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# ***Design Brief***

There are two spices that most individuals use on a daily basis to compliment flavor and taste. These two essential ingredients are salt and pepper. They are commonly used in baking, cooking, or just adding a little flavor to a dull dish. In the past, these ingredients were used to pay workers for their hard efforts as a form of currency. The purpose of this assignment was to design and fabricate a salt and pepper set which contrasts their relationship as a pair. This assignment focuses on ideations, conceptualization, and model development with a nonrepresentational form.

## ***Design Intention***

The design intent was to create a utensil that was small and portable for traveling. A key feature of the design was the concept of stacking ingredients on top of each other to utilize space efficiency. The saucer-like aesthetic was chosen to represent dishes or mushrooms, items that you would normally find while eating. The container would be a clear acrylic to show the consumer its content and the saucer would be made of a dense plastic for durability.

## ***Target Audience***

The target market for this product would primarily be a consumer that is conscious of organized living and uniformity. The intended age group would be ages 19 to 50 because it was assumed that they would be the most adaptable to space efficiency. This age group reflects college students trying to organize their life to a moderate minimalistic outlook and adults that organize their food with labels and color coordinated containers. This design could be carried at a home and living store such as Crate & Barrel or Bed, Bath, and Beyond. The product will be sold as a couple or as a set of four.

## ***Proposal***

For the finishes, I had intended keeping the colors neutral with a matte black and white. With the different variations in sizes and form, I wanted to provide the consumer with an option of personalization. As a result, other colors were used to create a set. A semi gloss finish was applied for a protective and attractive reason.

