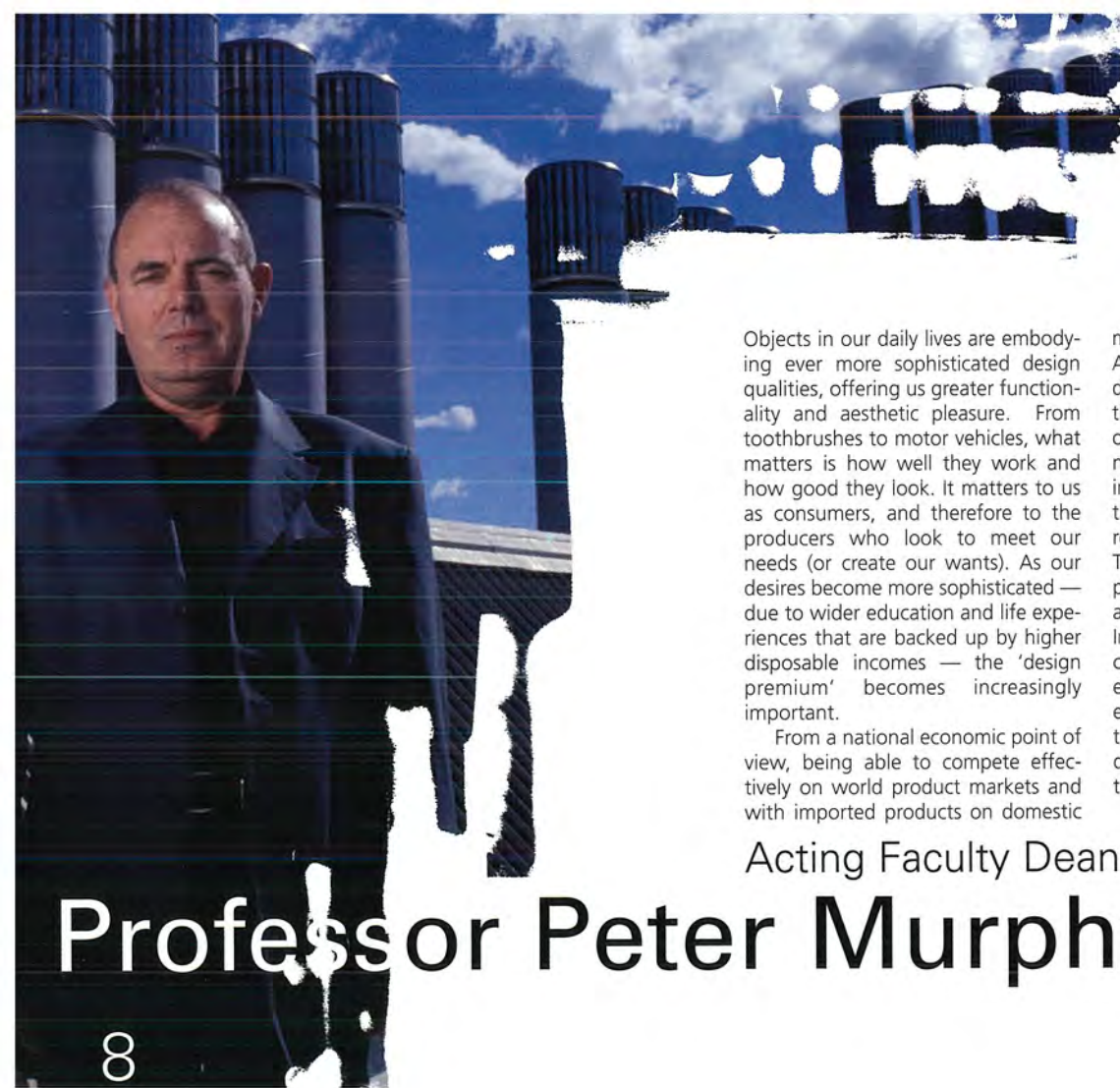
Peter Kolasinski for his patient assistance in the workshop. Every graduate of 2002 has drawn on Peter's knowledge and for that we are deeply grateful.

Sinead Davies for her professional advice that guided the production and printing of this catalogue.

Charmaine Hearder for providing support within the Faculty. Her kind assistance allowed us to stretch the rules and meet our deadlines.

Ellie Nicol and **Dari Israelstam** for giving of their own time to photograph the 2002 graduates for this catalogue. Thank you for your professional work.

Rina Bernabei, **Berto Pandolfo**, **Sinclair Park**, **Ben Shepherd**, **Jonathan Talbot** and **Steve Ward** for encouraging, inspiring and supporting us through the development of our projects.



Objects in our daily lives are embodying ever more sophisticated design qualities, offering us greater functionality and aesthetic pleasure. From toothbrushes to motor vehicles, what matters is how well they work and how good they look. It matters to us as consumers, and therefore to the producers who look to meet our needs (or create our wants). As our desires become more sophisticated — due to wider education and life experiences that are backed up by higher disposable incomes — the ‘design premium’ becomes increasingly important.

From a national economic point of view, being able to compete effectively on world product markets and with imported products on domestic

markets is central to the welfare of Australians. Not only are the young designers whose work is featured in this catalogue contributing to their own quality of life, but also to the national interest — whether that be in Australia or elsewhere. As such, they are facing the prospect of very rewarding careers.

The Faculty of Built Environment is privileged to be a leading-edge tertiary institution driving education in Industrial Design. The creativity and commitment of my colleagues is exemplary and the fruits of their efforts are evident in the projects featured in this catalogue. To the students: great work, well done and all the best for the future.

Acting Faculty Dean

Professor Peter Murphy

A photograph of Jonathan Talbot, a man with short dark hair wearing a light blue button-down shirt, standing in front of several large industrial chimneys under a blue sky with white clouds. The image is partially obscured by text and design elements.

Jonathan Talbot

Head of the Bachelor of Industrial Design Program

Successful industrial design demands an intense, creative commitment on the part of designers. This commitment has to be carefully managed and must draw on the knowledge, practices and processes of a range of disciplines. The final year students whose major projects appear in this catalog have completed a unique program, which integrates industrial design with marketing, science and engineering, manufacturing and business planning. Their studies have given them an experience that spans these disciplines, allowing them to develop their design capabilities within an appropriate context.

In 2002, we have had a large final-year class pursuing a diverse range of projects. It has been very

exciting to work with the students as they explore new ideas about products and systems which touch on such a wide range of human activities. The final design presented by each of the graduands is underpinned by a major investigation including research into socio-cultural issues, marketing requirements, ergonomics, state-of-the-art technology, materials and production processes. The design work has included extensive conceptual studies, evaluation and testing, detail design development, production planning and business evaluation. Through their efforts, the graduands have forged links with many organisations and individuals. I admire the professional manner in which their work has been conducted

and I am grateful for the support that has been offered by staff at UNSW and the many people in Australian industry who recognise the importance of design and have been willing to contribute to the graduands' experience and to the UNSW Industrial Design Program.

On behalf of all those teaching in Industrial Design at UNSW, I would like to congratulate the graduands on their efforts throughout the program and particularly on their achievements in successfully completing their final projects and staging this exhibition. We look forward to their future successes and to the fine contributions they are sure to make in their chosen field of endeavour.

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Daniel A. Allert

Product Rationale

Designer Profile

I would hope to understand the innate encoding of function in form; and how other lives have seen, and will see, natural solutions already presented. As Walt Whitman put it, "to me the converging objects of the universe perpetually flow, all are written to me, and I must get what the writing means."

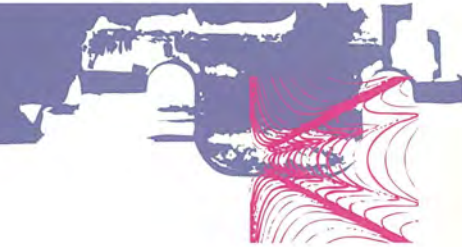
The design is in response to my perception of stratification in design. Nowhere is the *user* more equivalent to the *product* than the *product* as the *user*. The challenge of replacing the elegance of living architecture with fundamental function and the interrelation of those concepts was interesting to say the least.

I looked to correlate my personal interests of the patterns in life and movement, came to see the prosthetic as the reinstatement of the Self so many of us take for granted, and

would like to see that notion become a direction of intent my design work should align to.

I pursued a thorough understanding of the anatomical function of the intact foot as well as the biomechanics of the gait process. Psychologically, this 'user group' is every person. Material dynamics, durability, weight, scalability, and tunability all coalesced to select manufacturing processes and communication of use to the prosthetist.

Prosthetic Foot



Design under patent processing
at time of publication.

Product Features

- Conforms to anatomical axes & ranges of motion
- Robust, standardised componentry minimises maintenance & accessibility issues
- Shoe volume requirements fulfilled
- Mimics progressive musculo-skeletal adjustments throughout gait

Amelia Anderberg

Product Rationale

Designer Profile

Growing up in Sydney's Blue Mountains I developed a strong appreciation for life's simple pleasures. With an unquenchable thirst for truth in all things I accept nothing at face value, always wanting a deeper, stronger understanding. My creative energy, spirited and expressive temperament and strong reasoning style drive my design potential.

The *Revolution* workstation system dares to evoke creativity at work; promoting imagination, intuition and synthesis, instead of focusing on rational order, protocol and precedent. Creative solutions bring people together, break-down barriers, improve communication and generate cross-fertilisation of ideas.

The system adapts to work spaces of various shapes and sizes. Two adjacent desks can be connected at angles of infinite increments between 90 and 180 degrees, supporting endless planning options. The workstation's honey-

comb core and aluminium structure ensure the system is lightweight and easy to reconfigure.

Revolution's easy to use adjustable height screening system has a dense internal structure, which reduces noise transfer. Enabling the user to invite or avoid disruption, the screens provide increased privacy and welcome worker interaction and collaboration.

Revolution's unique sense of play introduces a positive and creative effect of disturbance to the static and uninspiring organisation of offices.

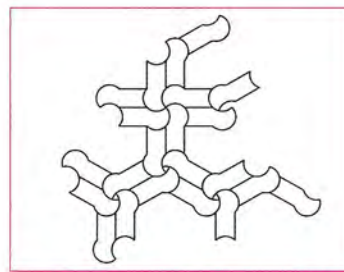
Evolve...revolve.



Connect at any angle



Locating extrusion



Endless planning options

Revolution

Product Features



Innovative shape creates endless planning options



Adjustable height screen



Honeycomb & plywood tabletop; cast & extruded aluminium legs & components



App. retail cost \$3500



Screens extend to 1500mm

Ang Chee Keng

Designer Profile

Born and bred in Singapore. Second child in a family of four, love nature, figurine painting with airbrush, drawing manga, manga movies, travelling and appreciate clean and simple designs. Someday would like to work as an Industrial Designer in countries like Japan and United States.

Product Rationale

With the ever-growing population of people venturing into sports, there is an increase in the need for devices that help safe guard their health during training and in competition. There are many monitoring devices that indicate peak performance — helping athletes attain their best.

Having monitoring devices that give readings of maximum performance is just not enough. Most endurance athletes such as long distance cyclists and marathon runners

push themselves beyond their own body limits to maintain or improve their performance, not knowing their level of stress could cause them serious health risks and in some cases lead to death.

RedZone is a monitoring device designed to ensure the athlete's safety through real time recitation and a notifying alert to inform of abnormal body stresses almost immediately — ensuring athletes are well informed about their own body condition.



Stand-alone model



Contours for fit



Light skin contact

RedZone



Product Features



Long distance cyclists & marathon runners



Micro technology ensures minimum size & weight



RedZone gives minimum restrictions to wearer during activities



Ensures safety through updates & comfort



Displaying received data

Tee Chian Ang

Product Rationale

Designer Profile

Being a technical individual, I believe the world should know how everything functions. My love for checked shirts; sports and adventures are hard to let go of. As there is a solution to every design, so there is to everything in life. Brought up to be simple, understanding and accepting. Malaysian.

It affects people regardless of age, gender, race or social group. In fact, 80% of the world's population will suffer from it at least once in their lifetime.

Everyday movements cause a constant strain that serves only to aggravate this ever-growing problem.

Various studies have proven the effectiveness of exercise in back rehabilitation. Yet, people don't perform them regularly due to factors like laziness or a lack of motivation.

Exort was designed to make back

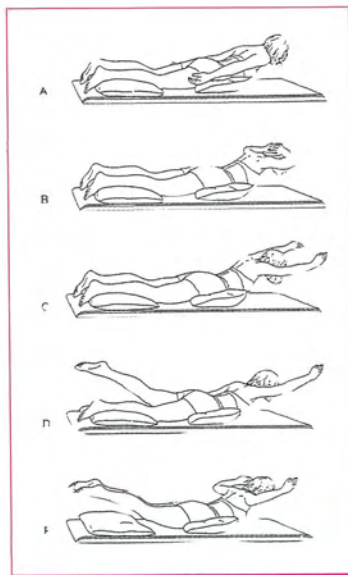
extensor exercises safer and more effective. With the user's upper body weight being supported by the system, the load is taken off the back extensor muscles, reducing the chances of injury. This also allows the user to perform more repetitions than before which encourages them to keep up a regular exercise routine. Exort will enhance the user's back rehabilitation experience with its effectiveness and ease-of-use.



With vinyl padding



Gas strut mechanism



Home-based exercises



Product Features



Both halves injection moulded



Suitable for any age group or gender



Simple to use without sophisticated technology



670mm x 350mm x 35mm

Simon Barbetti

Product Rationale

Designer Profile



Stolen from TransAm is a result of research into the future of the magazine industry. The findings were that the most desirable attributes of magazines over other media was the high level portability, the absence of scheduled viewing times and low cost.

