

The Pen Project

DAI 360 // Ryan Quan // Sp 11

Table of Contents

Background	4
Karim Rashid // Mood Board	5
Karim Rashid // Initial Sketches	6
Karim Rashid // Rapid Viz	7
Oakley // Mood Board	8
Oakley // Initial Sketches	9 - 10
Oakley // Rapid Viz & Sketch Models	11
Peter Marigold // Mood Board	12
Peter Marigold // Initial Sketches	13
Peter Marigold // Rapid Viz & Models	14
Final Products // Oakley & Peter Marigold	15 - 16
Conclusion	17

Background//Overview

Purpose

The purpose of this project is to research three designers of the student's choice and to identify the design and style elements of that person's work (could also be a design firm with a distinct visual identity.)

Style cues will be identified visually.

After identifying each designer, you will then design three writing utensil forms using distinguishable style elements.

Karim Rashid

He is an English, Egyptian industrial designer that has created over 3,000 designs ranging from interior, fashion, lighting, and music. His favorite colors are pink and white. Most of his designs are recognized and defined as "blobjects."

Oakley

Oakley is a self branding company that is well known for their eye apparel and accessories. Their products are known to be cold, steel-like, segmented, and sleek. They create a sense of durability and protection when worn.

Peter Marigold

He is a UK designer that specializes in furniture based designs and storage. The materials he uses are basic raw materials that you would find anywhere, then he binds these objects together, creating chaotic, but orderly shelving units.

Visual Inventory: Karim Rashid// Mood Board

Karim Rashid’s style is very bulbous, with very little texture, and colorful. One word that describes his work is: Happy.