# Persona



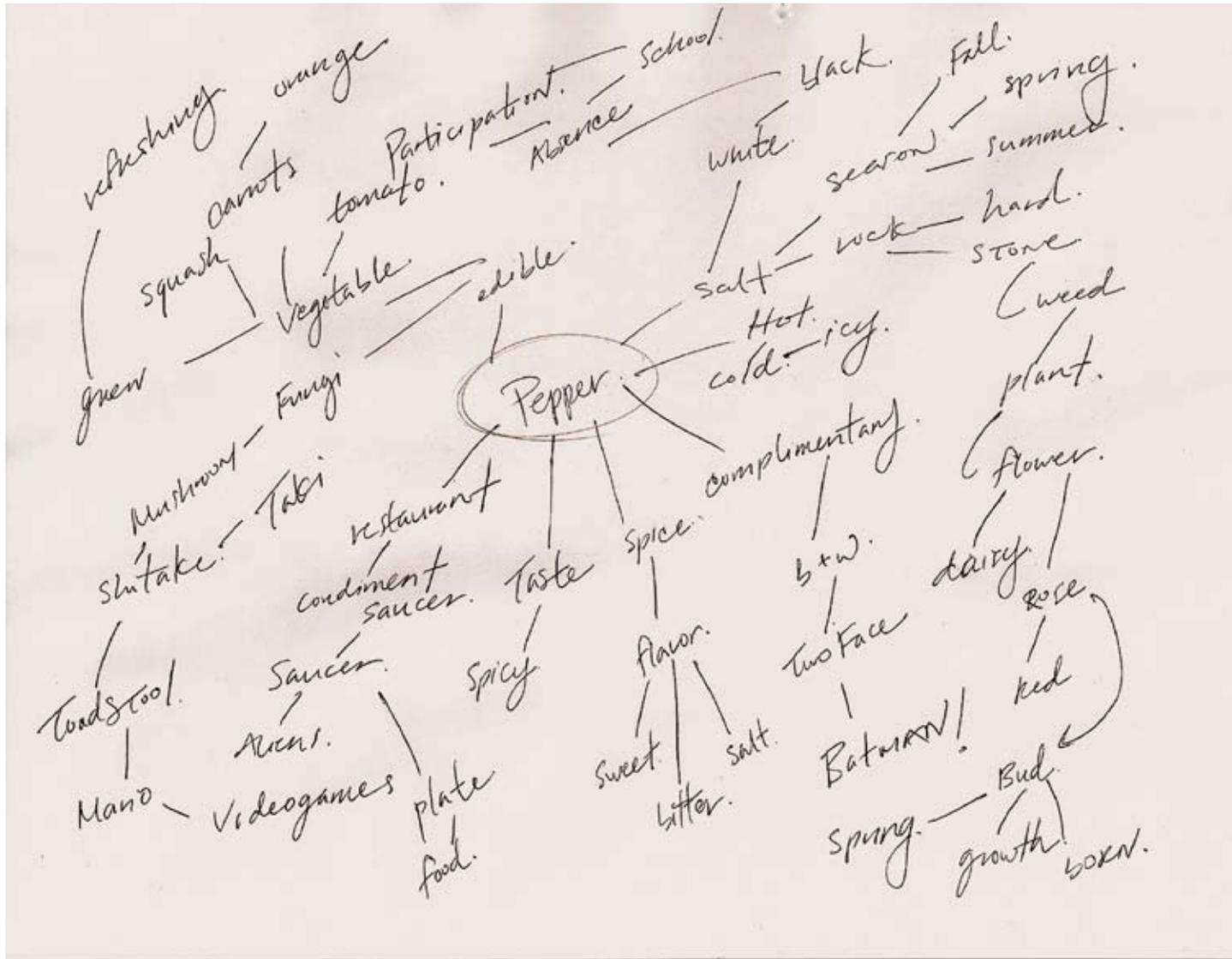
## Jennifer Cookes

Age: 22

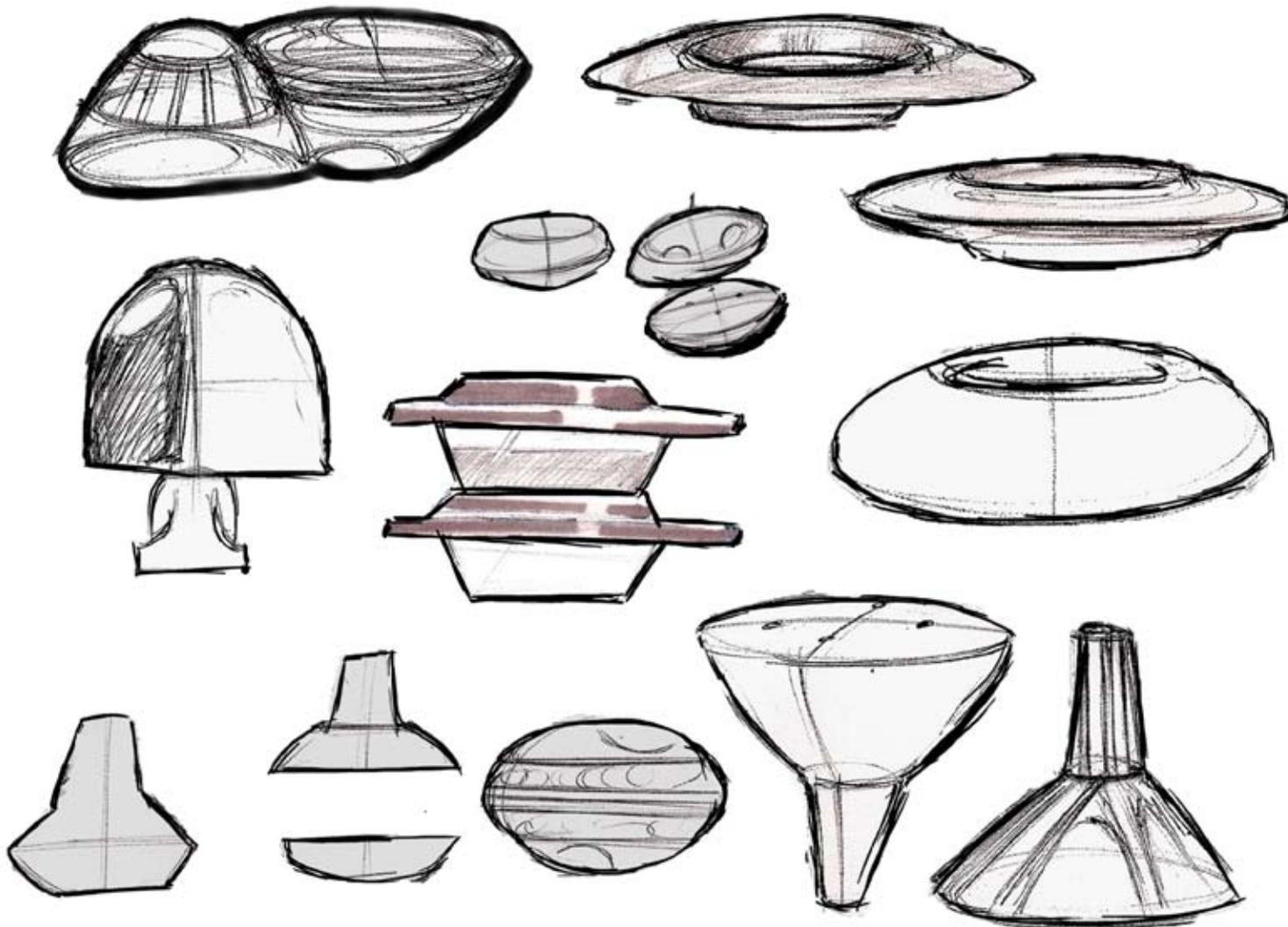
Occupation: Student

Hobbies: Cooking

Jennifer is finishing up her academic year at San Francisco State University as an industrial designer. While attending, she learned to cook by watching the Food Network. Being highly inspired, she begins arranging things in her kitchen to optimize space efficiency. She takes out a few of her Tupperware products to minimize her food storage. Just when she's about to begin cooking, she realizes she doesn't have any attractive salt and pepper shakers that would fit into the scheme of the kitchen. She decides to go to her local Crate & Barrel store to seek something that has a modern aesthetic. She comes across two shakers that have a mushroom like shape. She is amazed that the design of these particular shakers are stackable, which would allow her to optimize space like her Tupperware products. She buys a set of two, goes home, and turns on Food Network to enjoy another cooking lesson with Rachel Ray.