Stolen from TransAm allows up to 4 users, and their friends, to forward web and ftp addresses of film clips, sound files etc. via email, or SMS. The system begins downloading the media file, and when completed, illu-

minates a colored panel on the screen. The user can then view files at their convenience in their lounge room.

The system can also be used to play DVD's and CD's. A 'battle mode' is included to allow users remotes to duel for control.

Stolen from TransAm comprises of a screen, 4 remotes, RF cable and a small software program. The system requires an existing computer with a TV out, internet connection and USB port, and preferably a DVD-ROM.



Silicone integrated buttons



4 Controls for 'battle mode'



Indication of received msg.

Stolen from TransAm



Product Features



A low cost DVD/Internet media player for the lounge room.



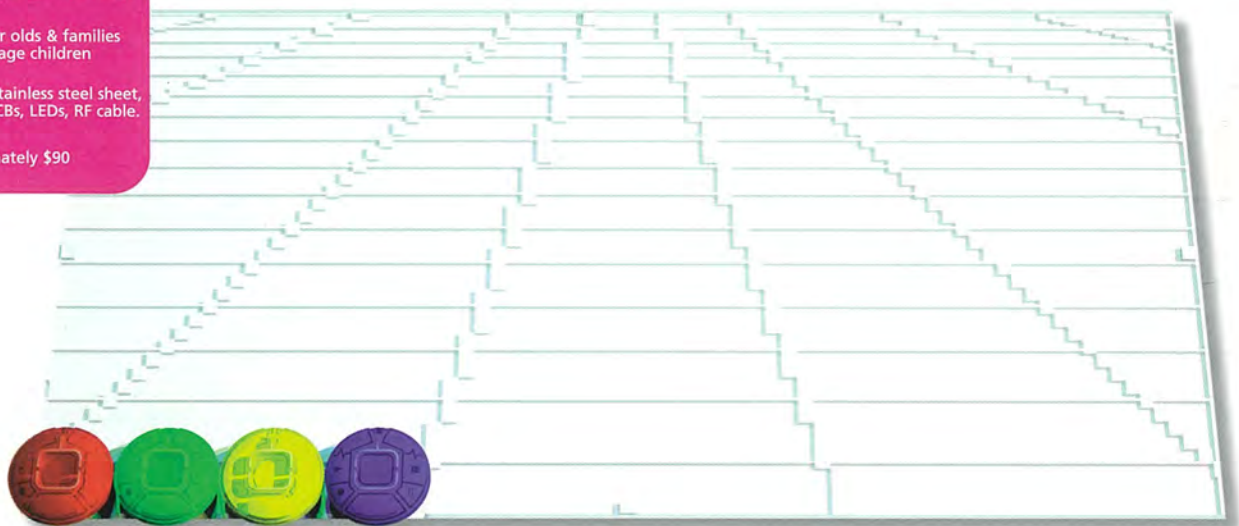
18-24 year olds & families with teenage children



Silicone, stainless steel sheet, flexible PCBs, LEDs, RF cable.



Approximately \$90



David Baskind

Product Rationale

Designer Profile

Contribute, question, meaning, respect, black, white, grey, magenta, human, here and now, think from the hip, real, touch, calculate, produce, endeavour, conserve, relax, accept, know, protect, improve, thighs, perceive, opinion, ideology, yellow 1974, abstract, culture, heritage, surreal, cynical, more, less, more or less.

Initial investigation into the attachment of value to craft objects led me to a discussion of design as a rhetorical activity.

Essentially, it can be argued that much of the perceived value of a particular product or object is — in some ways — a manifested in a metaphorical conversation between the individual who owns it and the individual who created it.

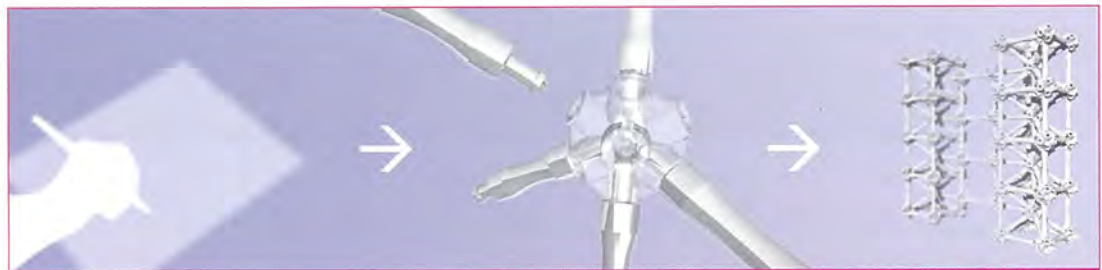
The notion of value is subjective — it is dependent on the relationship between designer and user: their culture, their ideas and values, their sym-

bols, and where these intersect.

In an effort to illustrate this framework, I developed a product which facilitates a similar conversation.

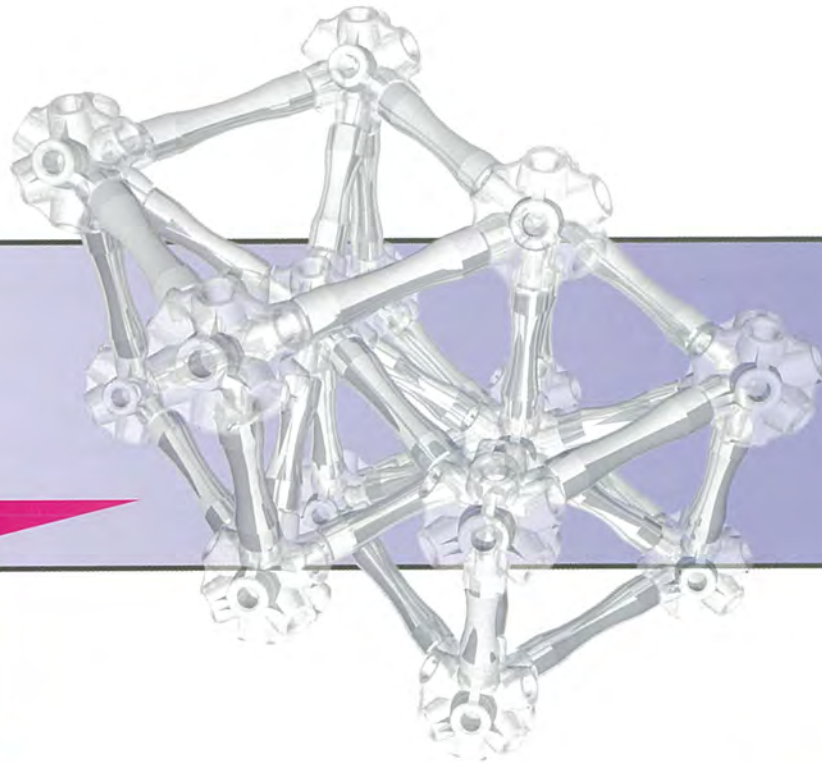
The product functions by allowing the designer (be they a designer, a craftsman, an artist or the girl from across the road) to define the construction of an object which can then be replicated and assembled by the user using modular components.

The system is based on the notion that the user wishes to buy into an essential quality of the designer's personality.



User constructs designer's interpretation of the medium

Fragments



Product Features



Modular building system for domestic objects and furniture



Facilitates interaction between designer, product and user



Injection moulded ULDPE connectors; turned aluminium struts



Long product life due to its ability to be re-contextualised

Eliot Brigham

Product Rationale

Designer Profile

My loves and cares include my darling Clementine and the tall ships bobbing in the harbour of my heart and all the humble Japanese ceramics swimming through my honey jumbled abode.

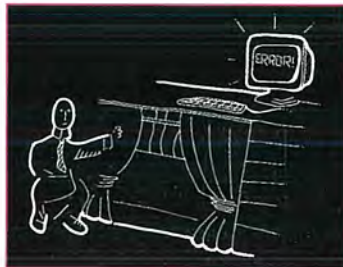
The table I designed is one that you can crawl under for a bit of private time.

Burrow under the sweeping plain of the open plan office to do work with no distraction but your breath and heartbeat, eat your lunch in luxury, have a siesta or spend some time thinking it all over.

The concept originated from researching some of the effects high-networked technology is having on developed society. It seems many people are living faster, having less time to themselves and spreading

their attention across a lot of things at once (multi-tasking) because technology and economic rationalism urge them to do so. Resulting conditions have been given names like hyperinformation disorder, blanking, hurry sickness, etc. but could basically all come under 'being stressed out'.

Under the desk you have space to mono-task; and so you don't get too caught up in yourself, you are surrounded by millions of peepholes luring you back to your fish-eyed co-net-workers outside.



C U L8er Desk



Product Features



Plywood walls, acrylic top, wool curtains, glass peep-holes, cushioned interior.



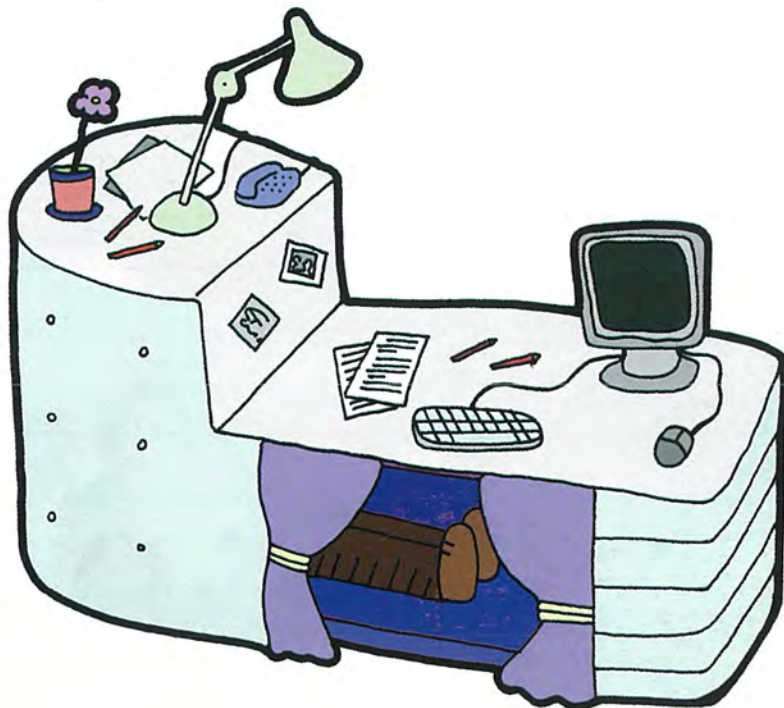
It's as easy as pie to crawl in & relax.



Manufacturing cost: around \$300; retail price: just under \$1000.



Anyone in a space that needs more privacy.



Shaun Broady

Product Rationale

Designer Profile

All my designs throughout university have reflected my personality and nature. I'm fun loving and dedicated to my work and always strive to do my best. I'm a friendly and active person who enjoys playing music on guitar and piano, basketball, cycling through national parks and I am fan of the World Rally Championship.

Bicycle touring is a fantastic way to cover large distances and see the beauty of the surrounding environment. It is what you make of it and what it makes of you.

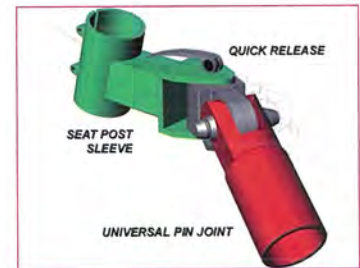
The *Trailblazer* bicycle trailer is aimed at making carrying equipment easier and more user friendly for the cyclo-tourist. A major complaint of most cyclo-tourists is that the means of carrying equipment, whether it is racks and panniers or trailer, does not guarantee to keep their equipment dry under normal cycling conditions.

The *Trailblazer* is designed to be water and weather proof during a rainstorm or river crossing. It also has a low centre of gravity to provide excellent stability to offer the rider more control over varying surfaces.

Most cyclists would agree that using a trailer takes a lot of weight and stress off the bike and has good weight distribution compared to racks and panniers.



Side view



Trailer hitch

Trailblazer

ONE WAY



Product Features



Cross-linking polyethylene cargo hold; aluminium frame



Cargo hold is rotationally moulded



On & off road touring cyclists



Water & weather proof under all cycling conditions



Adam Burns

Product Rationale

Designer Profile

Meaningful in my likes yet hesitant in my purchase, with a keenness for hills and the view they support. I like nothing more than a seat in the second row, with a readiness to applaud. I shall act.

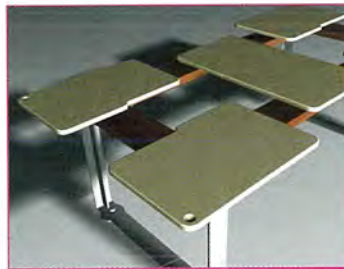
The *Placemat Communal Table* allows the café patron to decide for themselves the level of social interaction they desire from a café experience.

The *Placemat Communal Table* has a collection of shapes known as 'placemats' that form the table surface and define distinct areas of use for the customer. These placemats slide out allowing the user to set their required social distance. A single user wishing to maintain their personal space can extend the placemat out increasing the width of the table and lessening the impact of a stranger

sitting opposite, while adjacent groups can enjoy the higher level of intimacy afforded by a narrow table when the placemats are together.

This design evolved when research revealed that traditional communal tables compromise the requirements of café patrons and subsequently can be monopolised by a single user, becoming ineffective.

The *Placemat Communal Table* allows no such compromise ensuring that table space is maximised and enjoyed by all.



Placemats define space



Placemats in...