bulbous
layers
abstract

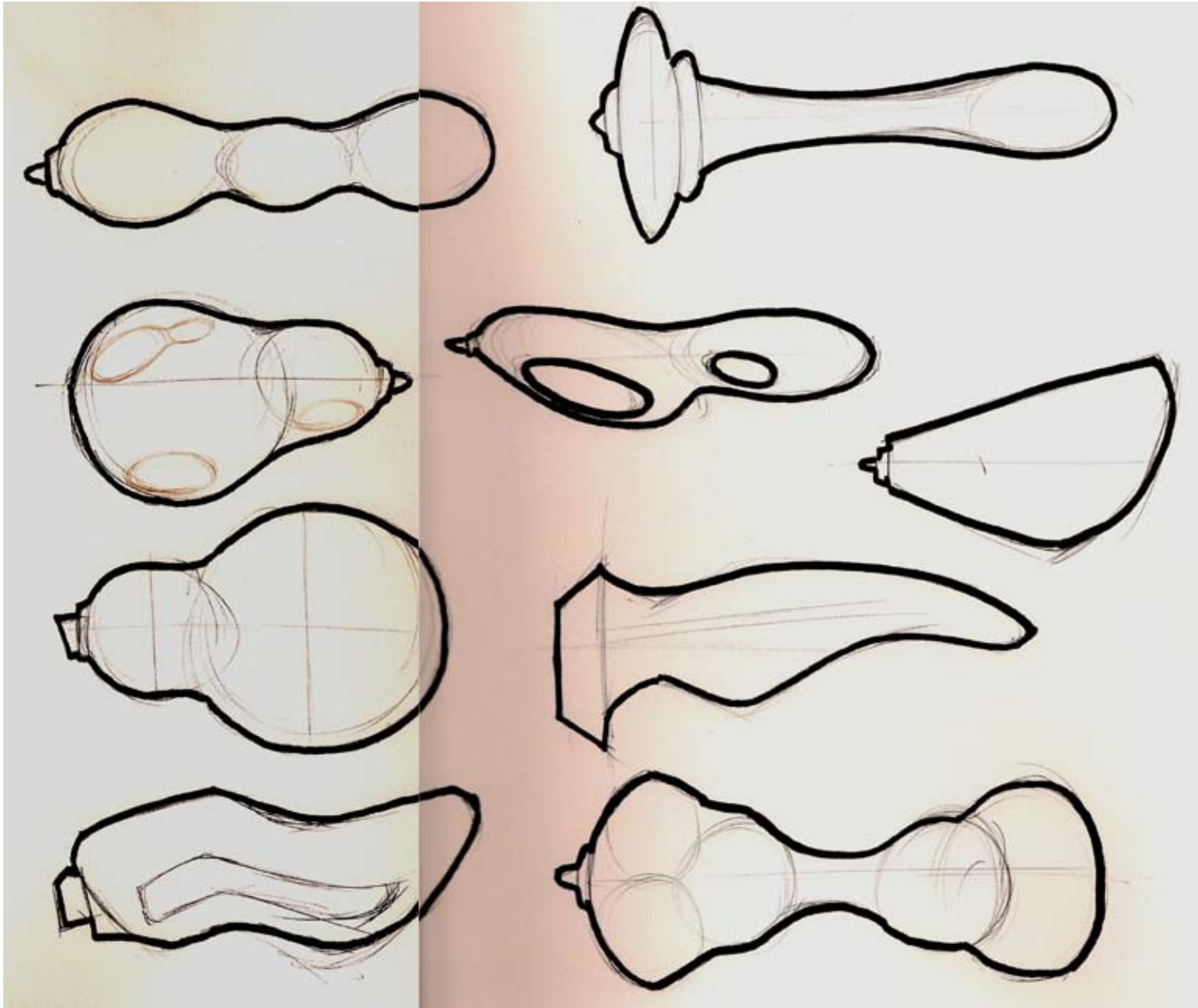
vibrant colors
simple
complex

Karim Rashid

Fashionable
Bold



Visual Inventory: Karim Rashid// Initial Sketches

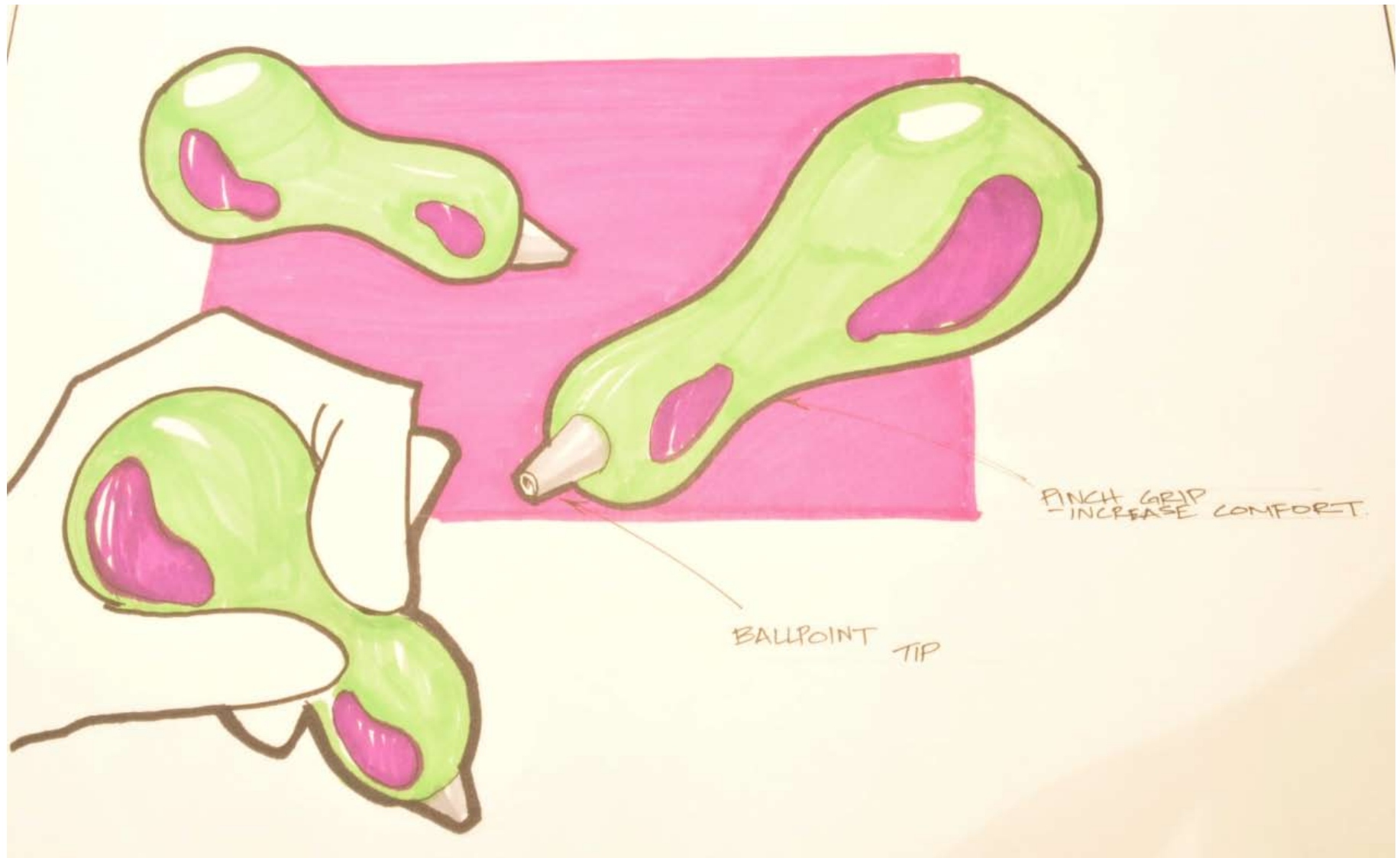


I tried to capture karim Rashid's style by incorporating his bulbous forms into my design.

Later, It was mentioned that some of the writing utensils looked too childish, which pulled away from Mr. Rashid's intent of design.

For my Rapid Viz sketch, I needed to think about designing something that adults would enjoy.

Visual Inventory: Karim Rashid// Rapid Viz



Visual Inventory: Oakley// Mood Board

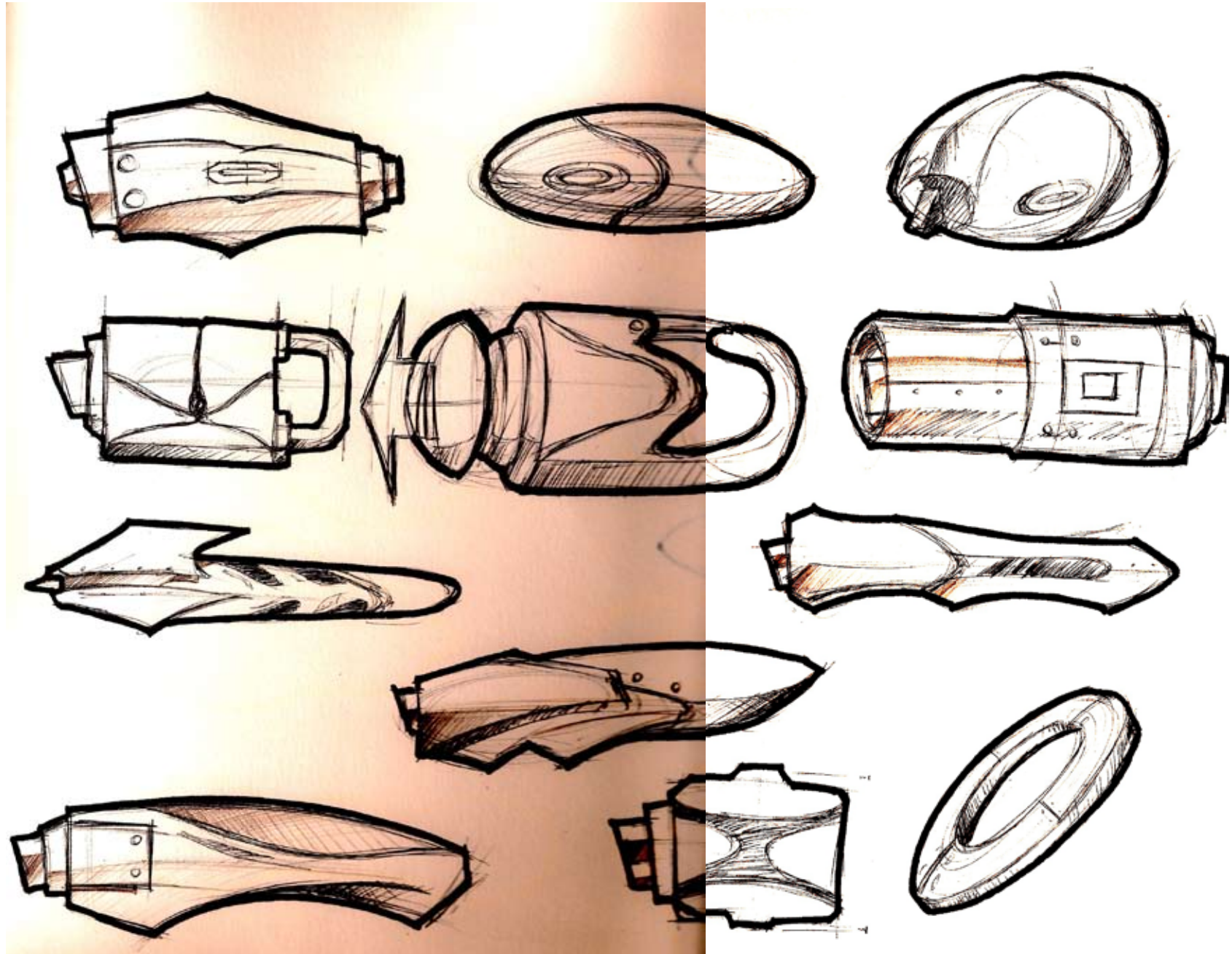
Oakley's brand is defined by its futuristic, industrial, and durable looking products. It represents something being tough, raw, and unbreakable. Their products are generally steel looking, sleek and bulky, with small accents of color. Oakley's branding is widely used in military and tactical situations.