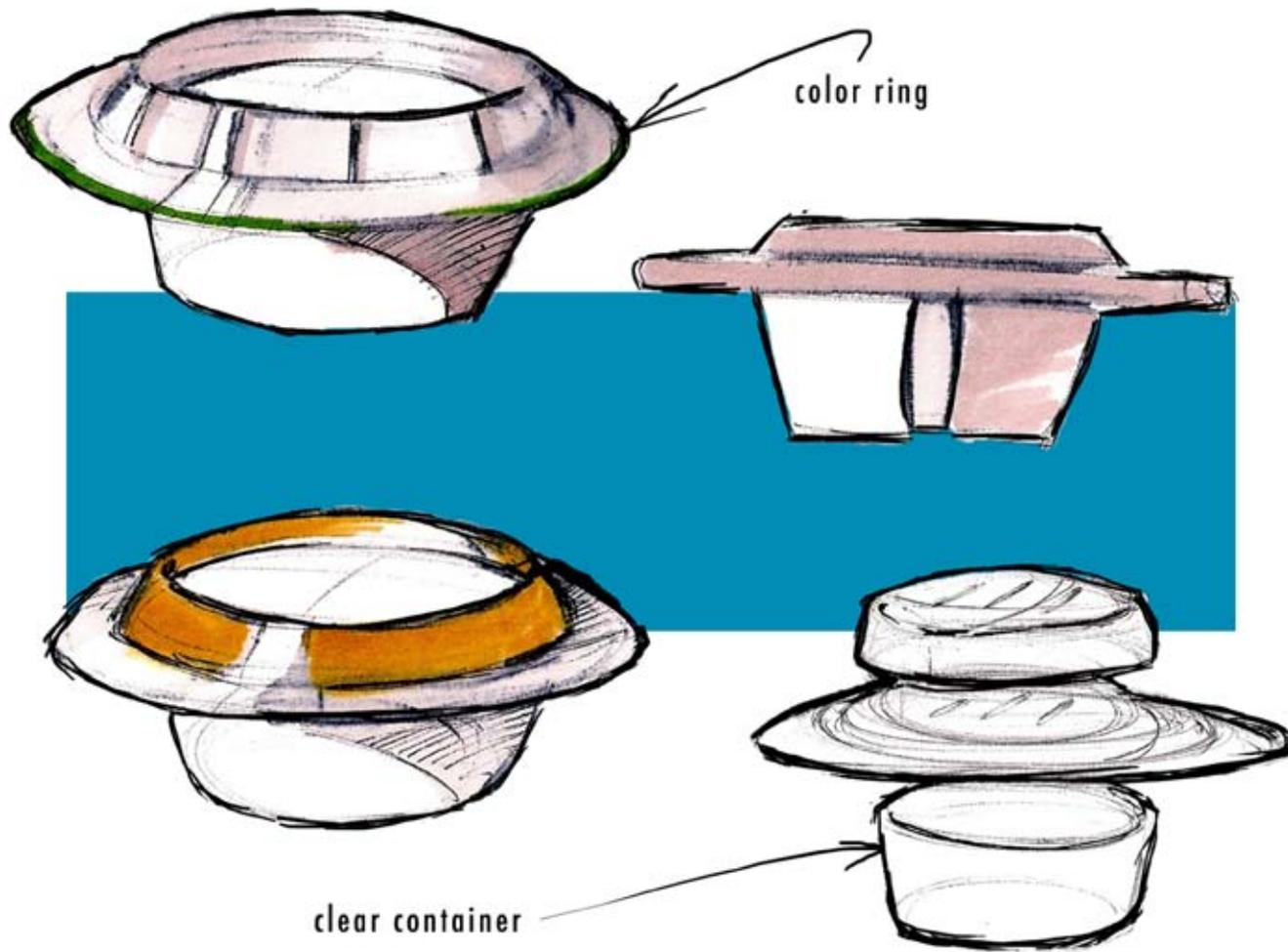


The mind map was demonstrated in class to help students brainstorm and ideate multiple ideas. The process begins with a single word. For this example, the word "pepper" was used. The word would then branch off into subsets or other relationships depending on what the student was thinking about at the time. Common words were then formulated into an abstract ideation. This technique helped me establish an identity for my project. I selected words such as mushroom and hitake. These terms would eventually lead me to the name of the product.