Placemats out...

Placemat



Product Features



Adjustability encourages greater table utilisation.



The durable materials selected are suitable for the café environment.



"...designers are shaping people as well as buildings."
— Robert Sommer.



745mm high x 1950/2250mm
x 925/1225mm



Kim Cheng

Product Rationale

Designer Profile

Video game: an electronic game played by means of images on a video screen...

Comic: a group of cartoons in narrative sequence...

Design

+ Video games

+ Comics

= ME

The *High-rise Neighbourhood Communication System* is a wireless system for high-rise neighbourhood intuitive communication, home security systems, organisation and time saving access to building facilities. The product forecasts the use of communication technology in the near future in anticipation of the continuing trend toward high-rise living.

The system consists of a family of products: the Bluetooth enabled cordless handset; visual unit with dis-

play and camera; personal ID card; and docking station. The user can control the system from anywhere in the residence, be it while they are cooking, having a shower or on the couch. Built in memory combined with RFID allows the device to record both verbal and visual messages. It also enables the device to identify different users, thereby providing higher privacy and security and facilitating customisation of the system by each user.



Charging station



Product Features



ABS



Bluetooth, RFID



Injection moulding



Sculptural form



Standby position



Sung Yoon Cho

Product Rationale

Designer Profile

I was born and grew up in Seoul, Korea. I enjoy working with people from various backgrounds. I remind myself to remain flexible and composed in any situation. It always fascinates me to see vibrant and confident designers. I look forward to become an inspiring designer one day.

Headset Plus is a wireless headset integrated with a mobile phone to improve mobile telecommunication in a noisy environment. Unlike a land-based phone typically placed in a quiet area, mobile phone users are constantly dealing with their surroundings. Annoying echoes and background noise often make it hard to continue a conversation over the phone.

The growing interest in improving sound quality creates opportunities for the mobile telecommunication device to be redesigned for clearer communication. In addition, many countries cur-

rently have laws banning the use of hand-held mobile phones whilst driving.

Research concludes that existing mobile handsets are not adequate for clear verbal communication, although existing phones have successfully become a necessity of modern life.

The noise-proof Bluetooth headset utilises an Electronic Noise Cancelling microphone combined with the CDMA network to allow clearer voice transmission. A silicone gel seal is used in the earpiece to ensure the user can hear clearly under noisy conditions.



Headset Plus



Product Features



25 to 35 years; prioritise discrete application & functionality



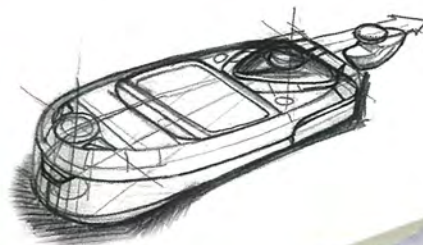
Initial price approximately \$500 per unit



Detachable wireless headset integrated with handset



Width 48mm; height 96mm; thickness 15mm (when assembled)



Andrew Dowe

Product Rationale

Designer Profile

Designs are a result of people's experiences and inspirations.

After a year studying abroad with exposure to European design culture, it became apparent to me that the key to being a proficient designer is developing your base of experiences and skillfully applying the knowledge gained to your designs.

It is this process that I love.

The *Mini Moe* is a compact, rechargeable, battery powered lawn mower designed to target the specific requirements of the compact home and appeal to the female consumer.

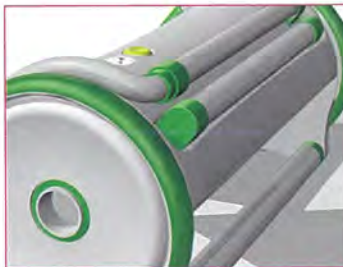
Over recent years the popularity within Australian society of medium density home styles such as the townhouse and terrace has led to increased demand for products that cater for this niche.

The garden is an integral part of any medium density home, but with limited storage space for messy gar-

den equipment, it becomes an area that is difficult and inconvenient to maintain.

Designed to resemble a kitchen appliance more than a garden product, the convenient and no mess design of the *Mini Moe* allows it to be quickly assembled for use and easily rinsed clean with a hose.

Combined with the simple recharge station which provides an effective space efficient storage method, *Mini Moe* can be easily kept within a cupboard in your home.



Parallel folding handles



Three step folding

Mini Moe

Product Features



Powered by a rechargeable 24V NiCad battery



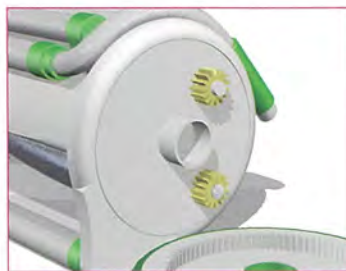
Durable lightweight ABS body; hardened tool steel reel and blade



Simple foldaway handle allows for compact storage



400mm length x 200mm diameter; 350mm cutting width



Drive system



Michael Durante

Product Rationale

Designer Profile

After studying for one year abroad, I realised that it is only through experience and interaction with people that a designer can discover the needs and wants of today's society. By understanding that 'Form is Function', an industrial designer is able to use the appropriate visual language for the product's intended market.

Cuddle is a restraint used by infants from birth to 18kg. In response to the problems identified with the installation of existing restraints used for aircraft combined with legal requirements for automotive child restraints, *Cuddle* is able to be used in both of these environments.

Utilised to and from the airport, on board, and when at the destination, issues of safety and comfort were addressed in accordance with stringent aviation regulations and automotive standards.

The key innovation is the collapsibility of the restraint, making it easier for parents to carry when travelling. Through form and function, the needs of the user/s are met; the exterior (passive state) responding to the parents, and the interior (active state) to the children.

Perceptions of size, needs of security and portability were addressed.



Product Inspiration



Rear facing (0-9kg); portability

Cuddle



Product Features



Ease of carrying, cleaning, harness adjusting & installation



Retail: \$350; or supplied by airline with ticket



Polypropylene, polyurethane self-skinning foam, low-density foam, coated fabric, aluminium



Injection moulding, gravity casting, metal bending, extrusion



Passive State

Anika Ebner

Designer Profile

Born into a long line of watchmakers, artists and the odd mad Czech, I guess my love for all things creative was inevitable. I believe that appreciating the smaller things in life makes the bigger picture that much more fulfilling; it is this combined with my passions for travel, design and people that inspire me.

Product Rationale

The past decade has seen an increasing rate of people learning to snowboard with a worldwide influx in participation in the sport. Lack of learner specific products coupled with alarmingly high injury statistics among beginner snowboarders prompted me to examine the needs of the novice snowboarder in closer detail.

Extensive studies into the biomechanics of snowboarding were carried out and combined with research on the learning phase and market trends to form the basis for the *Boarderline*

project.

My aim for the project was to design a product specifically for the novice snowboarder that would help to reduce injuries in the learning phase as well as prevent the development of bad habits which can be hard to eradicate later on. The *Boarderline* system provides an alternative source of one-on-one training for the beginner who wants to learn the correct techniques in snowboarding without having to take part in a formal lesson.



Charging station



Bluetooth technology allows communication between each device

The Boarderline System



Product Features



Renting the system maximises product usage & affordability



Point of Sale display also acts as a charging station



Pressure sensors in bindings give bio-feedback upon completion of each skill



Menu hierarchy allows user to create a personal learning program



Grip and button detail



Ted Esdaile-Watts

Product Rationale

Designer Profile

Hope to use design to increase the comfort and health of many. Compassionate and supportive of the disadvantaged. Enjoy bike riding and am health conscious. Interested in modern medical practices. At home in a team environment. Enjoy spending time with friends and family. Interested in a broad range of creative pastimes.

The incapacitating nature of fall injuries sometimes prevent victims from moving in order to call for assistance. Often they remain where they fall, frequently with tragic consequences.

SecurAlert Fall Alarm is a highly sensitive device using accelerometers to filter out everyday actions whilst still registering critical movements.

Should a fall occur, *SecurAlert* automatically notifies emergency services over a GSM network and GPS gives paramedics an exact location.

Internal speaker/microphones allow

voice contact, however unit activation occurs even if the victim is unconscious.

Completely waterproof, it can be used in bathroom and shower areas, where falls commonly occur. It is recharged using induction, removing the need for metal contact plates or plugs. *SecurAlert* can be worn on a belt or attached to clothing.

Powerful technology has been harnessed to maintain the independence and freedom of the elderly and other fall-prone groups, whilst ensuring continuous monitoring.



Recessed duress button



LEDs show unit status



Water & shock resistant

SecurAlert Fall Alarm

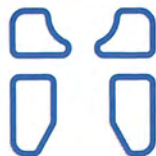


Product Features

-  Tough polycarbonate shell with soft silicone over-moulding.
-  SecurAlert can be worn on a belt or attached to clothing.
-  Lightweight design with minimised component size using integrated technology.
-  Simplified, easy to read & uses interface with meaningful feedback.



Worn on belt or clothing



Jason Fenech

Product Rationale

Designer Profile

After living in the same house for 21 years, you begin to wonder what lies ahead, after university life, outside the comforts of home and minimal responsibility. The future... After spending a well earned summer at the beach, who knows...? Overseas travel, probably; further study, probably not. Eventually I might even start looking for a job.

Seeking an integration between personal space and work-space is a common problem encountered by occupants of small living spaces. Often, there is no dedicated space for office and work related tasks, or the appropriate furnishings to comfortably cater for these activities within most small living arrangements.

Here we see unsatisfactory and temporary work spaces being forged within the living environment. These temporary spaces utilise furnishings that have not been intended to satisfy

the functional or ergonomic requirements of work based activities.

Task is an occasional work table intended to adequately cater for both laptop and paper based work activities, without compromising the visual consistency of the living environment.

A minimal approach to the styling and construction of the furnishing allows it to be housed within the living environment as a side or coffee table whilst providing a casual, yet comfortable and functional working environment.



700mm working height



Internal storage space



Sliding work surface

Task – Occasional Table



Product Features



Adjustable working height ranging from 550mm to 700mm.



Cast aluminium frame & legs; EVA working surface.



Footprint: 620mm x 466mm; sliding work surface: 450mm x 450mm.



Young professionals, occupants of studio & single bedroom apartments.



May Ho Ling Fong

Designer Profile

Hello, May here! Inquisitiveness is my fuel for life. It gives me patience, determination and enthusiasm to keep on learning and tackle obstacles. I believe in 'simplicity', although difficult to achieve it often provides the best solutions. I enjoy model making, playing and listening to music and any outdoor activities.

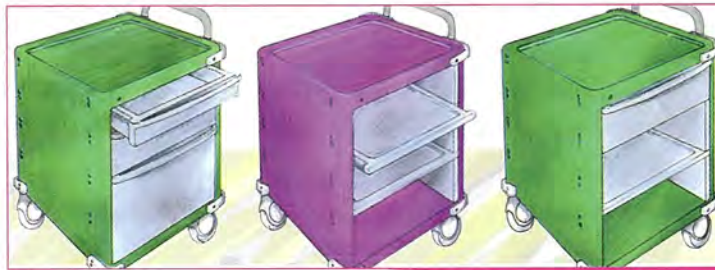
Nurses in our society play an increasingly important role as their numbers decline at an alarming rate. With fewer nurses operating in our hospitals the workload along with stress and fatigue is dramatically increased for those remaining.

This shortage crisis has not only mounted pressure on the existing nursing workforce but it has also brought inconvenience to the general public who utilises or depend upon the hospital system.

The *Multi Pro* trolley aims to

enhance and ease the daily activities of nursing in the general ward environment, so that improved on efficiency may be transferred to the care of patients.

Multi Pro addresses the need for ergonomic solutions to the ongoing concern of manual handling in nursing, the demand for customisation to cater for different needs, the factors of cost in limited budget arrangements and the need to ease the excess equipment problem due to safety considerations.

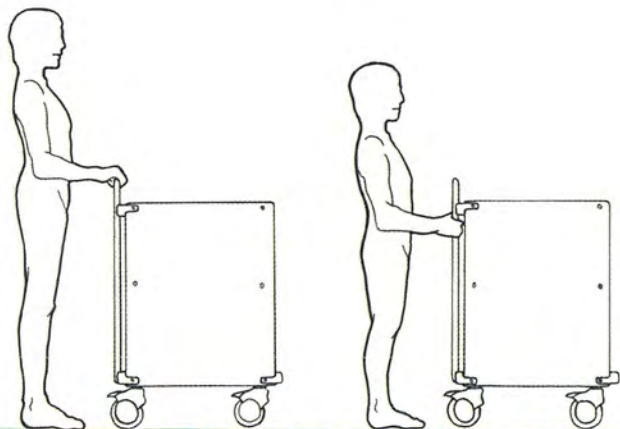


Modular system



Mounting Inserts & buffer

Multi Pro



Product Features



Polyethylene, stainless steel



Ergonomically designed modular system.



Rotational Moulding



Height: 900mm; Width: 600mm; Breadth: 500mm



M
STUDIO

Kirrilv Haskard

Designer Profile

I believe there is always more to learn. I am interested in learning more from people and areas outside my expertise. My ideas are enriched through discussions, as explaining my ideas, helps me better define them. I like resolving functional aspects of and detailed problems.

Product Rationale

This product packages teen focused makeup and was developed from research into teenage girls' use of compact face powder, later encompassing other types of cosmetics.

Areas highlighted by research included the strong link between teens and their peers and this relationship's importance in development (strengthened through shared makeup experiences).

Also found, was that due to fast changing tastes and fashions, teens rarely finish a makeup product.

The small, modular units of the proposed design minimise waste; lower costs; allow swapping, trading and shopping with friends; as well as offering a flat, compact solution for narrow bags.