Bold **Tough** **Futuristic** **Tactical** **Industrial**
Raw **Durable** **Unbreakable**

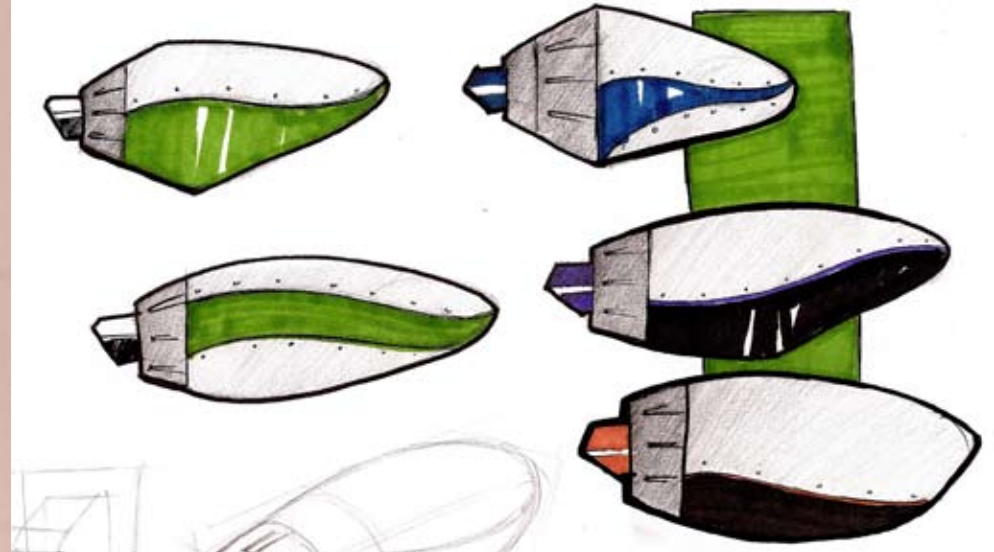
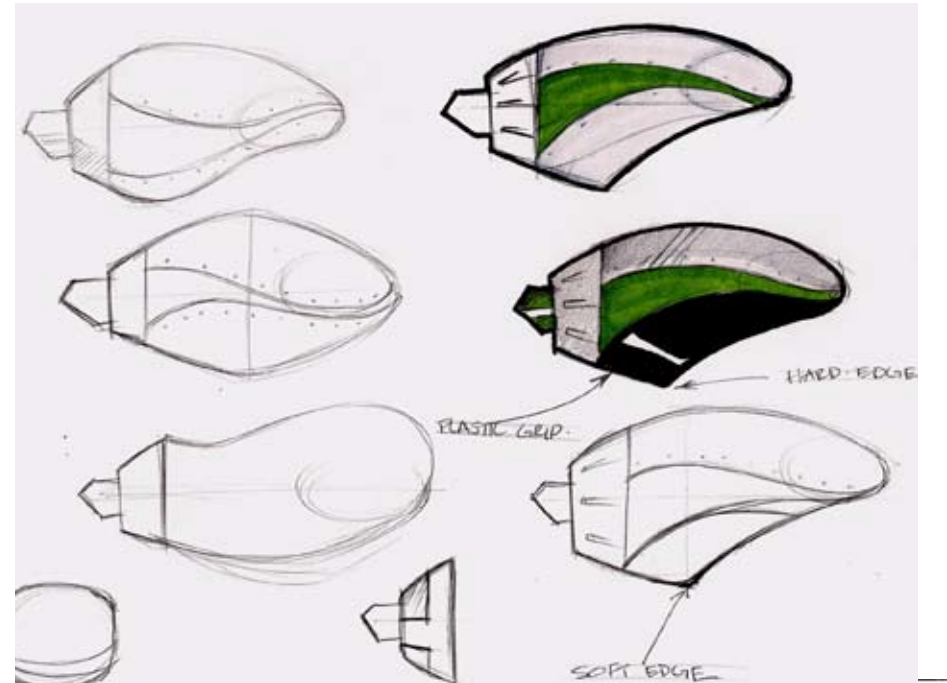
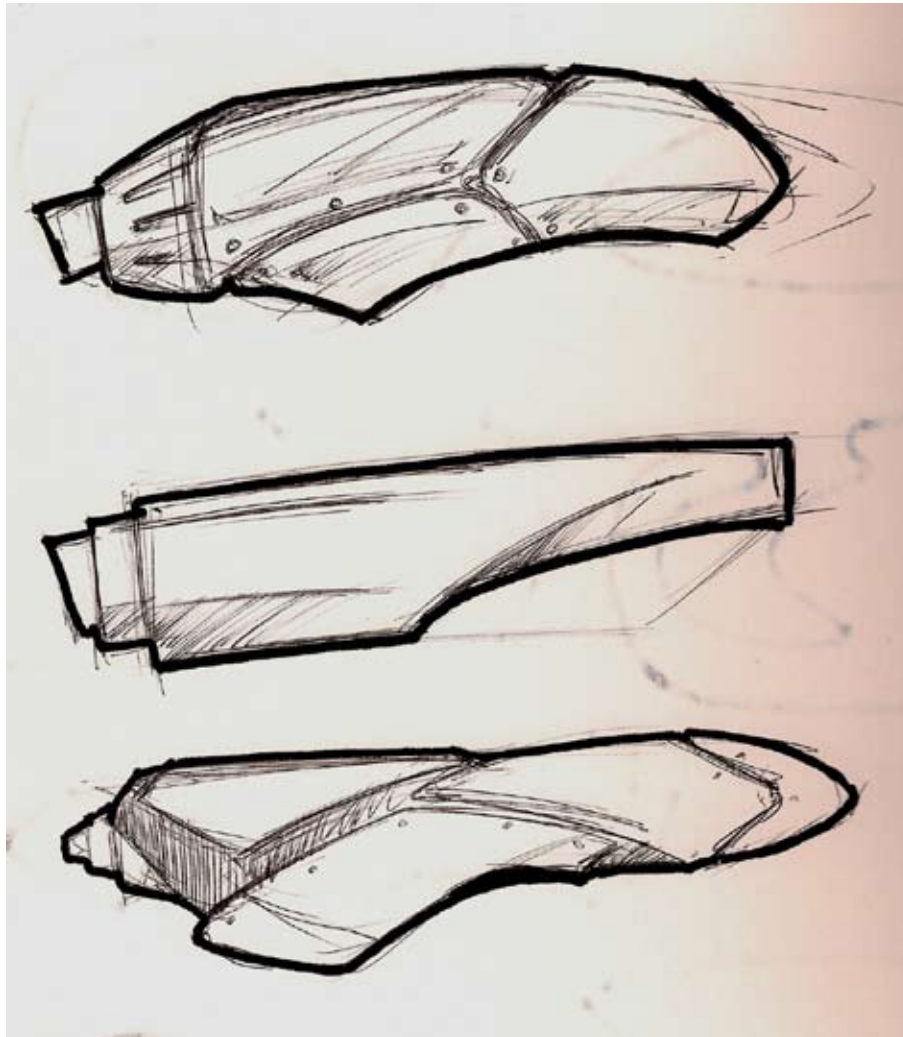