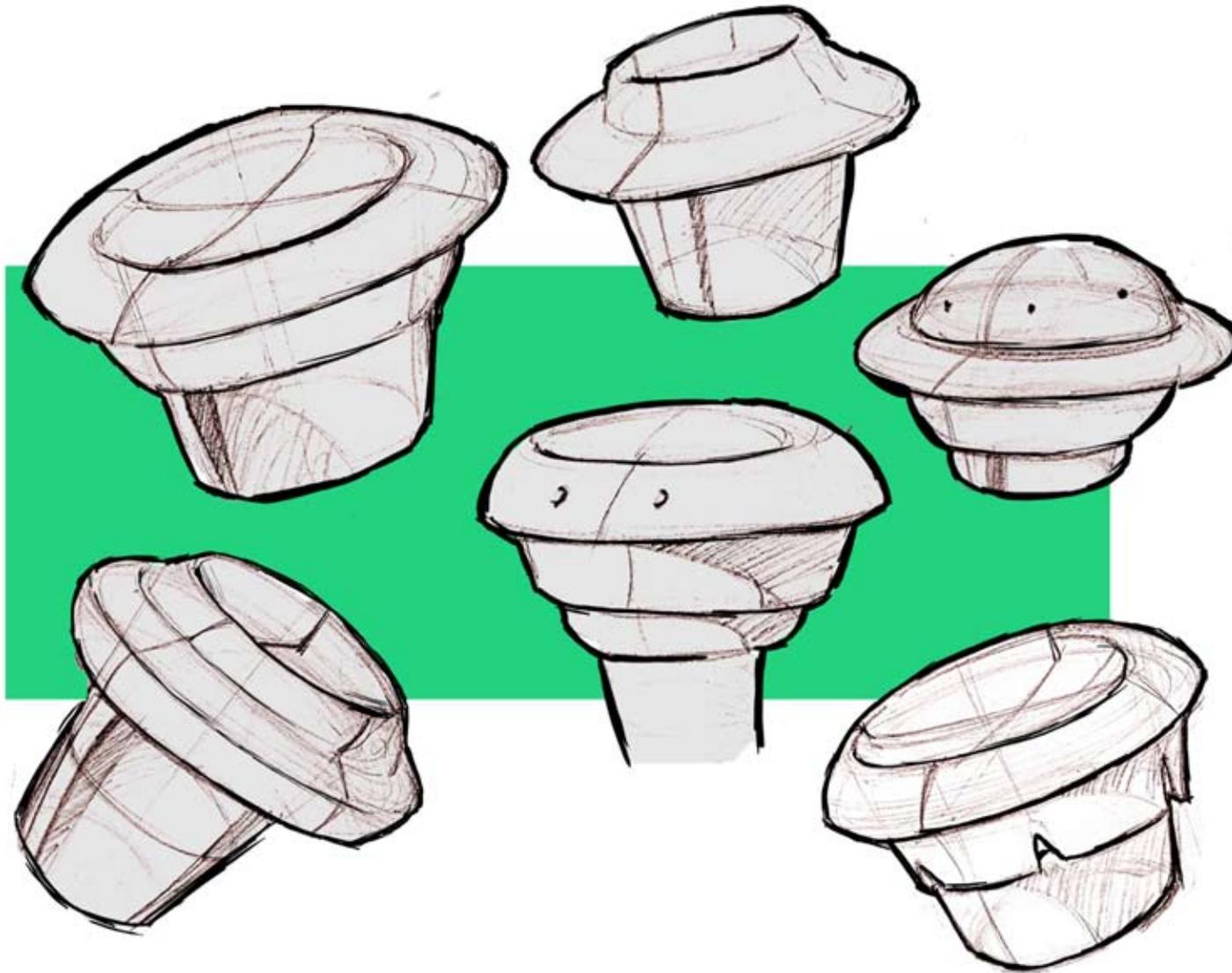


These are the initial sketches of the design process. I wanted to look at different shapes and forms that would pose as possible candidates as a final. I originally wanted to create something that has a function and mimics the “pinch” of salt that chefs use. Chefs usually measure a pinch or salt by gyrating their fingers in a clockwise motion.

I wanted to create a fairly small device, but the ergonomics of the product seemed unconventional. I began looking at bulbous shapes and cone shapes that seemed interesting. I settled with a design that displayed functionality as a stackable item. Showing interest in this feature, I decided to follow through with a stackable saucer aesthetic.

