

Encore Generation Presents

Cookie Tasse

A
Design
By Kathy Dixon

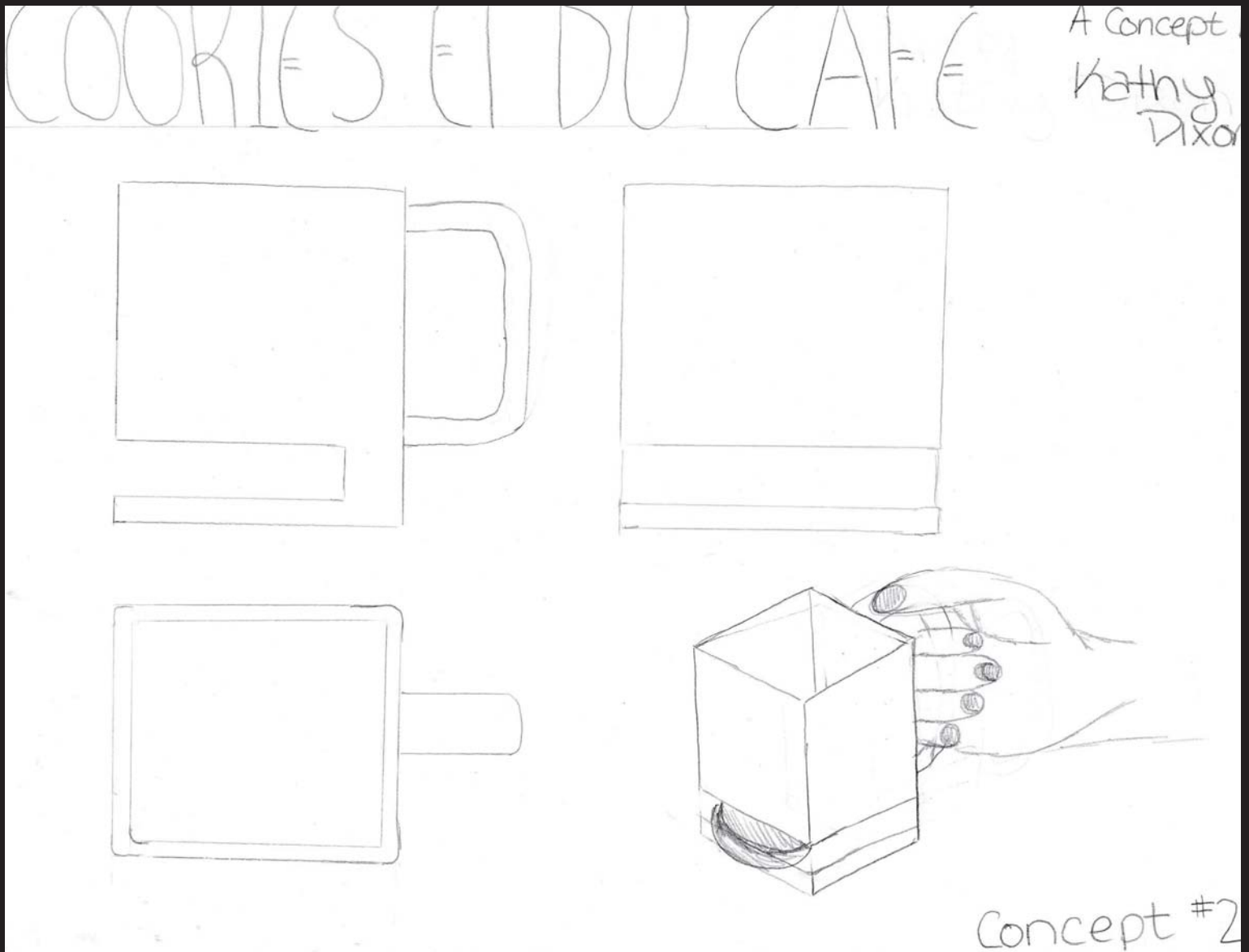


SDS-501-02: Communications
and presentation
Professor McCabe
Fall 2012

Introduction

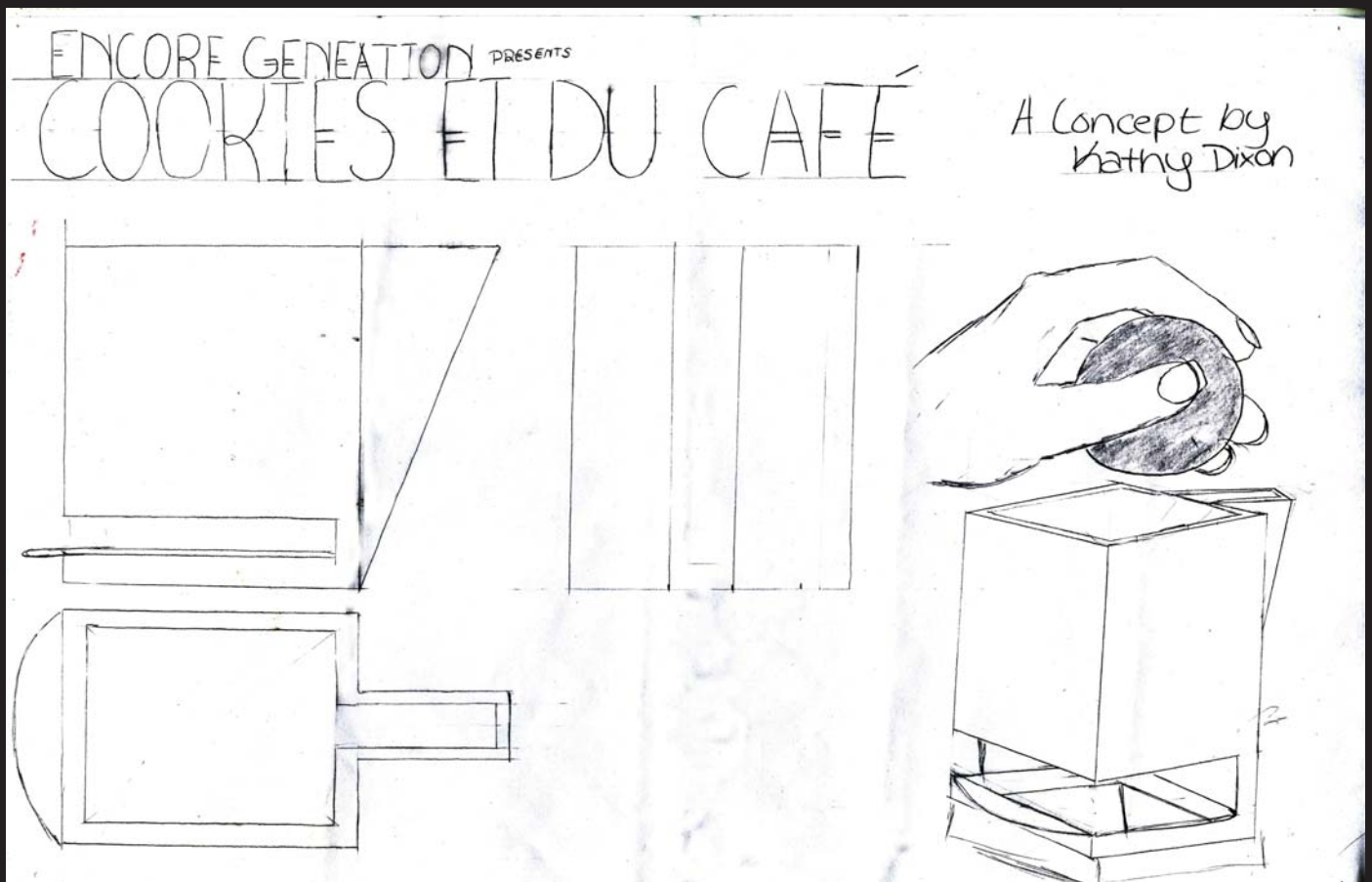
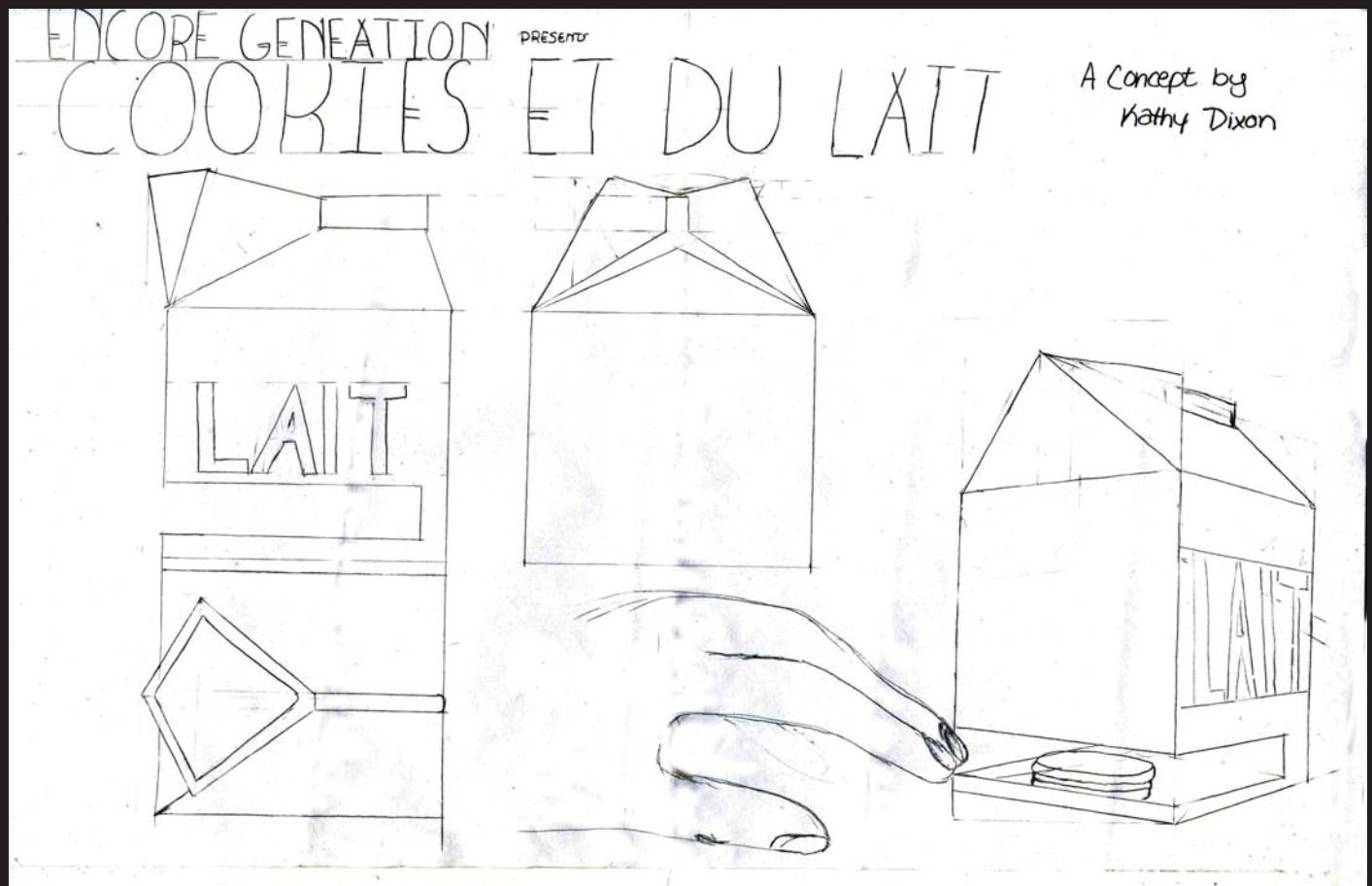
Milk and cookies. It is the quintessential snack, which for many evokes childhood memories, reminiscent of an unknowingly simple time. Yet still, no matter the age, people have that same excitement when there is mention of a cookie. It could be fresh from the oven, purchased at a local bakery, or even purchased in a package for the local grocery. No matter what, a cookie is a cookie, and there's still that excitement. It is with that idea, Cookie Tasse was born. Taking the same idea but updated and sophisticated.