Visual Inventory: Oakley//Initial Sketches

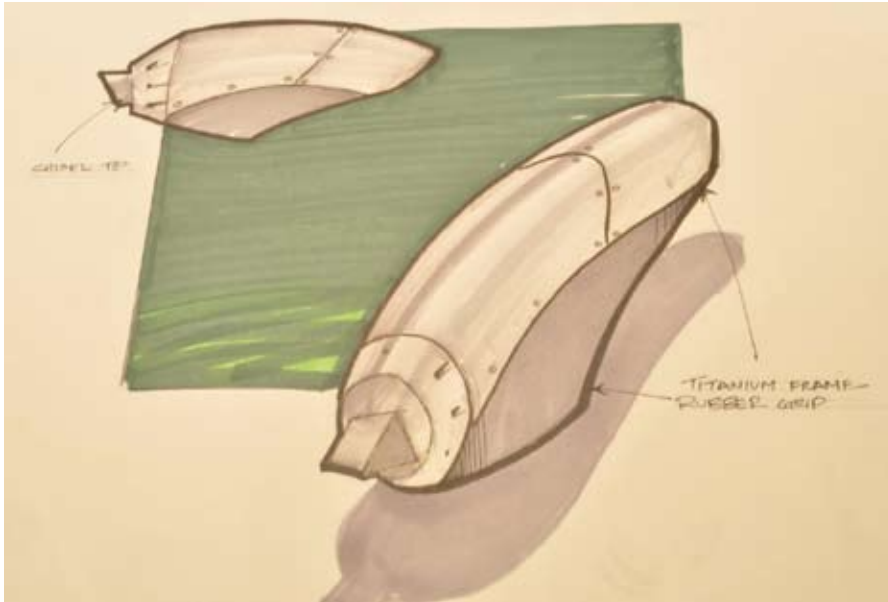


Visual Inventory: Oakley// Initial Sketches

In the initial sketches of my design, I wanted to create something small and tactical. I felt that these qualities would compliment Oakley's style and branding. It provides comfort in a small package, as well as it would be great for traveling purposes.



Visual Inventory: Oakley//Rapid Viz// Sketch Models



The proposed materials that I mentioned in the Rapid Visualization phase was a titanium frame shell, a rubber grip, and a chisel tip.

I chose to use a chisel tip for this writing utensil because I feel that it fits with Oakley's style well. It provides a sense of **boldness** as a company.