A problem associated with smaller quantities is excess packaging. This system allows the collection of the bangles, but the return of the polypropylene modules to the store for recycling. Polypropylene is recyclable however not currently included in local kerbside recycling schemes.



Storage Case



Mirror & sponge



Collectable accessory

Clique Cosmetics



Product Features

 Polypropylene: integral hinging, cost, component, assembly reduction, & recyclability

 5 empty modules exchanged in store for one free module.

 Teenage girls. Inserts and pigment variations cater to specific markets.

 Between \$4 and \$6 per set depending on contents.



Snapping together



Ann Johnson

Product Rationale

Designer Profile

Design makes us like living. It makes a simple task an enjoyable task. If you have coffee maker that is well designed, then no you longer just like drinking coffee, but like making coffee too. If your car is well designed you don't just like your destination, but the journey as well.

Asthma is a disease that is growing in prevalence, both internationally and in Australia, with up to 33% of the Australian population having asthma to some degree.

The emphasis in asthma treatment is now on self-management through asthma action plans. There is a high non-adherence to these due mainly to the effort required to maintain paper diaries of Peak Expiratory Rate (P.E.F) of which as little as 10% are truthful.

The *Asthma Management System* contains an electronic Peak Flow Meter,

which automatically averages and stores P.E.F. This decreases effort required, increases accuracy and honesty. The system also contains devices able to automatically track medication usage as this also has a high non-compliance.

This shows asthmatics the relationship between good health and adherence. It is capable of showing a true worsening of health from lack of adherence and gives patients and doctors an accurate picture of levels of treatment required to maintain health.



Peak flow meter



Dry powder inhaler



Metered dose inhaler

Annemarie Jonker

Product Rationale

Designer Profile

There is nothing more important to me than being one of God's chosen people. My worth is found in Jesus, who died when I should have and gave me a better life. "He saved us, not because of works done by us in righteousness, but according to his own mercy."

The *Picnic Bag* was developed in response to an emerging market opportunity created by a generally increasing penchant for the outdoor urban lifestyle serviced by a poor range of outdoor products.

The bag itself, once unpacked, folds out into a two-person rug with matching cushions on which to rest. The all-metal, dinner service for two references Australian dining of the past century with its inclusion of Splayds and the classic aluminium camping cup. The Scattered Floral

print, designed by one of Australia's most mysterious designers of the last century, Florence Broadhurst, completes the reference and adds value to the product.

Overall the product is of high quality and interest, catering to the specific needs of the modern urban dweller, particularly in its attention to transit, storage and cleaning issues. It seeks to become a valued, long-term addition to its owner's life.



Out and about



Dining mode

The Picnic Bag



Product Features



Weighs less than 1kg (unpacked); 330 x 330 x 180mm in transit mode.



Fits large size takeaway containers & standard size wine bottles.



Fully machine-washable vinyl & mock suede combination.



\$65 cost price; \$260 retail price.



Unfolding

Signature
PRINTS

Jennifer Kelly

Product Rationale

Designer Profile

Seize opportunities, share experiences, work hard, live life.

Hypothermia is one of the biggest threats to kayakers.

Detection of early symptoms can be difficult and therefore early signs are likely to be ignored. It is only when the victim experiences noticeable symptoms that the problem is addressed, but by this time it is at an advanced stage.

However the one initial symptom of hypothermia that can be monitored and measured is the drop in body core temperature of the individual.

Therefore a device that monitors body core temperature via the ear, and relays information in regards to this back to the user in the form of audio feedback is proposed as a solution to this problem.

The device also includes visual feedback in the form of a dual colour LED, which encourages awareness of the problem and enables kayakers to monitor each other.



Thermistor probe detail



Grip detail



In use



Product Features



Kayakers & other outdoor enthusiasts such as hikers & skiers



Programmable micro-controller converts temperature input to audio/visual output



Single, solid elastomeric moulding containing electrical componentry



Thermoplastic elastomer containing componentry & rigid thermoplastic ear probe



Melisa Kwok

Product Rationale

Designer Profile

I constantly strive to create products that carry as much functionality as emotional appeal. I believe that good products must be more than a tool to the user; they must also embody sentimental values, like craft objects that age with time.

Research shows that a feeling of unfamiliarity and uncertainty is the main reason why many patients find hospitals a daunting experience, thus prompting the development of the Hospital Buddy — a product that bridges this transition by improving access to communication and medical information in the form of a web-based medium.

By accessing the relational databases that are searchable via networking technology, patients will gain and share helpful information regarding their medical and personal

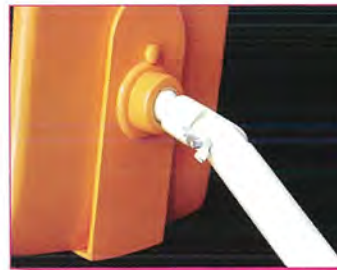
well-being. This product will create channels for communication not only between doctors and patients, but also between patients, and between patients and their external families and friends.

Each of these networking terminals will be available as a bedside unit, set on an adjustable arm. They can be detachable for more interactive functions such as writing or playing games.

Adorned with a button nose and smile, they will become the virtual friends in the ward of the future.



Arm adjust options

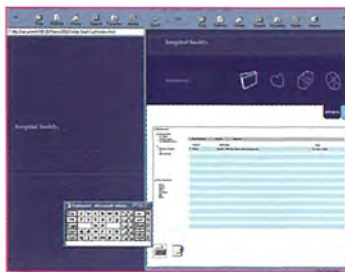


Back/arm detail



Portable touch screen

Hospital Buddy



User interface



Product Features

-  PC & ABS Alloy; coupling qualities of impact resistance & strength
-  3-point pivot system allows for greater arm movement options.
-  For hospitalised patients from short to long-term care.
-  Touchable reflective TFT colour display; Infrared;

Carlton Lee

Product Rationale

Designer Profile

With a strong interest in our progress in the field of Industrial Design, I believe a good piece of design should possess that 'human touch' and never appear to have been created by a system, avoid tedious and superfluous execution of lines and remain aesthetically and functionally honest to the user.

The *Ovation* seating system is designed to address the needs of both stadium operators and the audience. The system is applicable to all seating areas within an indoor stadium.

Ovation/ALPHA is a removable, stackable seat used in the floor area, while *Ovation/BRAVO* is a rail-mounted seat with a flip-up squab for the elevated riser areas.

The modular system shares a common backrest and squab design to ensure the same level of comfort can be enjoyed by the audience regardless

of location (currently, the level of comfort offered by stackable stadium seats is somewhat compromised). It facilitates maintenance/replacement and a quick conversion between applications.

Central to the system is a pin/hinge mechanism which connects the squab, backrest and mounting. The same pin also serves as the attachment point for accessories such as armrest, writing tablet, audio-visual module and other value-adding items, allowing *Ovation* to be future-proof.



Early concept drawings



Assembly detail

Ovation

Product Features



Ovation/ALPHA: stackable floor seating



Ovation/BRAVO: riser-type seating



Structure: polypropylene,
glass-reinforced nylon;
padding: polyurethane;
upholstery: wool



Gas-assisted injection mould-
ing; tubular steel

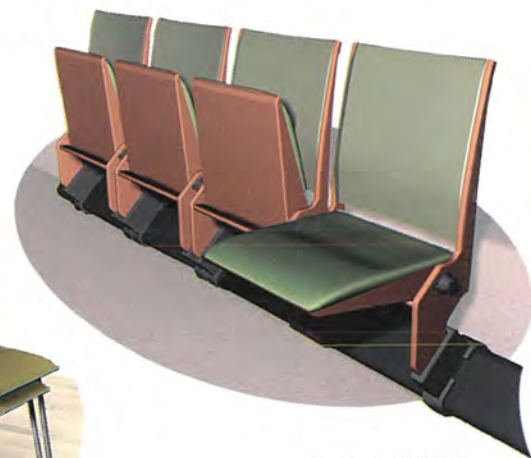


Exploded view

ovation|ALPHA



ovation|BRAVO



sebel
form function balance

June Lee

Designer Profile

I believe that good design can improve users comfort and generate a sense of gratification from their surroundings.

Sometimes I like to step back and think about how my concepts can truly enhance quality of life.

Design is an opportunity to benefit the world.

Product Rationale

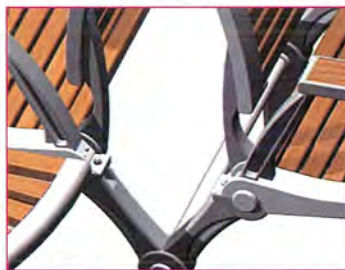
"Only when opportunities for sitting exist can there be stays of any duration"
— Van Gehl

As our population is rapidly aging, it is our social responsibility to start designing for all people and not just the young and able-bodied. This statement especially applies to products that are created for public use.

The seating system shown is designed with the elderly in mind. Its aim is to encourage their use of public spaces, particularly parks, which has proven to increase both their physical and emotional well-being.

The seats are ergonomically designed for sitting and the various activities that surround the sitting experience. The modular components may be manipulated to create different layouts that provide comfort for both 'passive' (reading, people-watching) and 'active' (socializing) spaces.

By allowing landscape designers control over the configurations, the design will be better suited aesthetically to its environment and possibly reduce the need for expensive custom-made furniture.



Detail



Curve Bench - Seat - Seat - Curve Bench - Seat

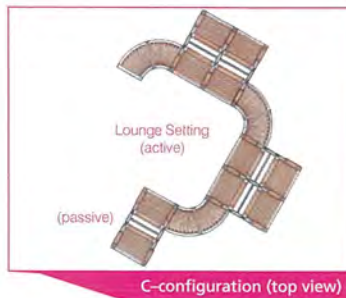
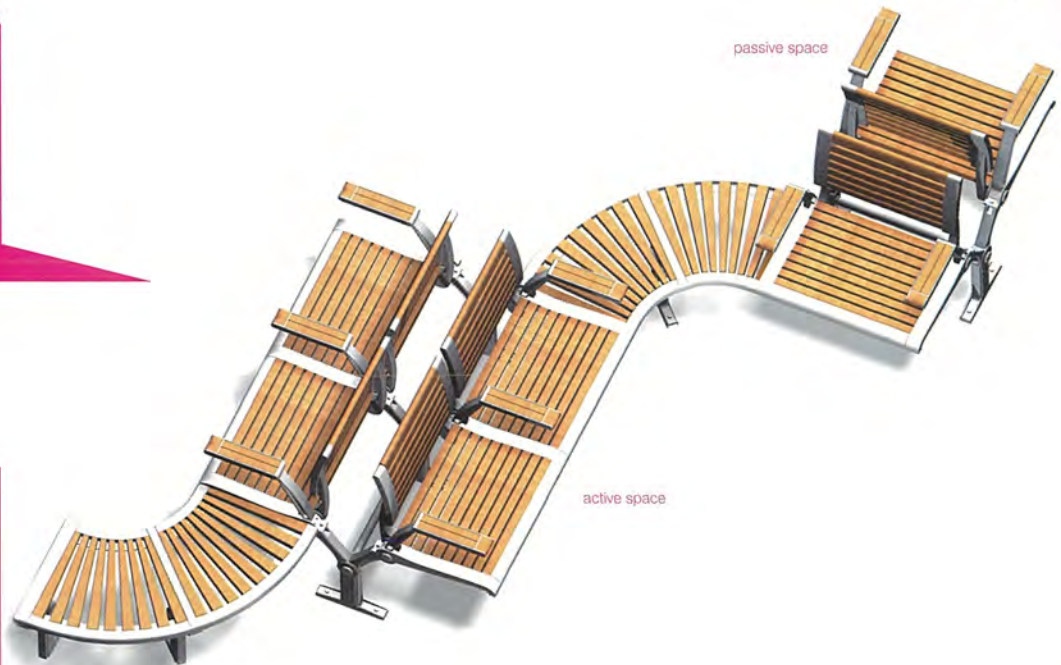
S-configuration (front view)

Public Seating



Product Features

-  Creates spaces that support both solitude and social interactions
-  Allows purchasers to form the layout (designer-to-designer concept)
-  Incorporates Universal Design principles
-  Uses gravity die-cast aluminum and FSC certified timber



Young Min Lee

Designer Profile

Once upon a time when I was a little boy, I used to make toys in my own special way. Now, in the year 2002 I am a design student and a sunday school teacher who is still a child at heart.

After many successful years at UNSW I have armed myself with the creativity and design skills to create... 'Softplay'.

Product Rationale

Children can — via the *Soft Play* environment — try to create sizes, shapes, and spaces that produce giggles, stumbles, tumbles, fall downs, get ups, do-overs and continuous cry outs of "Look at me!", "Can you do this?" and "See how big I am!" In doing so, children will be able to develop their senses as well as being active in a fun, entertaining and learning environment.

Soft Play creates an indoor space where a child knows no limit and becomes totally free to be the best

they can be in a physically safe environment.

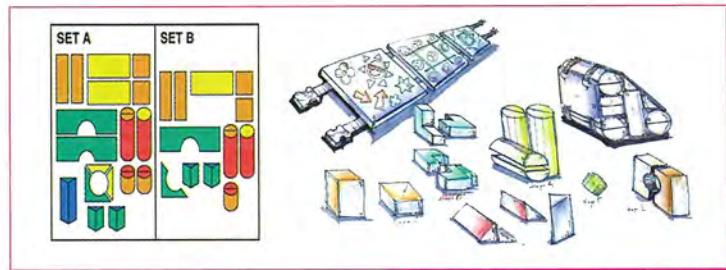
Children will not be restricted because of their physique or personality. For example child's braces do not interfere, and some slowness of mind does not restrict achievement or having fun.

