### The Making of the Ceremonial Mace

Design Focus: During the design process a number of key aspects were considered including; Usability, Aesthetics and Sensory Perception, University Values and Southampton Heritage

### DESIGN PROCESS

> Build team & identify all stake holders; staff, students, graduates & industry partners > Research & Networking

> Concept Design, Selection & Review > Design Development/ CAD 3D Detailing > Prototype Build, Test & Evaluation

> Usability Testing > Engineering & 3D Printing > Pre-Production & Manufacture

> CAD Visualisation and Virtual Reality > Electronics Integration & Lighting > Photography & PR > Graduation Ceremony





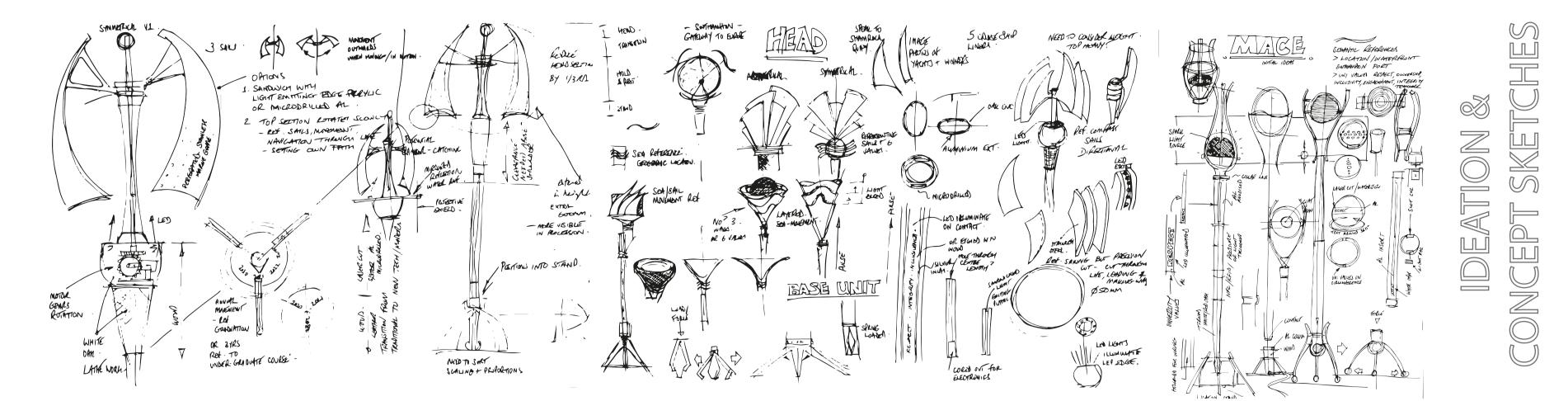


Respect Ownership Inclusivity Engagement Integrity Teamwork Solent Strategy 2025: Mission of ensuring all our learners a

Work-ready World ready Future ready

Solent Values: We and our work continue to be shaped, informed and inspired by our values of:







### SENSORY PERCEPTION:

Please place one 'Tick' in your first choice and 1 tick in your second choice. 

	FIRST CHOICE	SECOND CHOICE
CONCEPT 1	5	6
CONCEPT 2	2	4
CONCEPT 3	8	3
CONCEPT 4	2	4

connect to the middle.

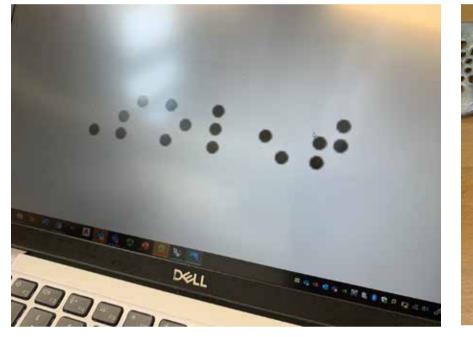
What words do you associate with this image/form/materials/surface finish? Sails. Water. Pride. Connection between top shaft and sails flows well. Luxury. Structural. Traditional. Ceremonial quality. Monarchy. Strong. Proud. Uni crest is nicely positioned.