The Initial Idea

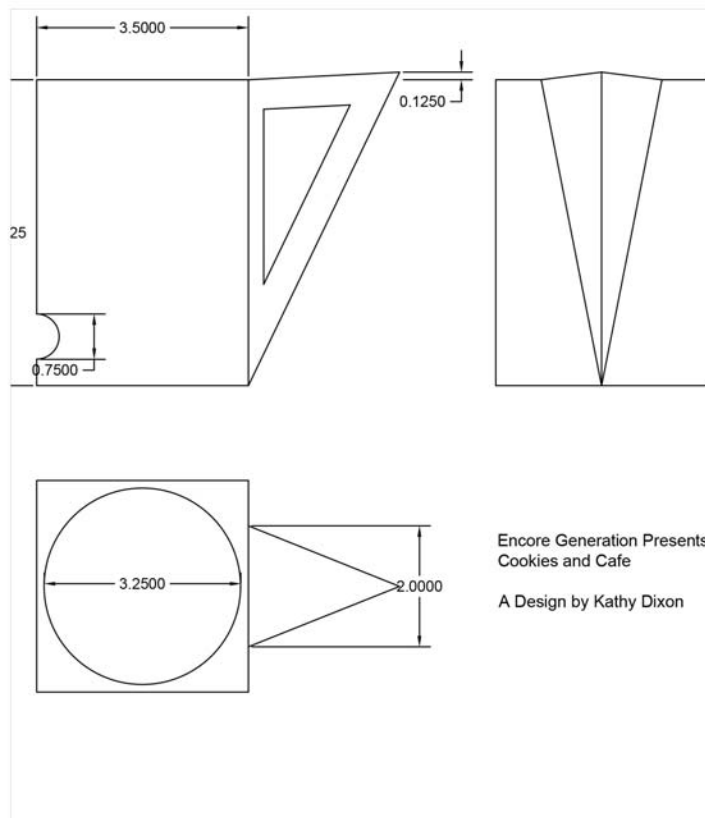


I wasn't certain if everyone would understand my idea/concept, but out of the 10 sketches, this was one of the most popular. The idea was to have a coffee mug with an area at the bottom of the cup for cookies. This was an attempt to make a milk and cookie break, updated and more sophisticated. While designing this, I had chocolate chip cookies in mind. For some reason, a chocolate chip cookie tastes better when the chocolate is melted. Having the cookie in the bottom compartment will warm the chocolate of the cookie, for the user's culinary enjoyment. But chocolate chip cookies are not required in order to enjoy Cookie Tasse Mug. One doesn't even need to be drinking coffee; it could contain milk, the old stand-by companion to cookies.