Socialisation will also occur as a result, often with children overcoming shyness and stimulating co-operation and 'me-toos'.

Ultimately *Soft Play* strives to bring out a smile in all children.



Colour coded design



Concept design

Soft Play

Product Features



Blocks: virgin polyurethane;
covers: reinforced vinyl



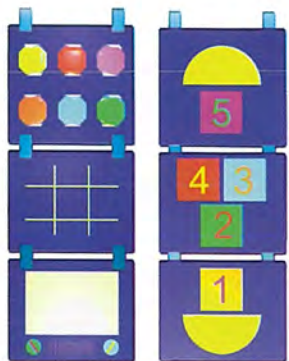
Children aged 3-6



Bring out the 'best' in children's abilities through *Soft Play* environment.



Learn & develop while having fun!



Activity panels



SOFT PLAY™



Gordon Lien

Product Rationale

Designer Profile

Furniture design has always being my area of interest in design. I believe designers can make some changes in the world about the growing environmental problems.

Besides university projects, I also do some graphic and packaging design for companies and manufacturers.

In recent years, there has been an enormous growth within the computer industry in the domestic sector. Children are spending more time in front of the computer, playing, learning and doing schoolwork.

In a home environment adults and children often share computers. The computer seat, however, frequently does not fit every family member, especially children at a young age.

The *Lun Chair* has been developed to ergonomically fit both adult and child. The *Lun Chair* has simple and

safe adjustments that allow adults and children to sit comfortably when using computers.

By simply turning over back cushions and armrests, the *Lun Chair* can be transformed to fit adults, children or both adults and children.



Adult



Child



Both

Lun Chair



Product Features



Plywood, sheet metal,
polypropylene, polyurethane
foam & fabric



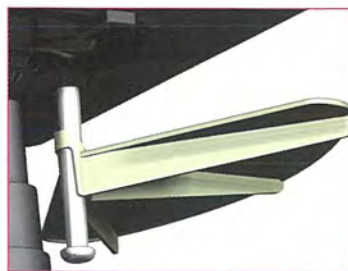
Families with children aged
6-17 years old



Provides both adults & chil-
dren with ergonomically
designed seating



Seat 750mm x 430mm.
Height adjustable range
420mm to 515mm



Footrest Detail



Edwin Lin

Designer Profile

A cross-cultural upbringing this has allowed me to gain broader experiences and a more diverse perspective. An intrinsic necessity to express myself through design, with a preference to articulate ideas and concepts visually rather than verbally.

Enjoy sketching as a therapeutic relaxation technique.

Product Rationale

From the development and adoption of electricity for domestic usage in the early 1900's, the distribution of electricity within the home has remained static.

With advances in technology over several decades, electricity usage has become integral in the daily lives of people. Usage patterns have changed and a different set of needs have evolved.

There is demand for greater accessibility and flexibility of power delivery in the home, while maintaining safety.

The *Power Tower* attempts to achieve greater accessibility, by allowing users to organise and coordinate their electrical appliances and cords.

It allows users to place the *Tower* in several positions, both horizontally and vertically, according to the available space.

It is also highly adaptable, capable of being attached to walls and tables to lift cords above the ground. This reduces the chance of accidents.



Operation



Organised cords



In situation

Power Tower



Product Features



To bring power delivery devices in-line with current technology demands



Conceals electrical cords & maintains orderly appearance of surrounding area



Wide ranging; may be utilised in all areas requiring electricity



PVC, polyurethane, electroluminescent sheet



Jonathan Lowe

Product Rationale

Designer Profile

Mental note: serve God. Kindness to all. Diligence, perseverance and abundance of activity in everything. Exercise today for a healthy mind tomorrow. Think: lateral. Create: must solve that problem (with the world). Laugh: at myself & chickens when they run. Enjoy hard work. Beauty: in relationships. Must take out trash.

Does your office computer satisfy?

As a digital device, probably yes. As a physical tool, most likely not. This is because the computer industry is obsessed with quantifiable features in the development process and does not know you, the end user.

This is not necessarily a call to benevolence. With an industry boom likely to occur with the inception of digital entertainment the quantifiable features of computers will be taken for granted. Industry strategy, despite itself, will shift from push to pull.

Product deliverables will become important.

This scenario proposes a truly open planned and flexible office that could be fully realised within the next two years. Swipe access to the 'safe shelf' gives access to a number of 'thin client' books. Using these mobile books and an array of fixed input and output appliances, workers are given the freedom to tap into the digital realm wherever, whenever and however they please.



Safe shelf



Getting started



Versatility in use

Digital Office Scenario



Product Features



Improved efficiency, workplace flexibility & comfort. Reduced technical problems.



Utilises a wireless local or global computer processor service provider.



OLED screen. Pen Stylus. Slimline wireless keyboard. CD/DVD. Speakers. USB/FireWire.



Leather outer. ABS / Polycarbonate shells. Polypropylene inserts.



Henri Mariasson

Designer Profile

Helping construct our family home has given me a greater understanding of construction and materials.

Coupled with my inquisitive nature, I have gained a great deal of interest for manufacturing.

Helping friends with their projects has sparked in me an interest in the management side of product development.

Product Rationale

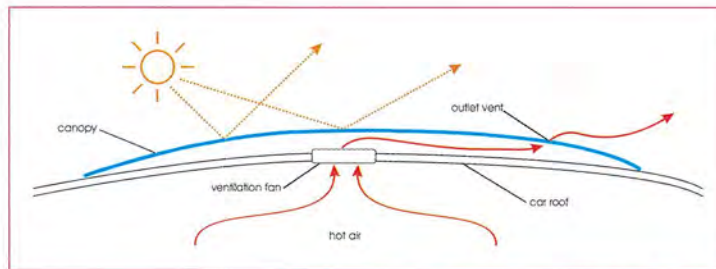
Entering a car's cabin on a hot day can be quite painful, especially when you consider the cabin temperature is above seventy degrees celsius.

Currently the only products available are either too cumbersome or only provide marginal relief to the problem. The *Heat Reducer* aims to solve the majority of problems associated with those products.

By extracting the hot air from inside the cabin, at the highest point, it prevents a build up of heat within the cabin.

This is achieved by a solar powered fan located on the roof of the automobile, drawing air from the cabin. To assist the cooling process a canopy is placed over the roof to provide a third layer of insulation.

Vents located at the rear of the canopy allow the air from the fan to travel out: also preventing heat building up below the canopy.



Schematic Diagram of Device



Cabin roof vent

Heat Reducer



Product Features



Automatically reduces heat in car cabin when left unattended



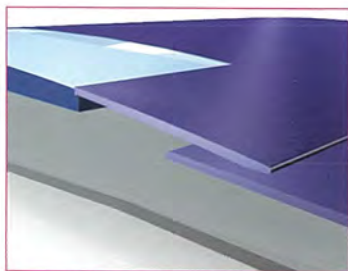
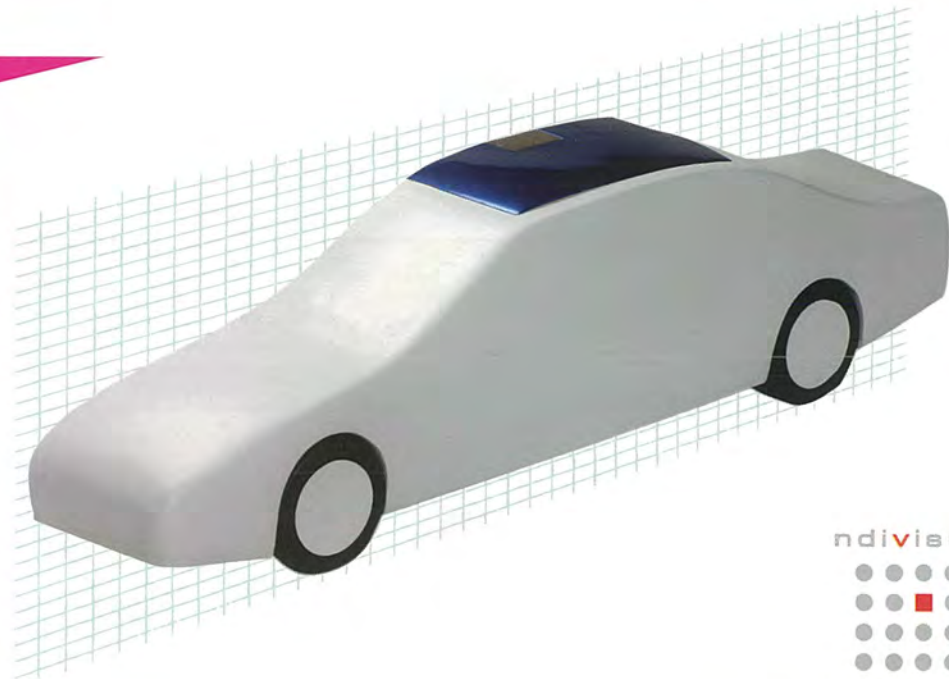
Offered as an option when purchasing a new car



Simply switch on when leaving the car to activate



Canopy constructed from fibreglass & can be colour-coded



Section of canopy vent

ndivisus



henri

Stefano Montresor

Designer Profile

By nature I enjoy working with my hands. I spend most of my spare time in the garage covered in oil, with my hands full of engine parts. I am involved in a number of motor sport activities as a competitor, but my true passion lies in finding solutions to mechanical problems.

For many people just exposing themselves to diving occasionally is enough, they have no desire to dive deep for long periods of time or to become involved in understanding the workings of their equipment.

With such a variety of adventure sports available today, the trend has been to try out scuba-diving with no desire to continue it on a regular basis. Scuba-diving is viewed as costly and time consuming, hence the *Shallow Diver* has been developed as a means of providing people with a

less expensive and less time consuming method to dive underwater.

With an achievable depth of ten metres and an air supply lasting twenty minutes, the *Shallow Diver* does away with heavy equipment and long set-up time.

The system incorporates a hand pump designed to connect directly to the two litre tank, allowing the diver to refill as many times as desired without having to leave the beach.



Regulator



Gauge



Hand pump

Shallow Diver



Product Features



Vest: neoprene; tank: s-glass composite with aluminium liner



Vest: compression moulding; tank: filament winding



Pump: triple-action compressing system that produces 130 BAR



System is independent of scuba stores when refilling the tank



Back supporting unit

Fiona Nobes

Product Rationale

Designer Profile

Growing up in country New South Wales gave me the chance to form an appreciation of simplicity in life.

I understand the value and importance in surrounding oneself with loving family and great friends.

Everything in life is a learning experience. I aspire to enjoy life and make the most out of every opportunity.

FlexScreen is targeted at individuals living in medium-term rental accommodation. The product was designed for people to create a sense of home in a seemingly transient living space.

The styling refers to the 1920s furniture of Eileen Gray. The application of modern materials and manufacturing technology brings the design language into a new societal context.

Space is made personal by the freedom an individual has to adapt it to their needs and desires.

FlexScreen's capacity for various con-

figurations allows users to express their own personality in their living space.

Interaction with a product requires care and facilitates appreciation of that product, which has consequences for extended product life. The design is flexible to the varying needs of the user, encouraging long-term engagement with the product.

Different scenarios exist that require people to maximise functional living space in rental accommodation. *FlexScreen* affords consumers this flexibility.



Connection detail



Insert Detail



Frame-insert assembly

FlexScreen



Product Features



Freestanding room divider that also provides illumination & object display



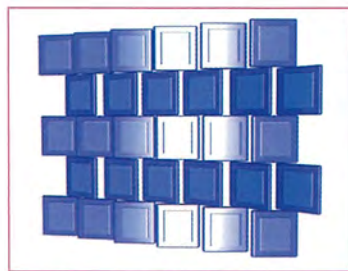
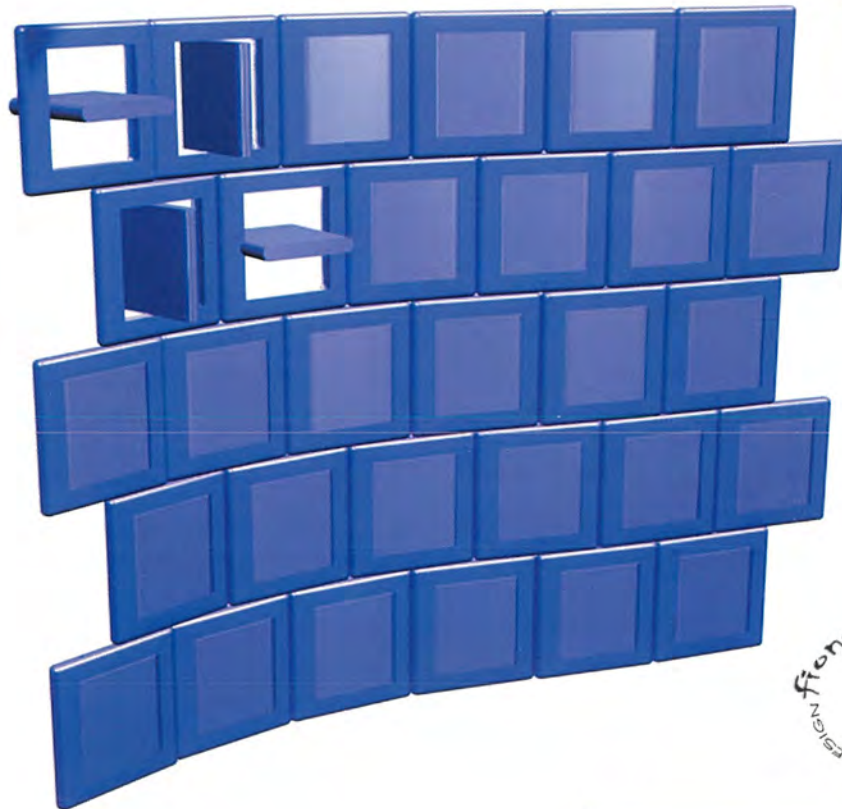
Customise rental living space without permanently altering the rental property



Two injection moulded polypropylene components per module



Adaptable to changing user needs; easy assembly; packs flat for transportation



Different configurations

fibona nubes
INDUSTRIAL DESIGN

Masafumi Numata

Product Rationale

Designer Profile

Analytical thinker. Born in Nagoya, Japan. Interested in traditional Japanese culture. Worshipper of Japanese Manga draftsmen. Design with precision and detail. Underlying design theme: sustainability, simplicity and efficiency. Vehicle styling specialist. Cyclist. Future aspiration: to be an innovative creator, designer, thinker.