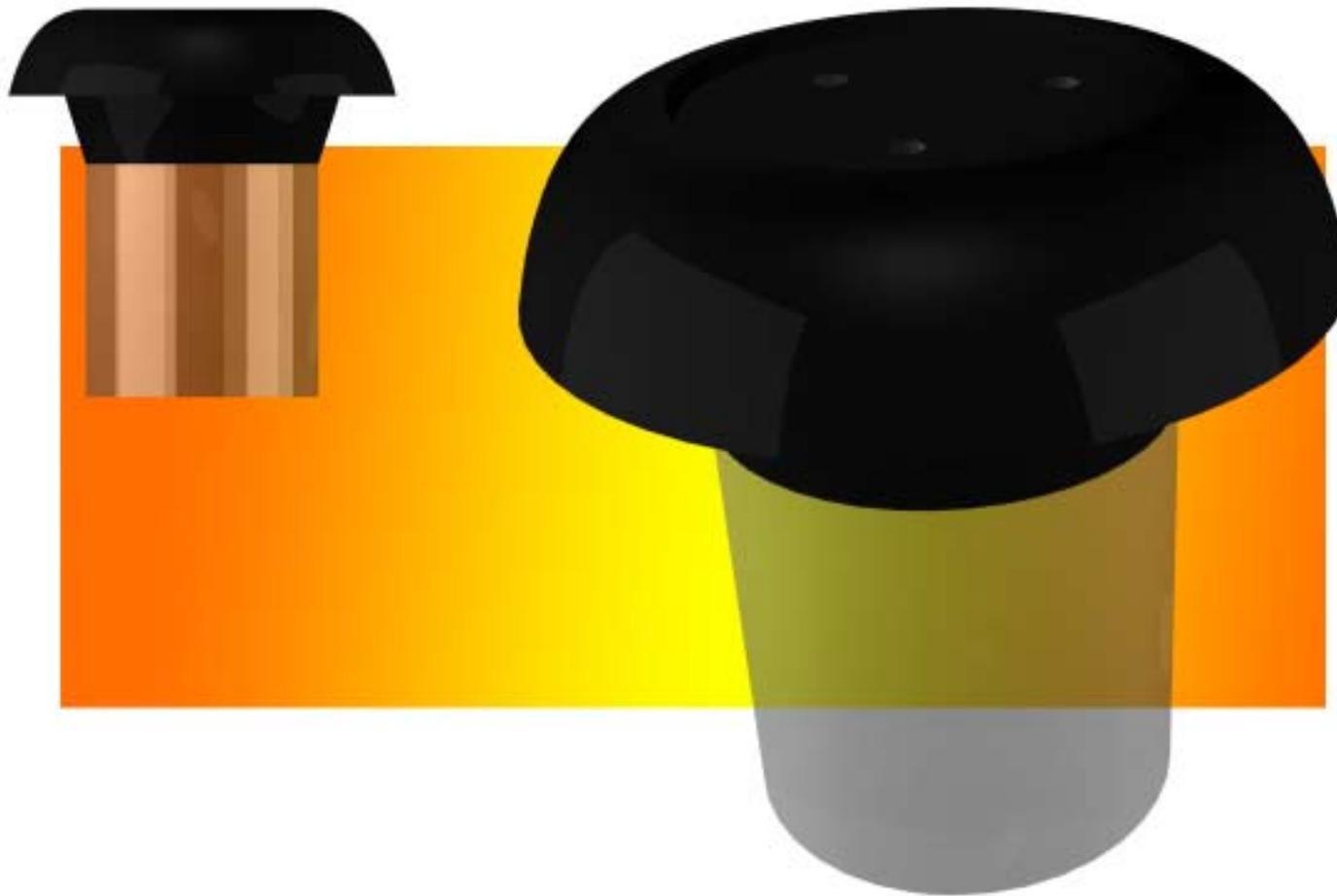


These sketches examined color placement, utility, and functionality. The color rings proposed would provide the consumer with personalization.