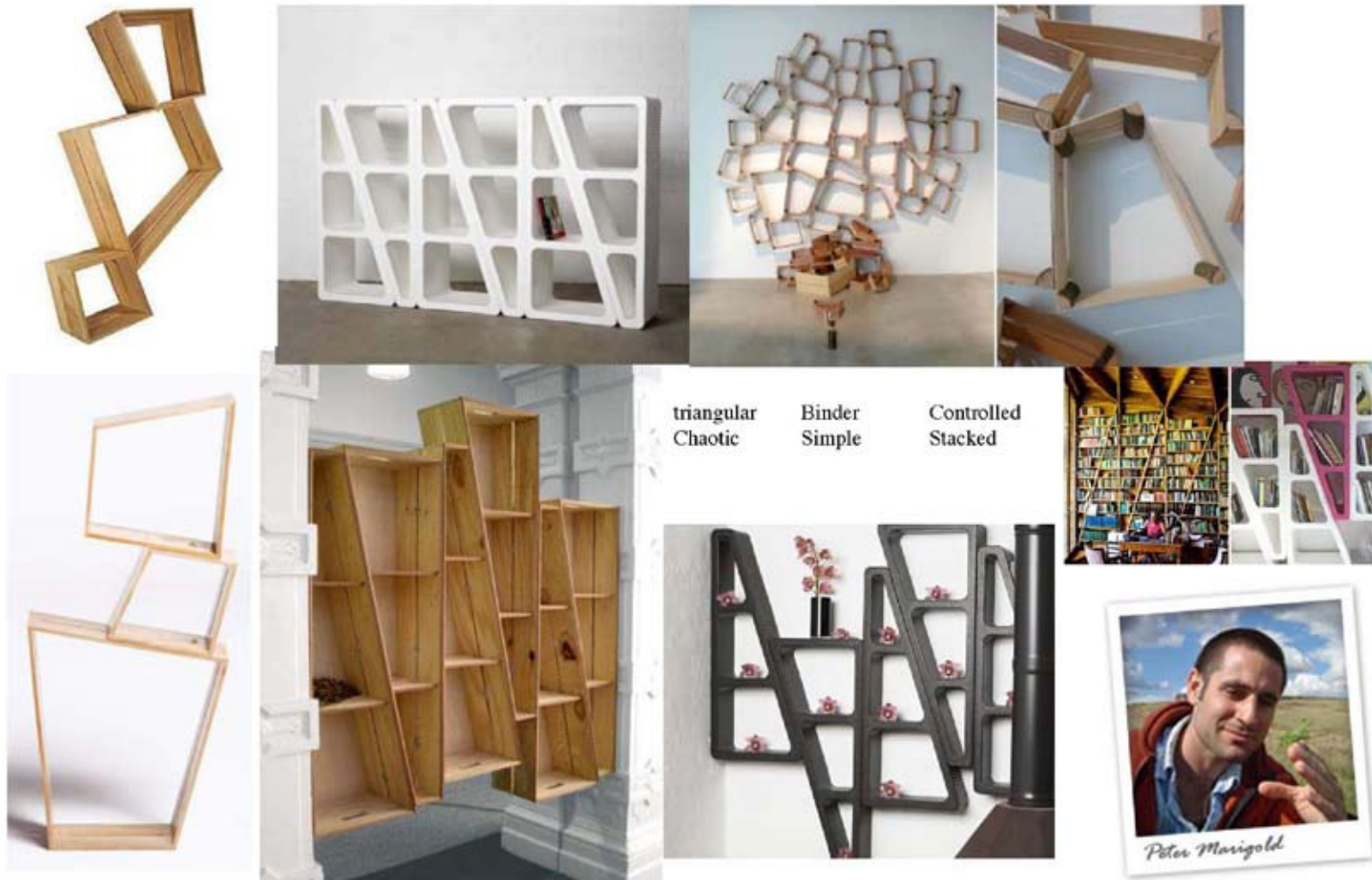
I chose to do the sketch model at the bottom right because of how the hand cradles it comfortably.

This version of the writing utensil looked more sleek and streamlined, resembling Oakley's sunglass brand.

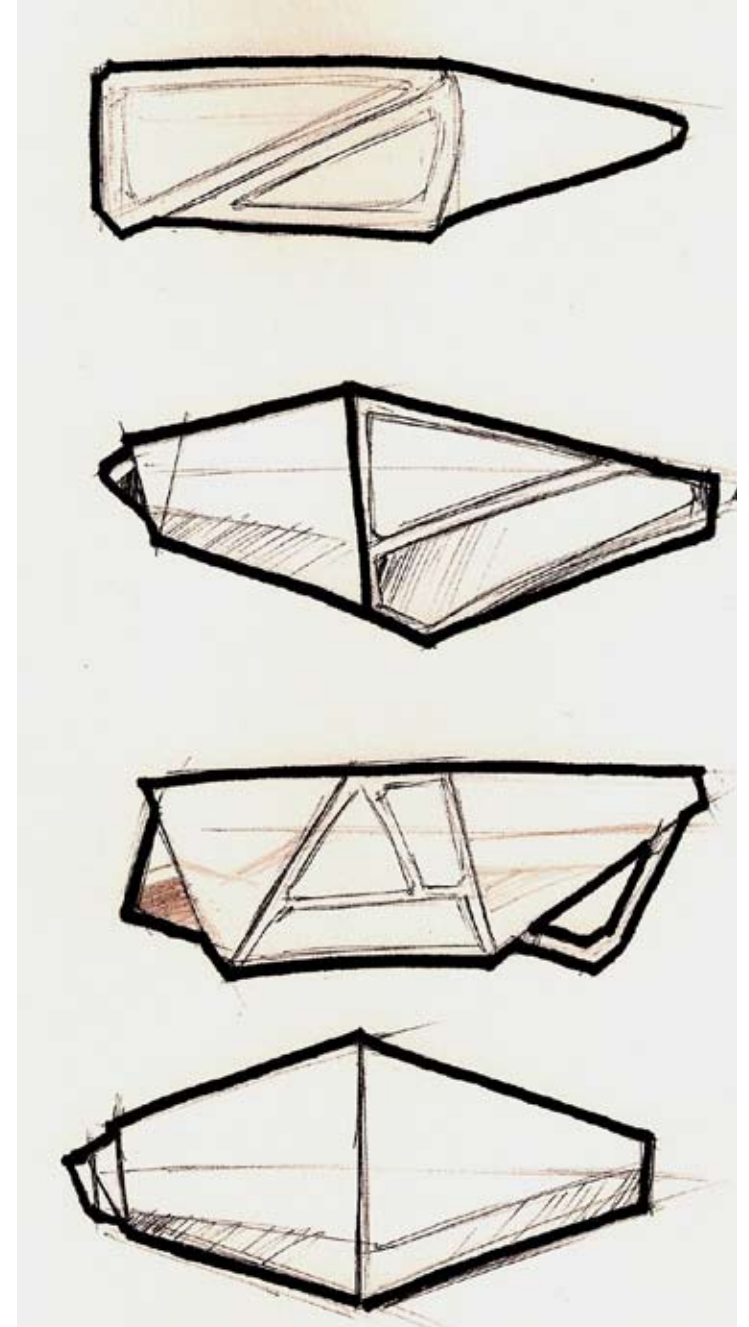
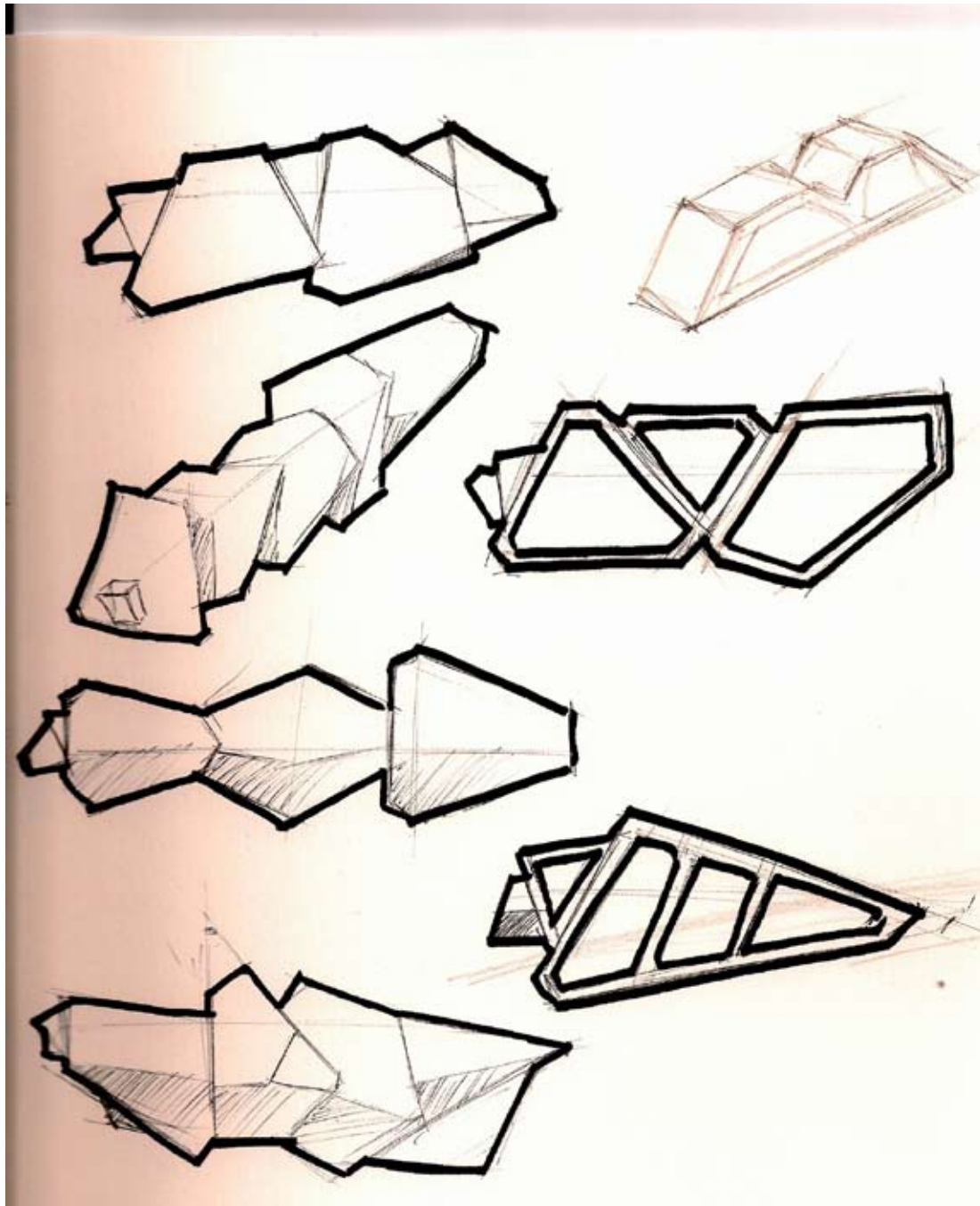