Design Evolution



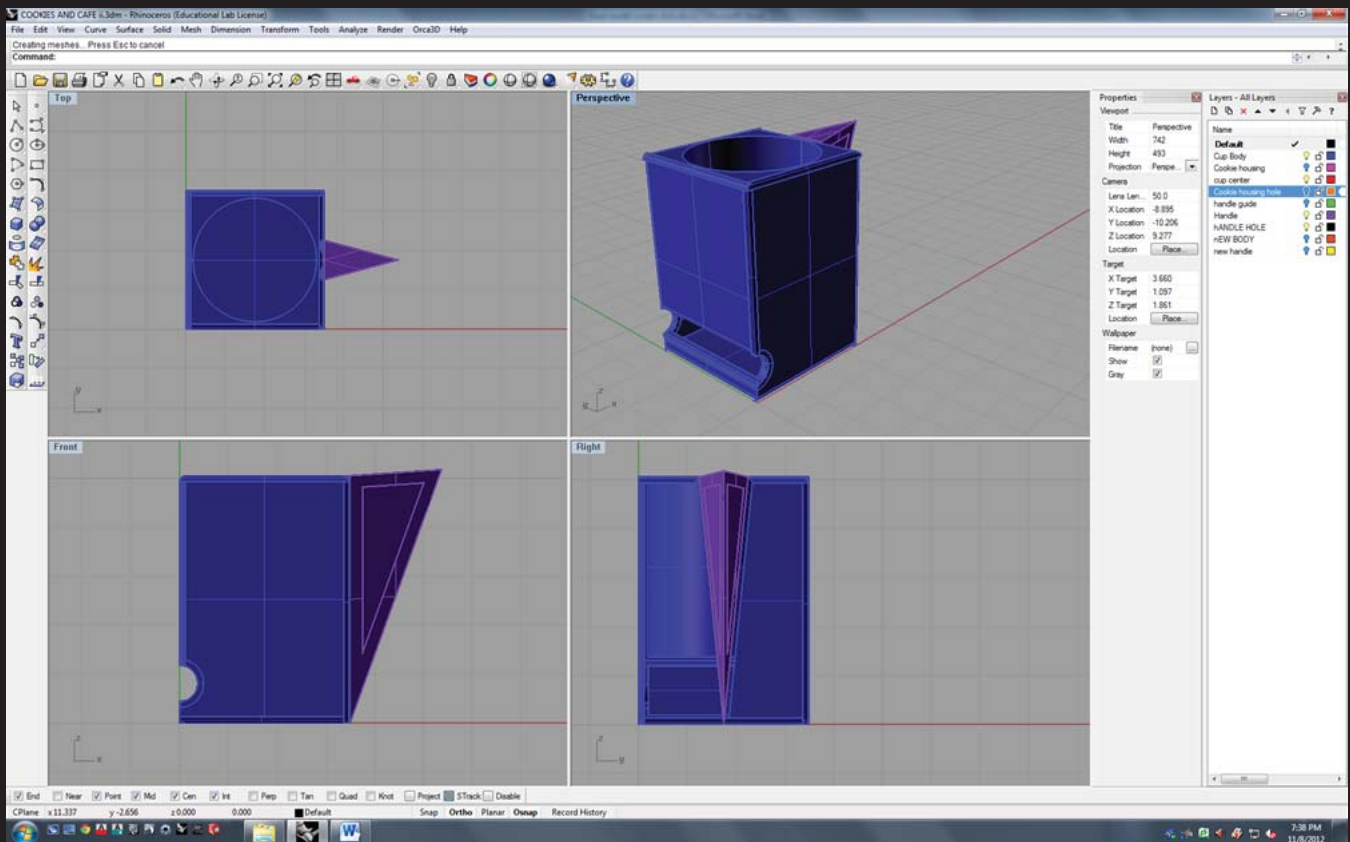
Finalized Design



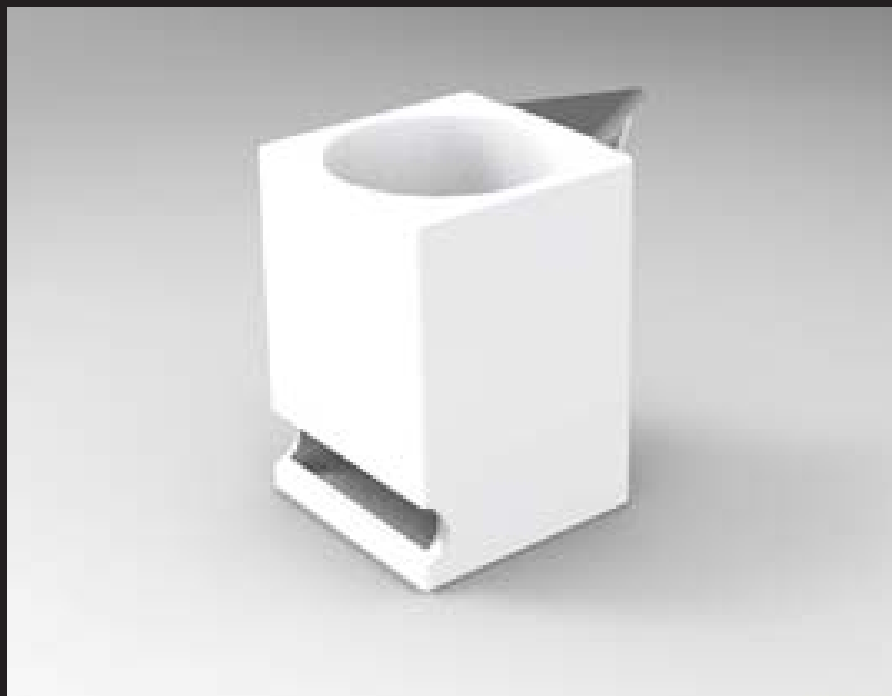
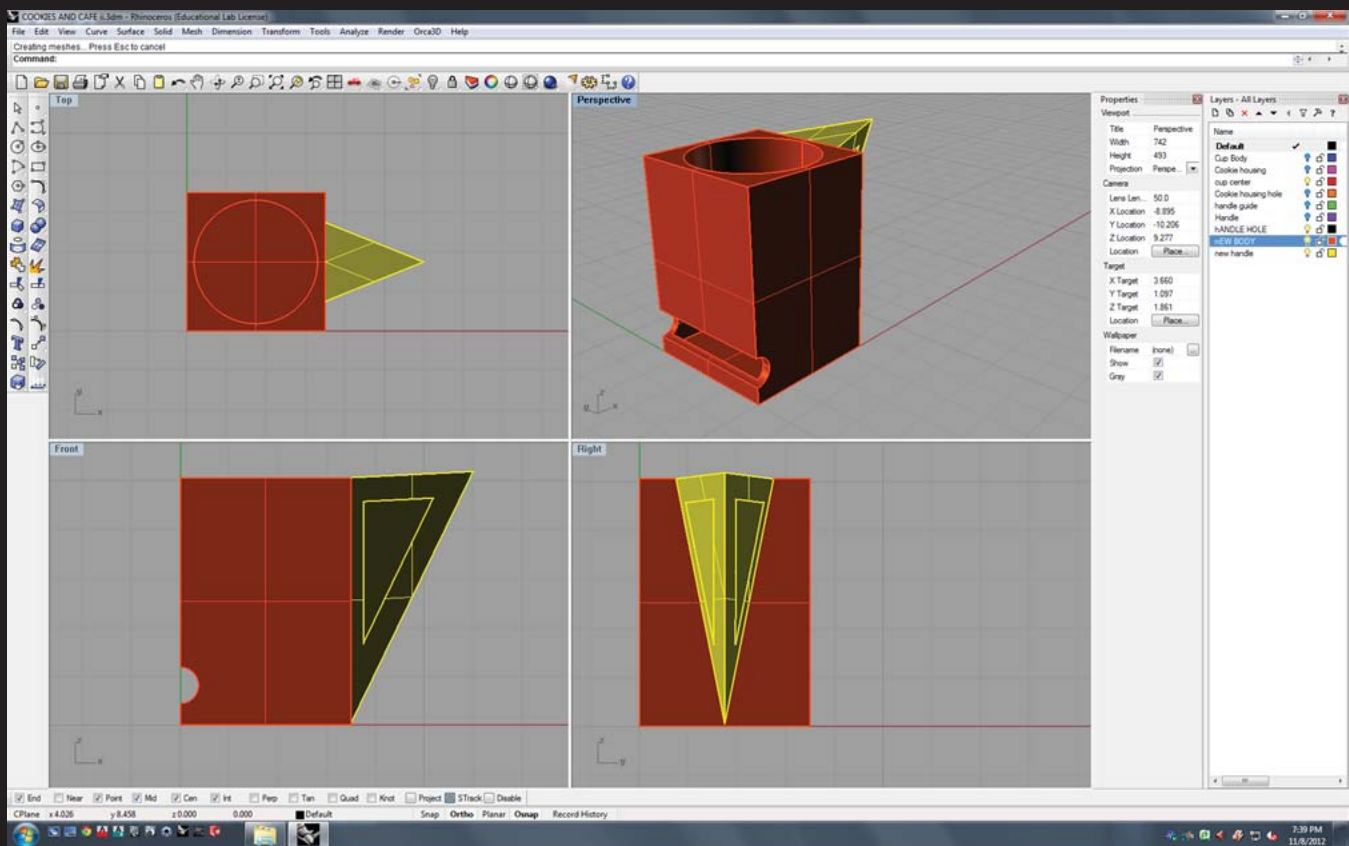
The finalized design was a combination of Cookies & Café and Cookies & Lait which were presented at the second design review with the class. Cookies & Lait was a far literal approach to the design. One observation during the review was the handle of Cookie Tasse looked like the spout of a milk carton. There was a design opportunity to make the handle reminiscent of the spout of a milk carton, but not exactly like it. The next major change was the shape of the actual cup (where the liquid would be held). Some common concerns mentioned during the critiques was there being difficulty sipping out of a square-shaped mug. I still wanted to preserve the square shape of the design. This resulted in a circular shaped reservoir.