When bicycle parking racks are located too far away, cyclists often lock their bicycles onto any secure structure they can find, and in a disorderly manner.

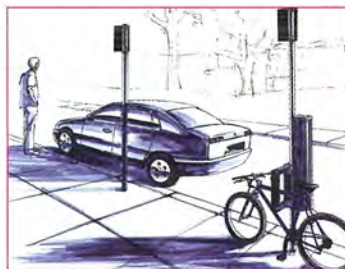
Signposts, fences, and light poles are typical targets. Not only is this unsightly, it may cause obstruction to the sidewalk and become a pedestrian hazard.

This bicycle parking stand is one solution for reorganising bicycle-filled Sydney streets, at the same time meeting the convenience needs of commuter and local-errand cyclists.

Installing onto existing signposts saves concrete base construction and achieves high visibility to deter thieves.

A combination of an easy-to-use cable and rigid U-lock ensures double security and relieves cyclists of the need to carry heavy locks during their trip: one small lock is all that is needed.

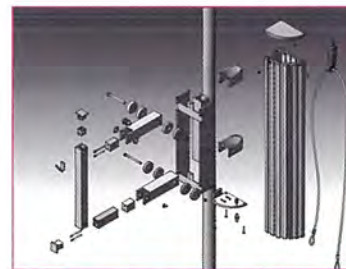
The simple modular design allows for optional lighting for night-time security, and various clamp sizes enable installation onto just about any type of pole.



Typical use situation



Optional lighting



Exploded drawing

Bicycle Parking Stand

NUMACA

Product Features



Permanently clamps onto existing signposts



Quick-release U-lock & retractable cable lock supplied



User carries only a small lock.



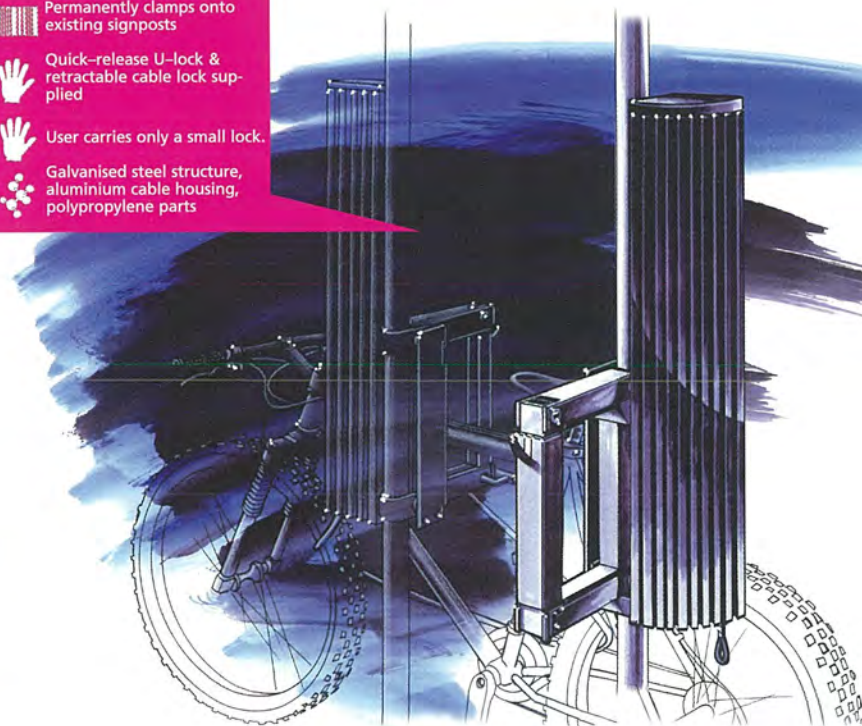
Galvanised steel structure, aluminium cable housing, polypropylene parts



Retractable cable housing

Swing-arm U-lock

Operation



Lina Pao

Product Rationale

Designer Profile

In my spare time (what little I have), I enjoy reading, going to the beach and playing beach volleyball with my friends.

I would like to travel around the world to meet new people and experience new cultures.

One day I hope to speak fluent Japanese and German.

Due to improved social awareness, it is now acknowledged that people with disabilities want to travel.

Today, many accessible places have been designed to allow this, so that the desire to travel can become a reality. Nevertheless, there is currently no efficient way for those with disabilities to protect themselves quickly from the weather whilst they are outdoors.

This rooftop design attempts to shield those who are in a wheelchair from the sun and rain quickly, when

they are outdoors.

This system is very easy to operate when compared to an umbrella and raincoat system that has been specifically designed for the wheelchair. Furthermore, with this system, the user's movements will not be restricted as there is still a considerable amount of room for them to move around.

When the rooftop is not in use, it can be folded and fitted on the back of the wheelchair.



Handle



Pull up



Rooftop opens

Product Features



45 – 65 year old wheelchair users



Simple operation; system folds away with the wheelchair



Closed: 135 deep x 600 w. x 855mm h.; extended: 730 x 600 x 1305mm



Quick protection, compact, no similar system exists on the market



Closed system



Byung-il Thomas Park

Designer Profile

My design logo is representative of my ideas on design and work. APRO is actually an abbreviation for 'A Professional', standing for the high quality in innovative design and ideas.

It is also representative of my Korean background; 'apro' is the concept of moving forward and looking towards the future.

Product Rationale

K-9 Friend was designed as an innovative and up-to-date solution for the busy dog owners of today.

There is definitely a need for a product which can look after and care for your dogs while you are away. In a fast moving, busy world like today, many dog owners find it harder to stay at home and take the time to care for their beloved dogs.

K-9 friend allows for easy monitoring and caring for your canine friend while you are not at home, by utilising some of the latest technology.

gy.

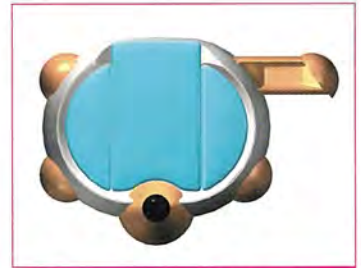
It has a built in camera that enables monitoring of the dog's health and behaviour, as well as feeding the dog at the right times, all this information can be seen through the owner's notebook or PDA. However, the *K-9 Friend* is not intended to 'replace' the owner or to neglect the dog, but rather to encourage the owners to spend more time with the dog.



Allows easy monitoring



Camera detail



Food/water compartment

K9-Friend



Product Features



Dog-loving professional working couples or singles.



Usable for life of dog and longer, updating possible



Compact (with dog bed built in), allows monitoring and feeding



Approximate Cost: \$800



Rear view

APRO
DESIGN

Yuanita Prawira

Product Rationale

Designer Profile

Personally, I enjoy designing playful, individual, novelty products. I have designed products ranging from corporate gifts and toys, to home wares and furniture. My interests include graphics and illustration.

As a designer I believe that the key to success is not solely measured by creativity but also perseverance and discipline.

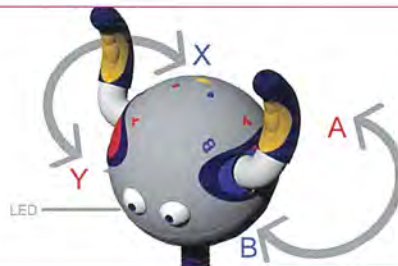
Console-based video games bring a whole new world of interactivity to home entertainment, however they prevent children from expending much energy and promote a sedentary lifestyle. Issues of decreased activity during play and prolonged repetitive movement have resulted in many cases of 'lifestyle diseases' later in life.

*Mo*Jo* is designed to curtail the marked increase in childhood obesity by capitalizing on the popularity of game consoles. This is achieved through shifting the traditional process of controlling game action

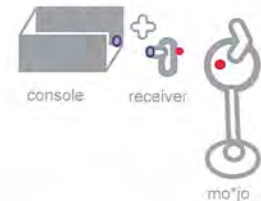
from the fingers to the entire body by employing the active involvement of the major muscle groups.

The flexible controller increases physical activity, thus adds an exercise component to the video game playing experience.

Concerns regarding obesity in children have certainly intensified the demand for a video game product targeted at children that offers not only excitement but also an improvement of health and lifestyle. This is certainly something that *Mo*Jo* strives to provide to children.



Action registration



Radio freq. connectivity



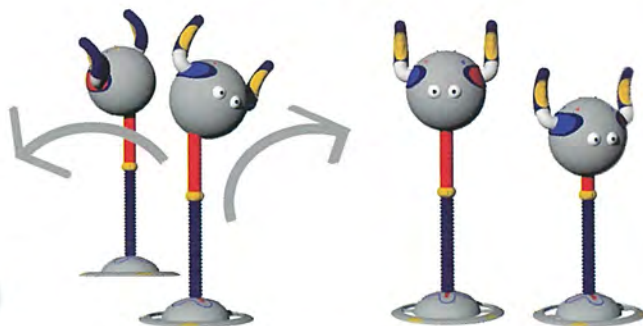
Product Features

 PVC; stainless steel; rubber grip

 Adjustable heights; wireless (radio frequency technology); 4x AA batteries

 Boys aged 6-9 years

 Maximum height – 900mm; minimum height – 635mm



Tyrone Robertson

Product Rationale

Designer Profile

Call me 'Squashy'. I have grown up in the surf of Bondi. My design is influenced by fluidity and natural dynamism. Alternative, inventive, resourceful and 'outside the box' are my traits. My goals are to make Squashed Enterprises an example of furniture innovation, and to design sci-fi props.

Be safe. Star Wars rules.

Flipper was conceived to provide a seating solution for pubs with a surfing theme. Seating in pubs is varied and has to accommodate the variety of patron postures, sectional ambiences within the pub and alternative ways patrons use the seating. The seat therefore, has to be multi-functional, comfortable and relate itself to the surf and pub culture.

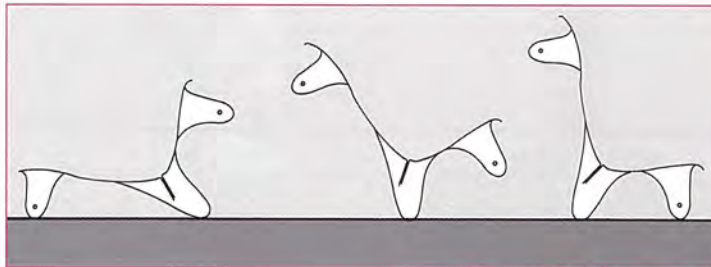
Patrons and staff were interviewed and observed in the seating environments of the pubs. It was concluded that the design must be easy to clean

and move, used in both indoor and outdoor environments and be comfortable.

Flipper is a design that is fluid and smooth with no sharp angles but long flowing curves with organic undertones.

The design solution is intended as a bridge between the strong surf and pub cultures along coastal Australia.

The materials used in *Flipper's* construction are integral to both cultures.



Variable positioning



Modelmaking in progress

The Flipper

Product Features



Fibreglass, resin, balsa, neoprene, Velcro.



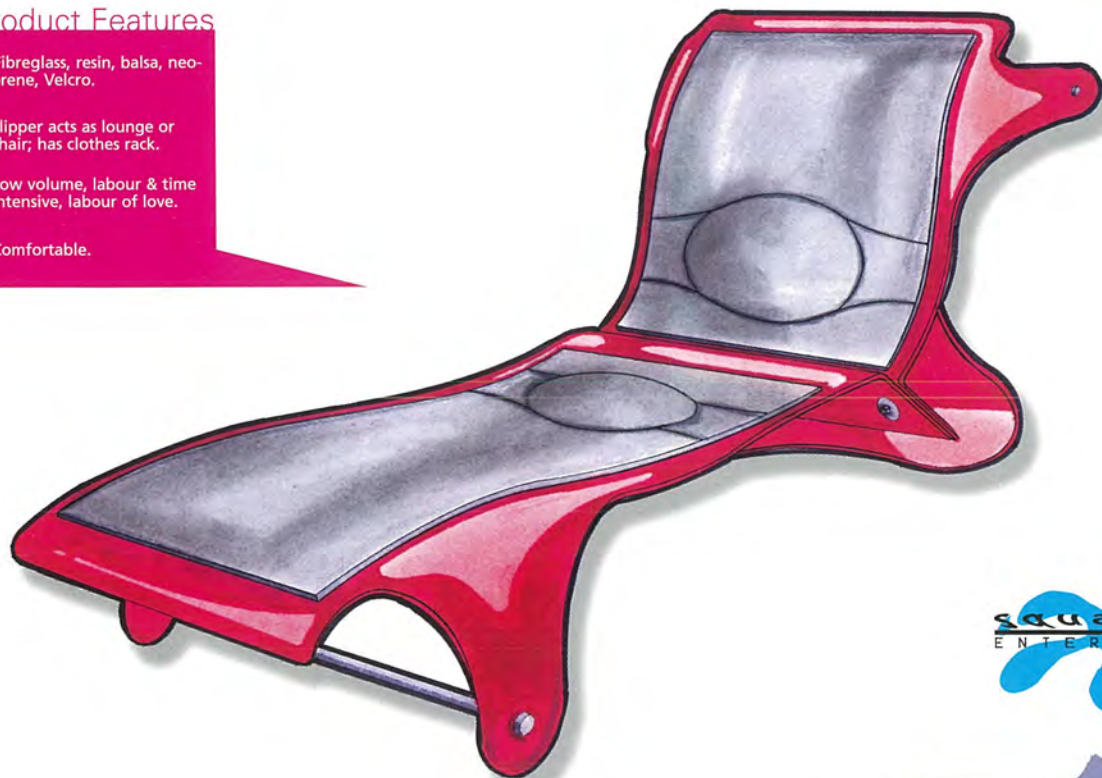
Flipper acts as lounge or chair; has clothes rack.