Visual Inventory: Peter Marigold//Mood Board

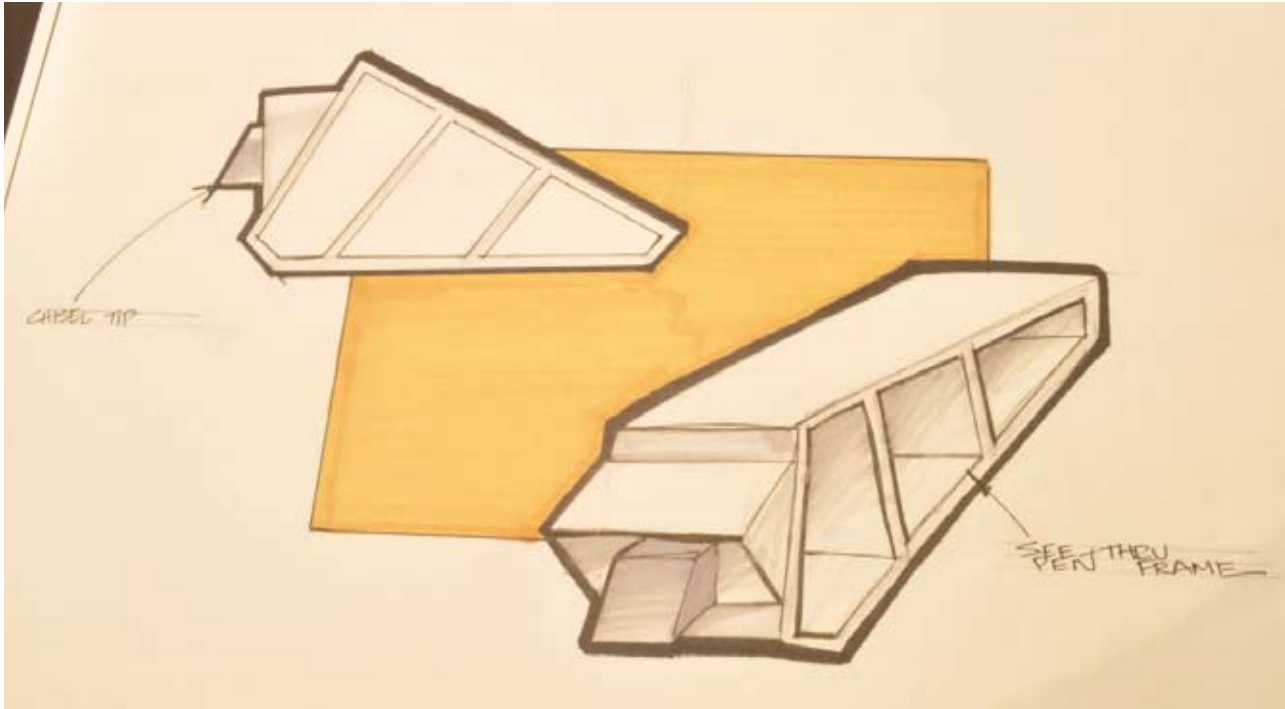
Peter Marigold's style is recognized by his triangular forms that are simple and chaotic. His arrangement of his shelving gives him his unique personality and style. The placement reminds me of binders being stacked together in a wall, maximizing space available.