Into Rhino...

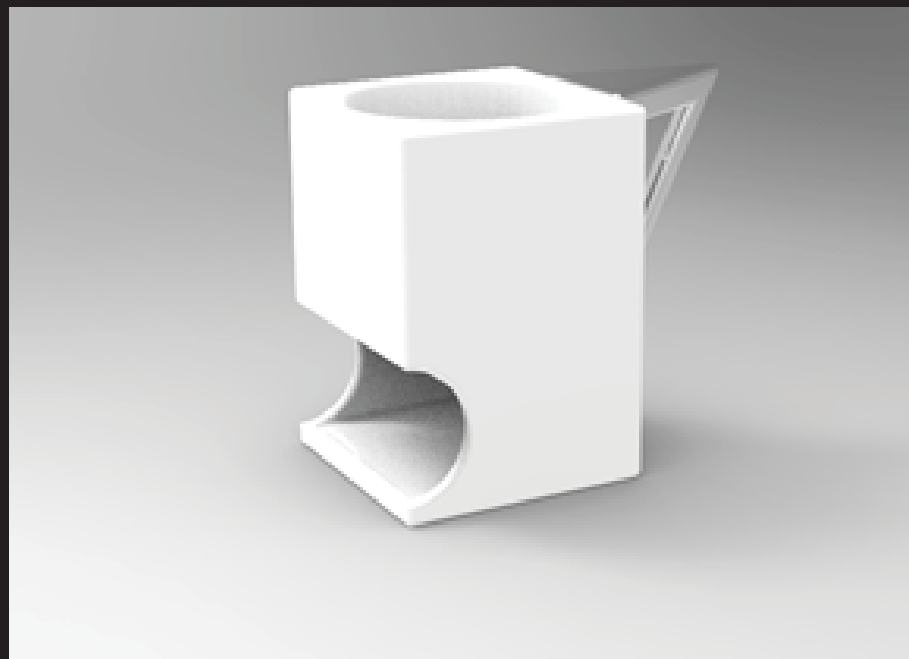
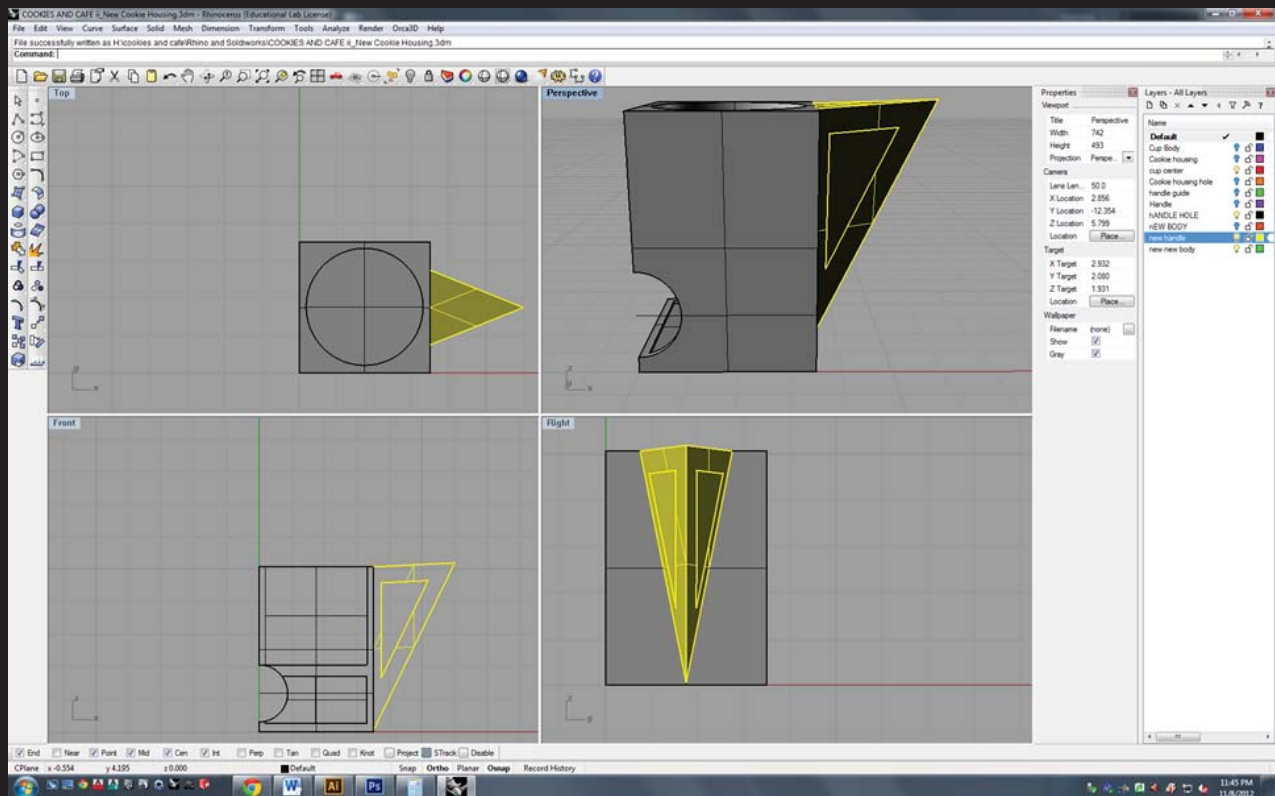
This model was redone several times during the course of the project. One issue to note is the handle. In Rhino, the hole inside the handle did not appear until the edges were filleted. There is not an explanation to the reason as to why this was the case. The following is a selection of the incarnations of the model.