Low volume, labour & time intensive, labour of love.



Comfortable.



Drew Rosskelly

Product Rationale

Designer Profile

Growing up, my family south coast property provided me with excellent grounds for inventing and constructing objects and contraptions. This passion for innovation lead me to industrial design. Working with Beenz.com, Wollongong University and LEGO in Denmark has given me first hand experience towards becoming a successful designer. ●

During long hot summers we can frequently find kids alongside friends and family enjoying their days in and around water. Research found that 90% of Australian children aged 8–12 years, spend their warm days at private and public pools.

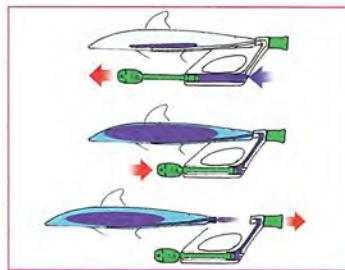
The aim was to develop a safe pool toy that stimulates and sustains the interest for play in children aged 8 to 12 years.

The result is *Finn*, a changeable, powered pool toy. Transformation of the form through changing the fin configuration, and rotating the body

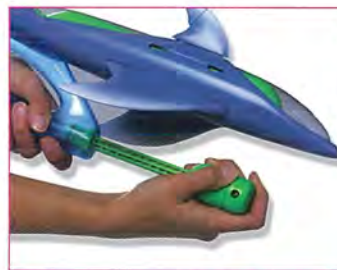
alters the function and performance.

Children must exert energy into the toy to acquire the power output, which is achieved by children pumping pool water into *Finn*. When released from the pump the streaming jet of water combined with the changing weight and hydrodynamic fins, propels *Finn* through the pool.

Finn provides the child with an endless possibility of pool-play options throughout the summer making it an attractive toy for both the child and the parent.

 ●

Propulsion system



Pump water



Release



Dolphin, flying fish & shark



Product Features



Private & public pool attending girls & boys aged 8-12 years.



Transforms into Diving Dolphin, Flying Fish, Surfacing Shark & squirter.



Pumping water compresses air in bottle, resulting in hydrodynamic water jet propulsion



Approximate Cost: \$50

drew rosskelly design



Astrid Setiawan

Product Rationale

Designer Profile

The 'there is always' rules in (my) life:

- something to be grateful for
- a positive in negatives
- a splash of red
- room for good foods
- something new to learn
- each other
- time to relax
- anything but tomatoes

Young children in hospital need more than good care and attention. They need a child-friendly environment and tools to help them adjust to the hospital setting and thus, recover more quickly.

An intravenous (IV) drip can be a nuisance for children when playing and moving, especially when they have to travel between rooms in the hospital. The *IV-mobil* is designed to provide a fun means to help children when travelling around, also allowing them to bring all their favourite things

with them at the same time. It encourages freedom and independence for them.

This product can be wheeled around either by the children or by adults. It is hoped that the *IV-mobil* will bring excitement to a child's hospital experience.

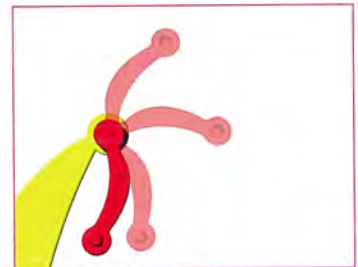
Many thanks for Bert Buchanan of Image Plastic and Mary Adams from Sense Appeal for their contribution to this project.



Side pocket

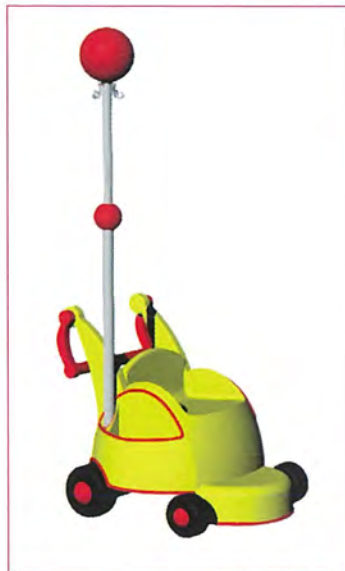


IV bag's hook



Adjustable handle

IV-mobil



Full size design

Product Features



Hospitalised children, aged
2-5 years



UV protected polyethylene,
rubber



Rotation moulding



1500 x 600 x 800mm
(extended)



Soh Kok Lim

Product Rationale

Designer Profile

I embody a mixture of characteristics from the cultures of Eastern and Western Singapore; most importantly I am ethical, tolerant, caring and hardworking.

I am always aware of the power of good, intriguing design. I focus on being the innovator and embrace new forms of creative collaboration.

Music has always been recognised for its calming effect and for its ability to rouse and inspire the human spirit.

However, this enjoyment of music is hindered by complex music systems that physically and visually restrict today's listening environment.

The *Seamless Audio System* provides wireless seamless music enjoyment to the user.

Seamless music allows non-stop music enjoyment when moving from one environment to another. It is able to transfer music wirelessly to any

speakers, from the home speaker system to ear/headphones or to vehicle speakers, providing non-stop music during travel between environments.

The *Seamless Audio System* is a portable MP3 audio system that can be used in the domestic environment, the outdoor environment and the vehicle.

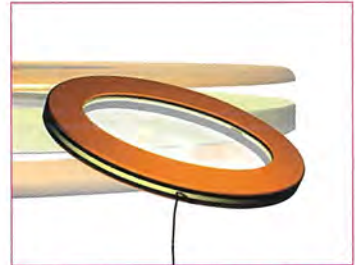
It aims to increase the universality of the product through the user's environment providing non-stop music enjoyment.



Interchangeable casing



Operating method



Speaker design

Seamless Audio System



Product Features

 Wireless audio/data transmission via Bluetooth

 Age 18-25

 \$400 for a simple system & extra for full system

 Seamless Music



Yoon Sung

Product Rationale

Designer Profile

I started playing piano from the age of 7, then I picked up flute and clarinet when I was 13.

Playing music is meditative in that it keeps me focused on the present moment. The inner experience of putting your whole self into it, and expressing things for which there are no words is powerful, just like designing.

Musicians make many sacrifices to achieve a high level of skill, and feel a need to bring the beauty of great music to the world. Maintaining this skill requires a great deal of study, imagination and constant work on music scores. Scores are part of a musician's life and it's time to upgrade these to fit into today's digital society, making musicians' lives more convenient.

Smart Sheet Music is designed to assist musicians during individual practice, group rehearsal and formal performance by displaying their music

on two touch-sensitive digital displays, eliminating the need for the interruption of manual page turning. Page turning is automatic or a wireless foot pedal can be used.

The system also includes a metronome with audiovisual feedback, a pitch-generating tuner, inter-symphony communication capabilities and stylus-based on screen annotation.

The design tries to blur the boundaries between the paper and digital domains, offering musicians the best of both worlds.

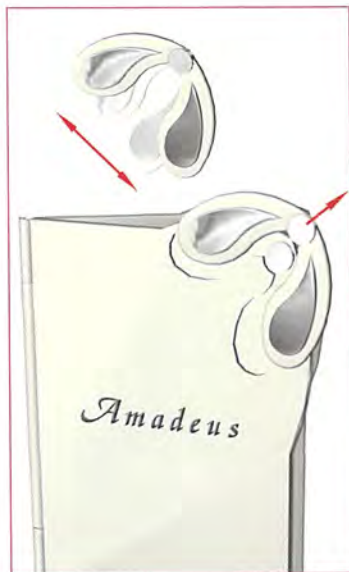


Built-in tuner & metronome



Inter-symphony communication, wireless foot-pedal

Smart Sheet Music



Product Features



Advantageous to professional orchestra and other musicians



OLED display; Bluetooth; Optical Music Recognition (OMR)



Hands-free automatic page turning; internal/external memory, portable



Closed: 242 x 336; each half of display: 10mm thick



Tresna Tanudisastro

Product Rationale

Designer Profile

Born in Indonesia, born to be different, born to be dynamic. Cross cultural exposure.

Enjoy working in various environments and teams.

Faith x Action = Work. Inspiration is a revelation. Creativity is a blessing.

Fascinated with children's curiosity, sincerity and imagination.

Say goodbye to strain, over-consumption of plastic bags and grandma's bulky trolley!

This funky collapsible device is a solution to facilitate and revamp dynamic urban dwellers (single, 20 to 30 year-olds). This is especially for those without private vehicle access who need to transport grocery shopping.

Its all-in-one features include a flexible container, lightweight durable packaging and a retractable handle for lifting, pushing or pulling. Its

sophisticated mechanism is simply operated by pressing the button and opening the bag, which automatically unfolds the wheels.

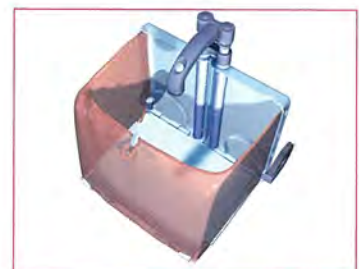
With ergonomic and mechanical design considerations, this product encourages energy efficient shopping and increases the convenience and capabilities of manual handling.



Open



Self-unfolds



Versatile

Jonah



Product Features



Super compact: 350 x 150 x 60mm (collapsed); stylish



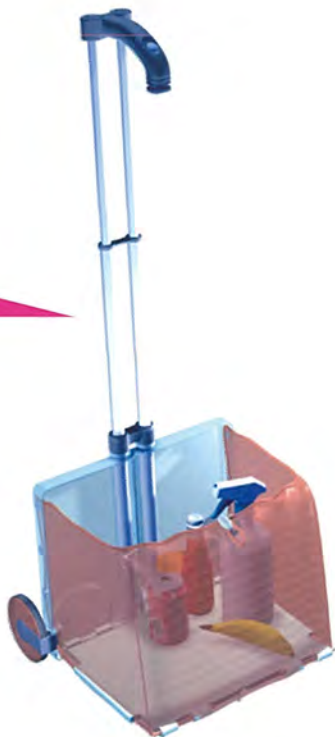
Light to carry; user friendly; easy to manoeuvre



Supports environmental awareness



Durable materials; mechanical, interlocking parts



'jonah'
the collapsible trolley

Anastasia Tanubutri

Product Rationale

Designer Profile

I was born in Indonesia. I like travelling, meeting people from different countries and learning different languages to be able to communicate with them.

I believe playfulness is a start for being creative, being stress-free and enjoying life more.

The project is called Child in Adult.

Even though we're grown up, we still can be playful because childhood is something that we can never forget.

The aim is to design an office toy as a stress reliever. Research indicates the target market use communication to relieve stress and that they value good relationships with others.

Inyo is a family of products which brings playfulness into the communication system at the office. *Inyo* consists of 3 message 'balls' of post-its,

LCD and a voice recorder. There is also a docking station.

To use the system, one would simply go across the room and drop one of the balls on someone else's desk.





Product Features



Balls: polyurethane to create rubbery feeling; docking station: polypropylene



Female & male, from 20 years old, work at the office



Docking station connects to PC to transfer message to LCD ball.



Balls: diameter 55mm; docking station: 140 x 140 x 170mm



inyo

widya
designs

Henry Wang

Designer Profile

I am who I am because of the people I am surrounded by, I am who I am because of the paths I have chosen, I am what I am not because of what I wear, Or what you think I am, I want to be inspired, I want to live life without regrets, But most of all I want to be happy,

I am just me.

Product Rationale

The *SDS* (Shopping Directory System) solves the conundrum that has puzzled many shoppers in the past — where in the store is the department located? Do they have my product? Is there any detailed information on this product? How much credit do I have on my store card?

With the *SDS*, consumers with 3G devices can utilise the many functions that will enhance a pleasurable shopping experience. That is, for the consumer to have a simpler and quicker, more convenient, more secure and

less frustrating experience when it comes to shopping.

The problem with existing directories is that they sometimes give misleading locations or are uninformative. They are not always up to date, and can be costly for retailers to update.

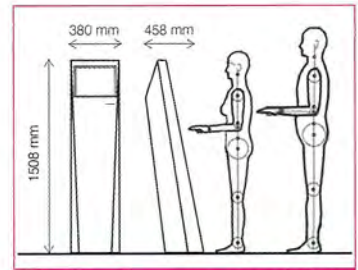
The *SDS* allows the retailers to update the directories efficiently and promote store specials with a simple click of a button and also target consumers individually when identified with their store cards.