Visual Inventory: Peter Marigold//Initial Sketches

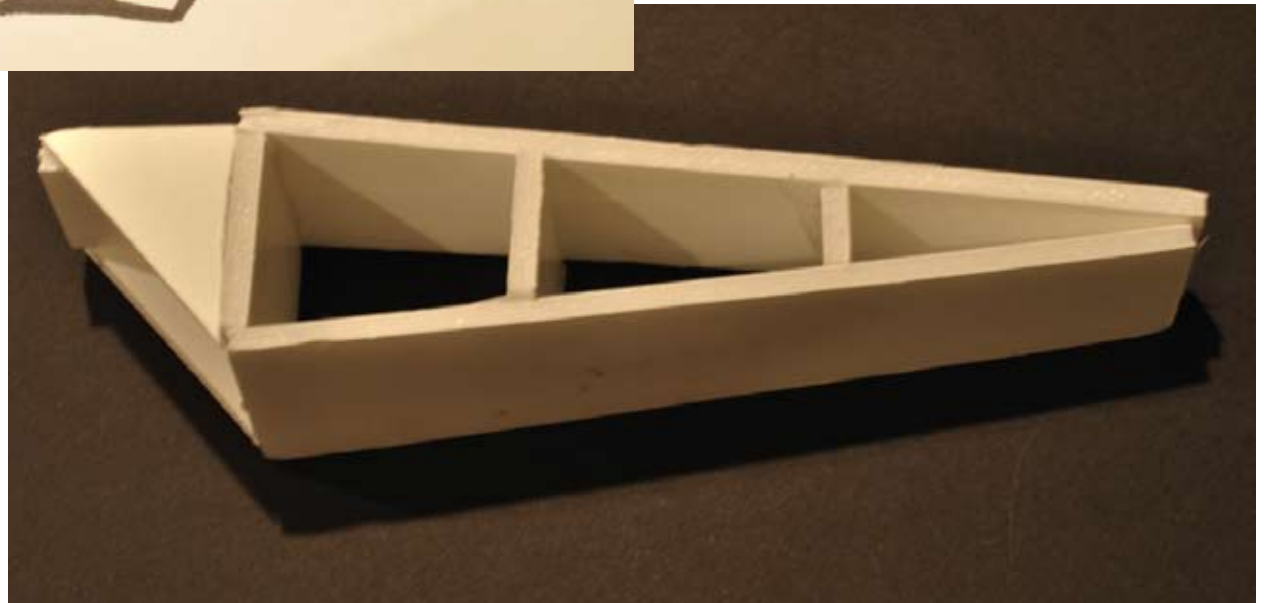


Visual Inventory: Peter Marigold//Rapid Viz//Models

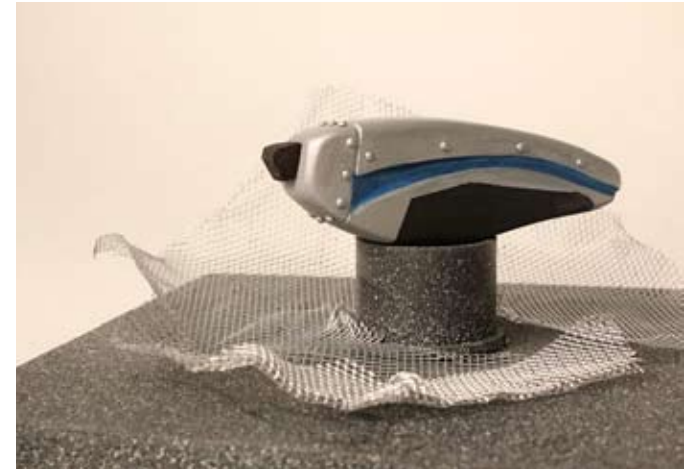


My Rapid Visualization phase represents a close visual of how my product will look. I used the white color because he uses a lot of contrast in his works. I'm using the chisel tip again because it acts as an extension to his triangular forms.

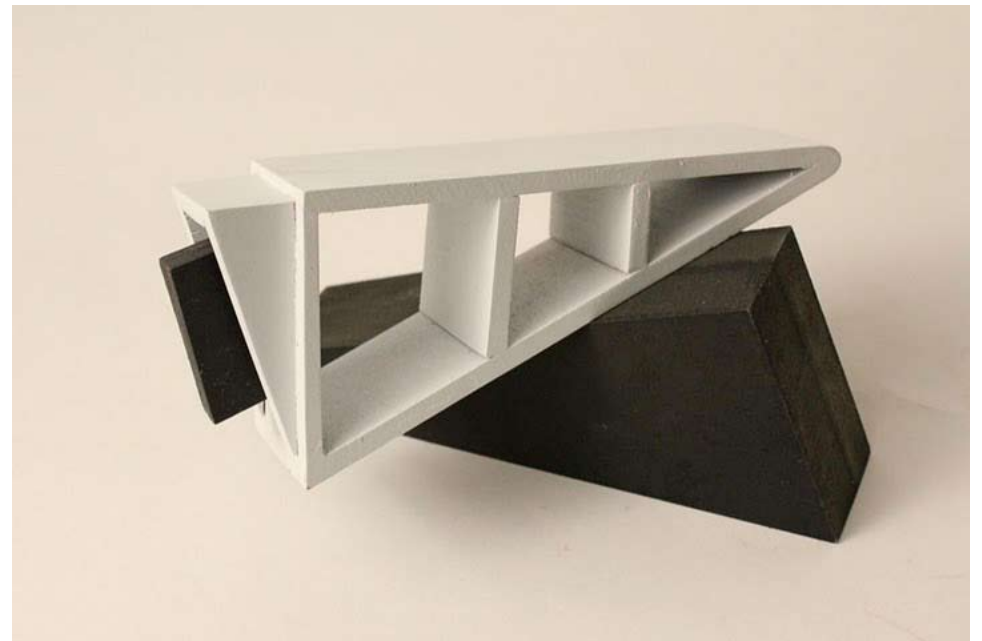
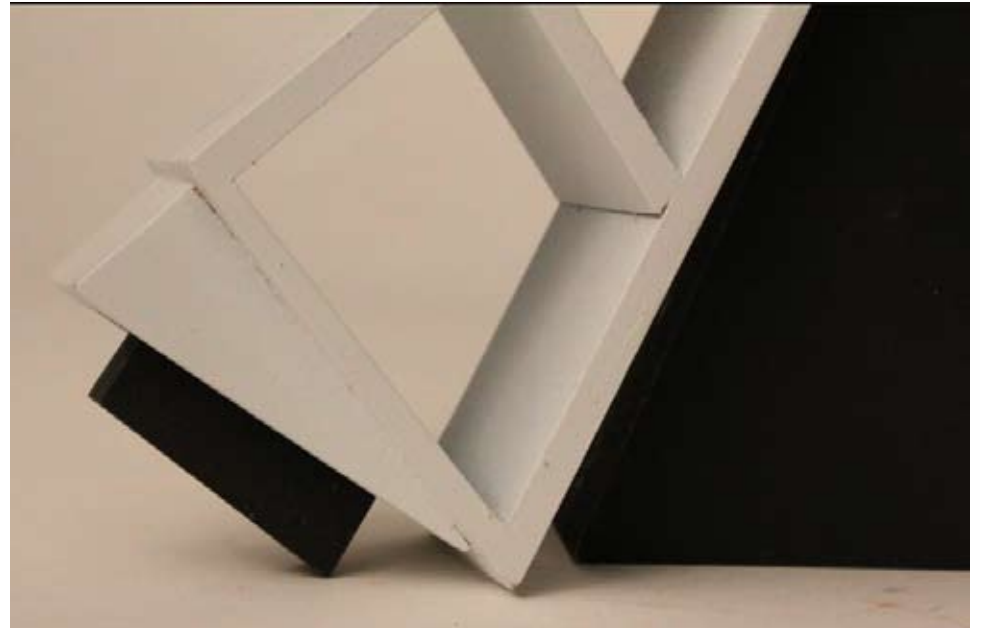
My sketch model acted as a guide to see how long and wide my writing utensil would have been.