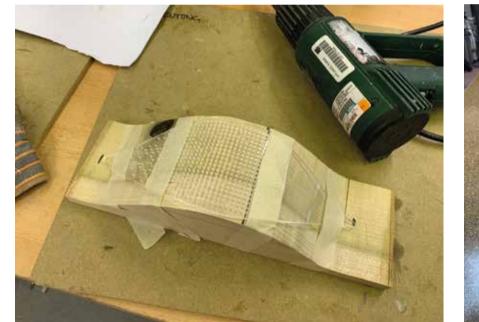




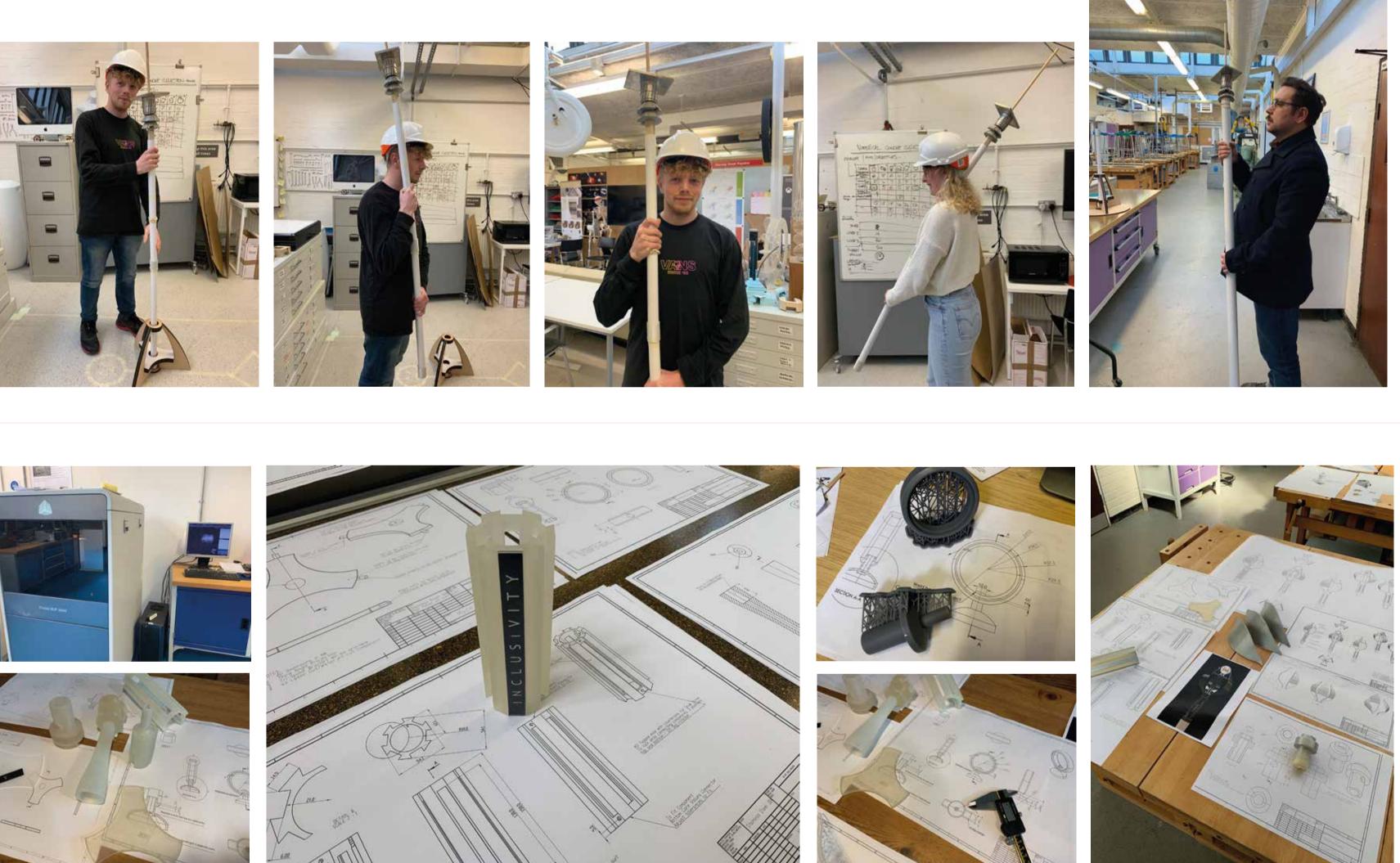












OESIGN

## USABILITY TESTING













# ELECTRONICS & LIGHTING













### VISUALISATION & VIRTUAL REALITY

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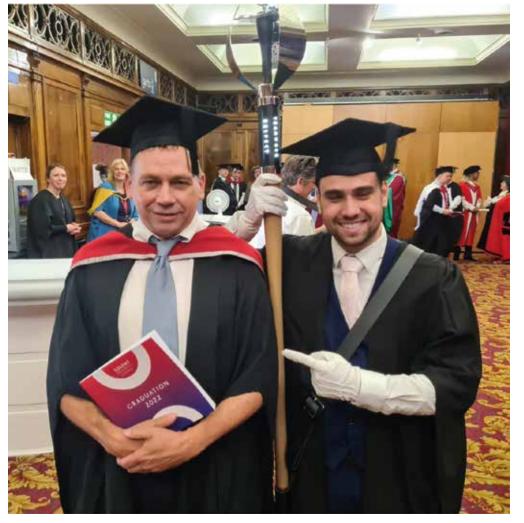
PRINTING

ENGINEERING & 3D









ON CEREMONY GRADUATIC