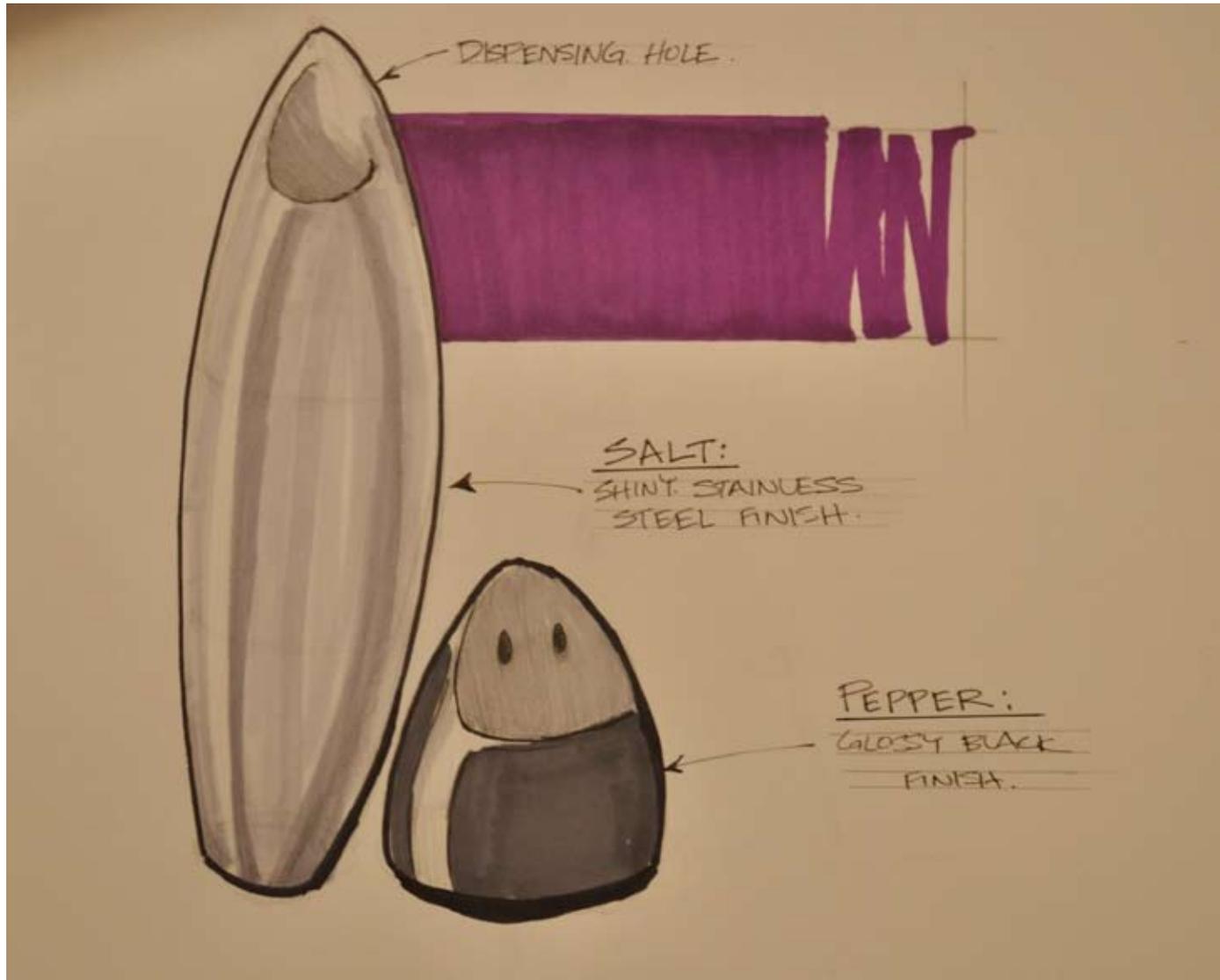


These sketches narrowed down the selection of proposed models, focusing on different top forms. I decided to remain with a top that functions as a stackable feature. As a result, I chose to do the mushroom shaped top because I felt that it would fit within the environment of the kitchen.

## Pepper Shaker



This is the Solidworks rendering of my model. It is exhibiting the overall shape and feel of the design. This particular design is focusing on the pepper top, showing 3 holes and a semi-glossed finish.



The sketch focuses on form, functionality, and finishes. The metallic and glossy finishes from the proposed models were intended to compliment one another on size and color.



Initially, the final model was to be molded out of Super-Sculpey clay and then casted for mass production. Unfortunately, the prototype model didn't develop the way it was intended to, but it did allow me to get a sense of how wide the saucer would hang over the container. It also allowed me to measure how wide the top needed to be to properly stack another piece.

The other prototype was intended to have a sleek and bullet-like shape. It was difficult to get the piece symmetrically rotational with the modeling clay. This prototype was not used in the final model.

# Development // Fabrication

# thirteen



The final model was fabricated out of rigid yellow foam on a lathe. It was essential to use the lathe because it allowed me to achieve the rotational symmetry that my designs had proposed.

To create the stackable feature, a circle template was used to trace out the diameter of the container on top. A rotary tool with a drum sander was used to dig into the model while remaining within the diameter of the template.



To represent dispensable models, it was necessary to create a pattern on top. Stencils were created using Adobe Illustrator. I decided to have a 4-hole pattern and a 3-hole pattern. I chose to have two different patterns because I tend to use salt more than pepper. I also wanted both patterns combined to add up to the number "7" because it's one of my favorite numbers.



The models were sanded down from 100 grit to 400 grit, then were sprayed with automotive scratch filler. The scratch filler was then sanded down again with 400 grit, then a 600 grit, and finally sprayed with color. I chose to spray the tops black and white for the typical salt and pepper shakers. I sprayed two more green and blue because they are my favorite colors. Finally, I clear coated them for protection.



HELVETICA



HERCULANUM/Verdana



HERCULANUM/Helvetica



Arial/HERCULANUM



tekton pro

In the initial logo designs, I wanted to represent the model by incorporating a font that resembled asian cultures. I chose to keep a modernistic look by placing a ring around the word "Taki." I then begun adding colored rings to signify personalization in the design. After these concepts, I wanted to name them "Taki Tops." I was trying to use the ring shape as an "o" and place the letters "t" and "p" on both sides. I wanted to keep a sans serif to match the O shape. In the final design, I discarded the original "T" and "P," attempting to incorporate the words into a single ring. I felt that this design was more modern, as well as identifying what the product is and does.

# ***Final Product***



# Conclusion

This was a joyful assignment. Fabricating something as common as a salt and pepper shaker and reinterpreting it your way evokes a sense of encouragement. As a designer, you believe you're capable of designing something that can be placed on the market or on your dining table. It also showed that the right tools were essential to get the job done.