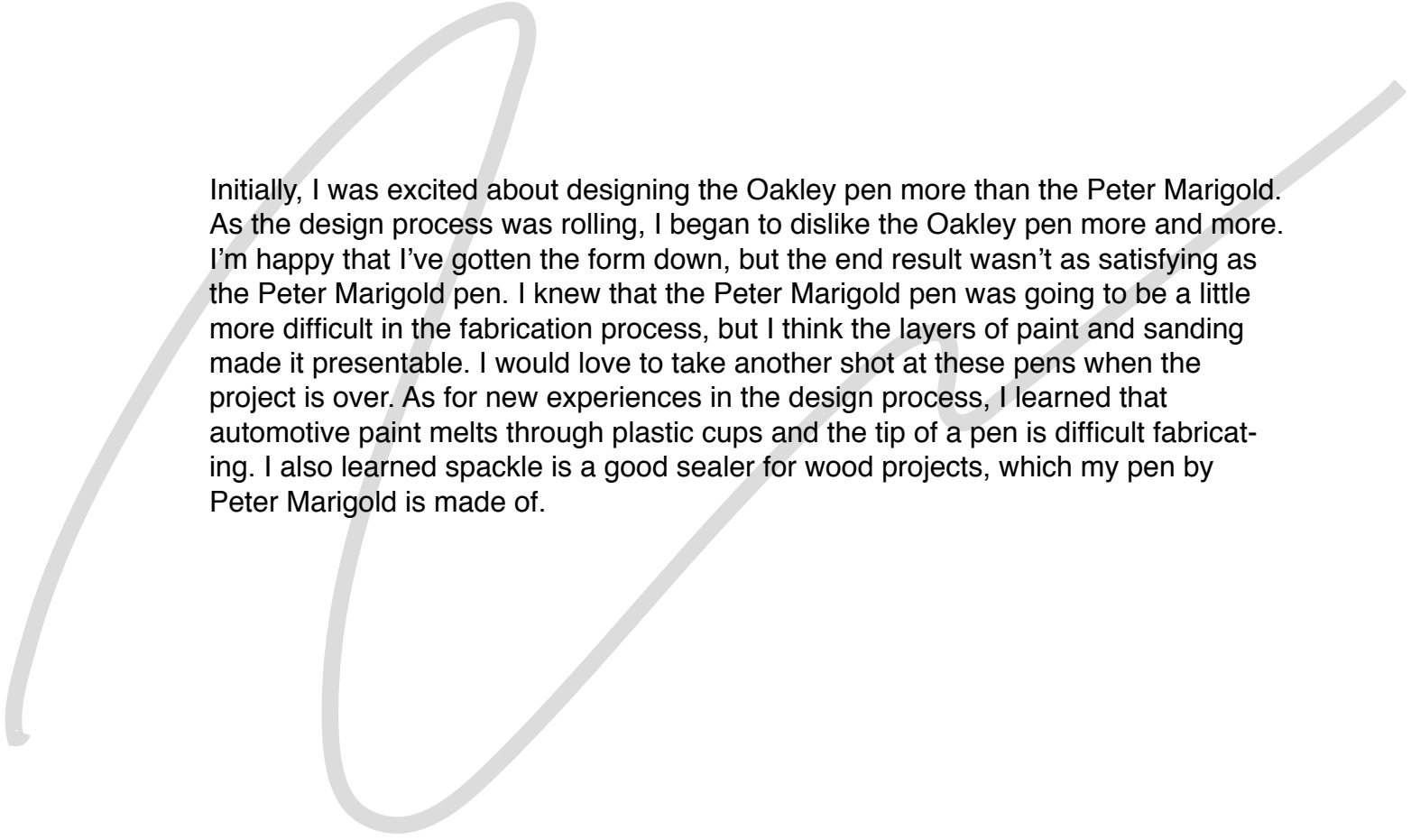
Final Product: Oakley



Final Product: Peter Marigold



Conclusion



Initially, I was excited about designing the Oakley pen more than the Peter Marigold. As the design process was rolling, I began to dislike the Oakley pen more and more. I'm happy that I've gotten the form down, but the end result wasn't as satisfying as the Peter Marigold pen. I knew that the Peter Marigold pen was going to be a little more difficult in the fabrication process, but I think the layers of paint and sanding made it presentable. I would love to take another shot at these pens when the project is over. As for new experiences in the design process, I learned that automotive paint melts through plastic cups and the tip of a pen is difficult fabricating. I also learned spackle is a good sealer for wood projects, which my pen by Peter Marigold is made of.