As soon as the model was complete, the edges must be filleted or else there are very sharp corners, making any renders from this point onward unrealistic. The handle also needed to be redone as the fillets made the handle thin and unstable.

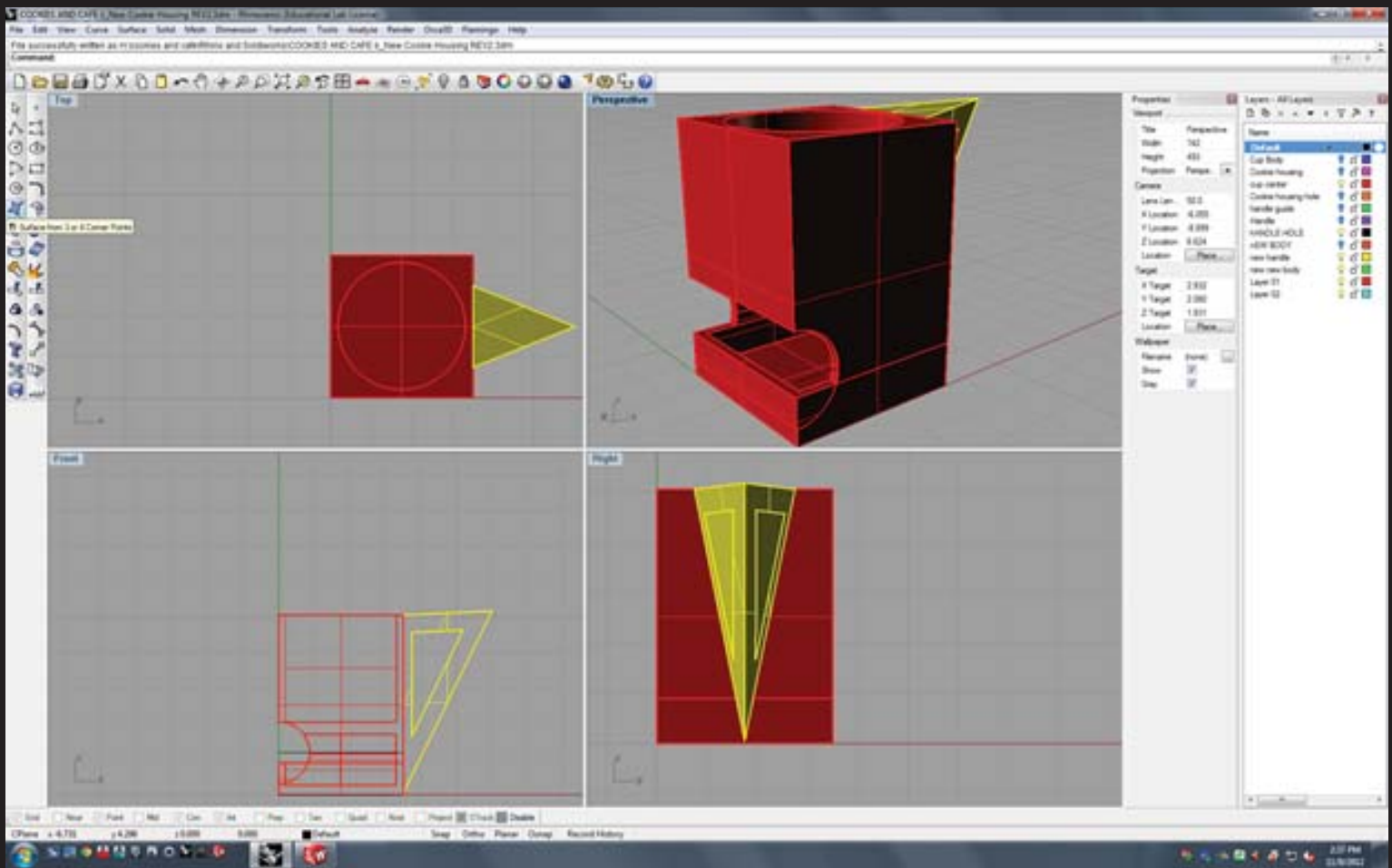


This model made it to the rendering stage in the Keyshot program, which is where some additional design issues were identified. In this stage I realized that the hole for the cookies was far too small. The user would have trouble accessing the cookies. The opening was adjusted to be twice the size.



This model did include a large opening for the user to access the cookies in the mug though the opening had no way of keeping the cookies in the mug. A wall or lip was needed. This was incorporated into the final design.

Finalized Model and Initial Render



Rendering

Knowing I would need to render the Cookie Tasse in context, I baked three cookies and took many pictures of them, knowing there was some way I could Photoshop them into the photo of the rendered model in order to make it appear to be an actual product.

I watched several online videos before finding a method that looked realistic. There were several revisions

Also, during the rendering phase, I wanted the Cookie Tasse to be the focus. I blurred out the background as a way of achieving this.



The lighting wasn't quite right in this render. The model was redone in KeyShot and imported back into Photoshop



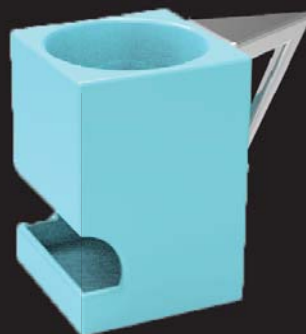
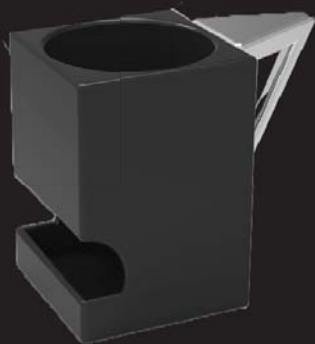
This was a final layout after readjusting the lighting. The tide bottle in the corner was distracting and could not be edited out. Therefore it had to be cropped out

The Print Advertisement

The advertisement needed to go along with my concept of updated and sophisticated. Generally I gravitate towards a very humorous approach. But the humorous approach could easily venture into an area outside the original image of the product. This print advertisement needed to be clean, simple, and demonstrate what this product is about and who it is for. I believe the tagline "Cookie time is not just for kids" fits the intention of this product.

It was also during this time that the name of the product changed. It was originally Cookies and Cafe. There were several issues with the name including the fact that it is rather clumsy sounding. The biggest issue was that, this mug could be used for more than just coffee. I felt it made the product overly specialized.

It was during this time that I experimented with different colors for this design



COOKIE TIME IS NOT JUST FOR KIDS



TURQUOISE



ONYX



PLUM



COBALT

COOKIE TASSE

A CONCEPT BY ENCORE GENERATION