15" touch screen



Vents for heat



Ergonomics of SDS



Perspective back view



Product Features



Upper class department store with high standard of customer service



15" touch screen; 3G compatible; Bluetooth; location method; card reader



Use the SDS and the 3G device to navigate around store



Stainless steel coated with polyurethane & painted fibreglass backing

SDS[®]
SHOPPING DIRECTORY SYSTEM

Hadley White

Product Rationale

Designer Profile

Life Checklist: 1. learn everything about stuff; 2. leave world better than find it; 3. buy wanky car to impress school-friends; 4. create: products, architecture, music, Beauty, profiteroles (tricky bastards); 5. remain young = open-minded + enthusiastic; 6. sleep with someone famous; 7. work hard; 8. make people laugh (is cheap medicine). ●

Is your partner trying to poison you? If they're serving you a genetically-modified, pesticide-enriched, cancer-stimulating dinner, then perhaps the answer is 'yes'.

Fruitcase is a domestic storage product for those who are concerned about the quality of their food and health. An insulated ceramic space cooled by a replaceable ice core, *Fruitcase* is designed to keep fruit nutritionally sound between purchases.

Designed as a union of fridge and fruit bowl, *Fruitcase* maintains temperatures of between 8 and 10

degrees celsius, and limits access to light and oxygen. In this way it slows the degrading metabolic processes of fruit as a fridge would. It also integrates the physical and visual accessibility of a fruit bowl, and provides a fruit-friendly humid environment.

Internal ceramic compartmentalisation prevents damage through crushing, but is removable to suit the individual needs of the user. The use of 'natural' materials and simple technologies reflects a desire for holistic foods.



Removable ice core



Adjustable ceramic sections



Rotating lid

Fruitcase



Product Features



Compostable foam, low energy of manufacture, electricity-free cooling.



Approximate cost: BOM = \$120; retail = \$450



Slip cast ceramic filled with self-expanding insulating foam



Ceramic gives 'precious' status which encourages product longevity

Wendy Yan

Designer Profile

Born in Hong Kong, cross cultural upbringing. Enjoy all kinds of movies. Love karaoke. Appreciate all novel products. I believe that design should be utilised towards improving the quality of life.

Good design is not merely aesthetic camouflage but rather the fusion of beauty and practicality that meets human needs.

Product Rationale

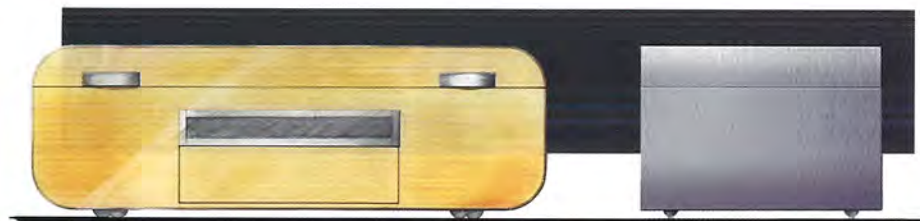
Since 1991 apartment living in Sydney has undergone significant growth. People are moving into smaller homes with limited space. The issues surrounding the laundry area were specifically looked at for this project.

Drying laundry is one of the essential issues in domestic life, however existing dryers are commonly associated with such issues as over-drying and fabric deterioration. Usage is often restricted to limited of fabrics.

Hence, there is a need for a space efficient, effective drying solution.

Dehydrate is a dual-purpose domestic product. It can be opened up for laundry drying and stored away as a stand-alone furniture piece when not in use. Using simple dehumidification technology, *Dehydrate* allows fast laundry drying by removing moisture from the surrounding air.

The product is capable of drying all kinds of clothes, even delicate garments and knitwear without damaging them. It is a smart alternative method to clothes drying in all weather, anytime of the day.



Coffee table

Dehydrate

Product Features



Timber veneer; laminated plywood; aluminium



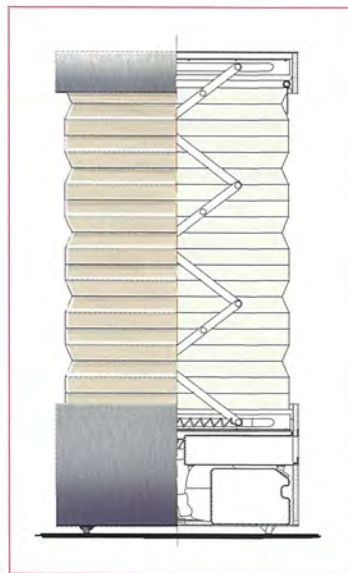
Space & energy efficient drying system for apartment dwellers



Offers to fast dry all kind of garments without damaging



Closed: 425 h. x 1260 w. x 600 d.; open: 1200 h. x 1260 w. x 600 d.



Drying mode



Jasmine Yoon

Product Rationale

Designer Profile

My main interest lies in furniture design as well as showing value through it's display.

I hope to be a creator of space and environments for visual merchandising as well as a product designer, to encourage people to appreciate the environment that they live in by employing engaging design that draws the user to the product. ●

Different councils have different needs and ways of catering for their community. *Cita* is a modular public seating system that integrates flexibility with choice.

Comprised of a basic seating unit, it can be modified with additional backrests, armrests and tables, depending on the individual council requirements.

When using public seating, it is inevitable that you share the space with strangers and it is a natural reaction of people to try and sit as far

away from each other as possible.

Cita has a unique array of configuration to allow both social and individual uses of its space more effectively, by varying the seating angles and providing a distinct division of space. The shape of the seat and angles also prevent homeless people from sleeping on the public seating.

The use of modular parts allows for easier maintenance and repair in case of vandalism — instead of having to discard the whole object.





Product Features



Aluminium, plywood



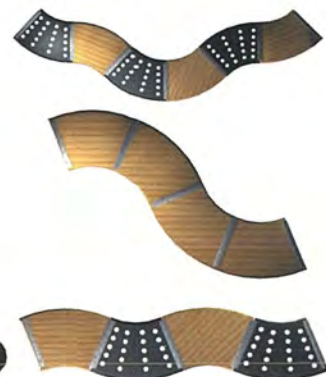
Modular design, offers more than one configuration



Pressed tools, gravity die-casting,



Councils, landscape architects



Suna A Yu

Product Rationale

Designer Profile

At the end of our rigorous studies and training, I hope to become a designer who influences people's views and choice — to encourage a more sustainable society through my designs rather than be a follower of trends. A compromise between simplicity and variety will prevail in all my designs.

Cubix is a room divider for infants to primary school aged children. It can be used to divide space for adults and children by providing a colourful and interactive face for children while the parent's side is a subdued smooth surface. It can also cater for siblings sharing a space as cubes allow both sides to be utilised.

It has multifunction capacities, providing shelving, picture frames and magnetic and chalk boards.

As an adaptable modular product it permits continual updating, allow-

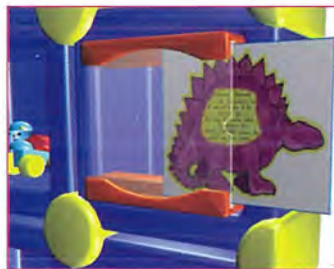
ing it to perform several functions and cater for the changing needs.

Children grow very quickly and their needs also change. In the short span of time that these changes occur, it is too costly and inefficient to cater for these changes all the time with new products.

The interchangeable modular parts of *Cubix* allow it to be disassembled so that it can be replaced separately whenever necessary.



Base in perspective



Close up



Components (exploded view)



Product Features



Polypropylene



Rotational moulding & blow moulding



Recyclable & modular design



Elementary to primary school aged children



Vincent Yung

Product Rationale

Designer Profile

Achieving a goal isn't the best thing in life, it's the mistakes you encounter on the path and learning through the mistakes that make life interesting.

I love the speed and power of cars and also competitive sports.

Shopping for food is an essential activity of our daily lives, and a good way to encourage the elderly to get some exercise and fresh air.

As people get older, carrying heavy groceries is an inherent problem. Whilst current products assist them in this task, they also make them feel dependent on the product or service while using it. This results in low self esteem or reliance on others.

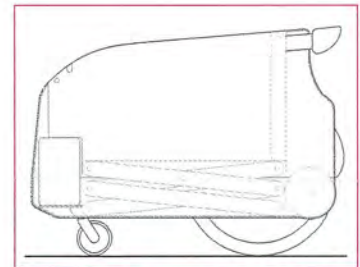
A product needs to be designed to assist the elderly but at the same time give them confidence, independence

and also act as a companion while they are using it.

Shoppet is designed to satisfy their needs and also give them confidence and a sense of responsibility while using it. This makes them feel more important and will increase their self-confidence.



Remote control



Raising mechanism

Shopper

Product Features



Over 65 years; go shopping on foot.



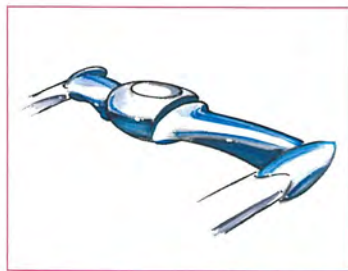
Follows the user; has sensors to steer away from objects.



Gives the user confidence & responsibility when using it.



Rotationally moulded shell/basket; pressed sheet aluminium.



Manual controls



Cindy Yuwono

Designer Profile

*"There was a little girl,
Who had a little curl,
Right in the middle of her forehead.
When she was good,
She was very good good,
But when she was bad she was horrid."*

*Reflect more, risk more,
leave your legacy.*

Product Rationale

Solace. Solitude. Reflection. In a world of chaos and unrelenting pressures, the bathroom often transcends its physical functional purpose becoming a sanctuary for rejuvenation.

Bathing is one of the simplest pleasures in life, to immerse oneself in a body of calm water and drift away — however, for a growing number of people, the bathroom and bath is often the first place of exclusion.

Due to physiological limitations, bathing becomes arduous and dangerous. With a significantly ageing population in many industrialised

nations, addressing issues of inclusiveness and accessibility become important, emotionally and financially.

Flexiform encourages a sense of ageing gracefully, by creating a more inclusive design that does not draw attention to individual deficiencies. It steers away from stigmatisation by having non-obtrusive features.

With a flexible upper membrane, it allows users to transfer on to the top of the bath, before being lowered gently using water transferred beneath.



Control panel



Operation

Flexiform



Exploded view



Zhena Ruiding

Product Rationale

Designer Profile

As an industrial designer with an engineering background, I want to design products that are not only workable but aesthetically pleasing and ergonomically sound.

Graduating soon, I see industrial design as a new starting point in my career. Being environmentally conscious, I hope this world will become cleaner and friendlier to live in.

In modern society, our lifestyles have become busier than ever. After a days work, people want a comfortable and secure home for them to relax in. Managing their utilities is an extra chore for them.

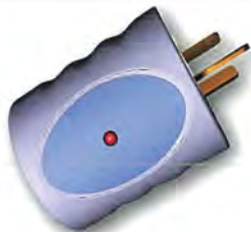
With the development of the PC and the Internet, utility management goes online. People can check their bills and usage by entering their account number.

But there are still many problems; for example problems with starting up computers, Internet traffic jams, or

forgetting account details, so on and so forth.

This all in one utility management system provides you with real time information without any sweat. It is not only for checking account information, but also for detecting problems such as water and electricity leaks before it's too late.

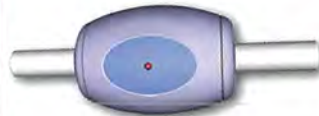
With its inviting appearance and ergonomically designed features, this product is going to be part of our daily life.



Electric sensor



Gas detector



Water detector

Power Manager



Product Features



ABS, aesthetically pleasing & durable



Consumer: Working households; B2B: Government housing estate



RF, Infrared



Attractive to governments promoting a more energy efficient society.



Zhong Fang Qiu

Product Rationale

Designer Profile

I was born in Malaysia and grew up in Singapore. I enjoy being with children. Hate politics. Enjoy canoeing. Love nature especially the sea and oceans. Like simple and clean cut design. Enjoy well-drawn manga, comics and animations. Wish to visit and learn the design culture of Japan, America and Germany.

There is an increasing population of participants in various marine activities such as marine transport (people/goods), domestic and commercial fishing, marine life research, sea kayak expeditions, rock fishing and many more.

The sea and ocean are still as dangerous as ever. Lives are still lost in the sea even with existing safety devices available on the market.

In the current situation, victims of sunken vessels or yachts have to try to gather nearby safety devices in order

to be found and rescued. What about those who don't manage to do so?

The MPSD (Marine Personal Safety Device) is designed to reinforce the safety level of each individual marine activity participant at all times and bring them home to their loved ones safely.

The MPSD is designed to be worn by the user without obstructing user movement and to send out a clear distress signal and accurate location data to the rescuer.



The MPSD



Product Features



Yacht sailers & people involved in deep-sea activities.



GPS, lithium-ion polymer batteries & digital compass



Hands free, compact, digital map, digital compass & individual possession



Designed to further secure individual safety



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And the entire graduating class.

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Manifesto

The word design has its roots in the Latin 'designare': to designate. As creatures given the stewardship of this earth, we all designate. Designation is our imposition of order for a purpose on that which surrounds us. It is for this reason that all men and women are special types of designers. Thus, as we enact change upon this world, it is our concurrent duty to subdue that which surrounds us and most importantly, to care for it.

We as the Industrial Design class

of 2002 recognise this responsibility. In fact, we cannot ignore it — it is the fibre of our being. Through insight in forefront technologies, learning in production methods, knowledge of social structure and appreciation of beautiful form, our endeavour is a necessary and meaningful purpose of liberty, comfort, beauty and joy. In this way, by realising those dreams of our deepest imagination we hope to dignify human existence and thus, create life.



