AUP2002 Projeto Integrado
Profas. Denise e Sara

Detalhamento do Produto

Tipos de Desenho

- **Concepção**

  são desenhos mais soltos, que visam apresentar rapidamente as ideias para discussão e seleção no grupo

- **Desenvolvimento**

  após amadurecimento das ideias propostas, o desenho evolui para algo mais detalhado, com mais vistas e inclusão de outras informações. Nesta categoria também temos os desenhos esquemáticos e de situações de uso.

- **Comunicação**

  Pode ser dividido em Renderings ou desenhos de apresentação formal , Desenhos técnicos para comunicação da estrutura do produto e Desenhos técnicos de fabricação

Outras etapas de detalhamento do produto

➔ **Estereotomia do produto**

partes e componentes do produto

materiais e estrutura do produto

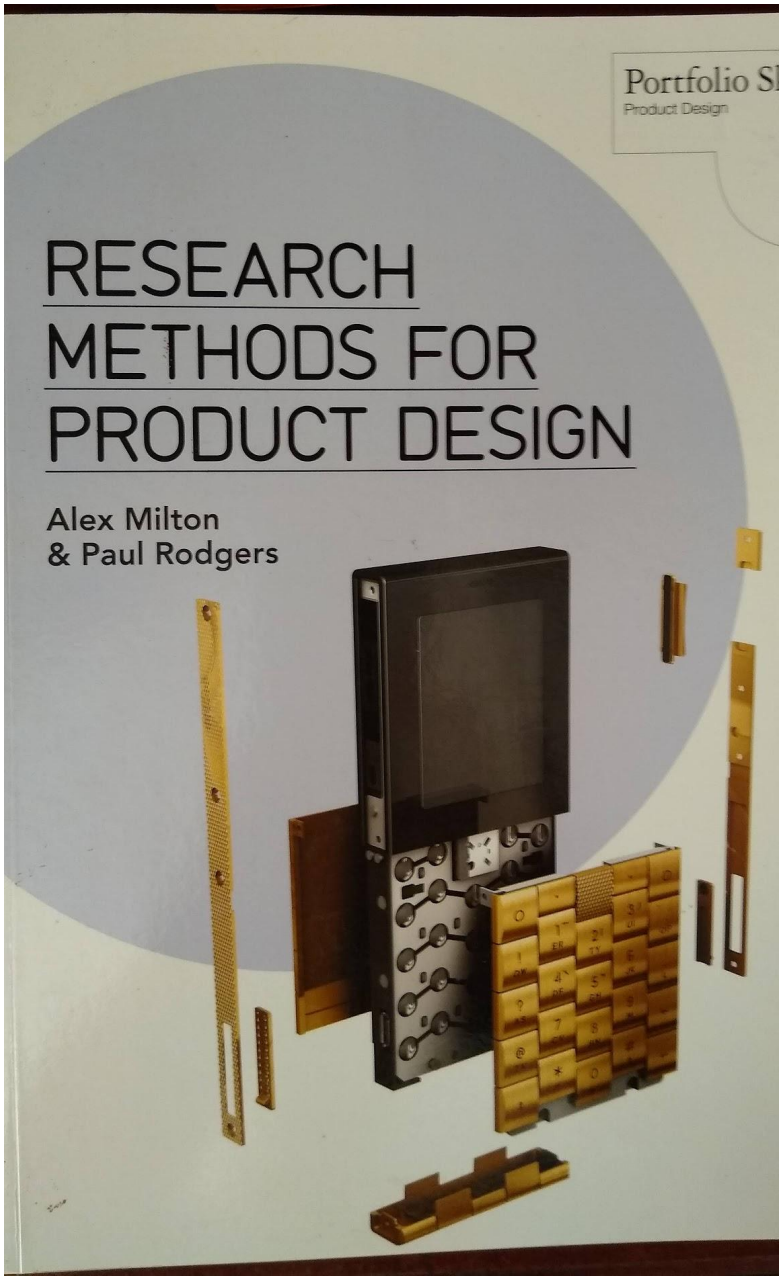
encaixes, junções

➔ **Comunicação**

perspectiva explodida

memorial descritivo

Desenhos técnicos

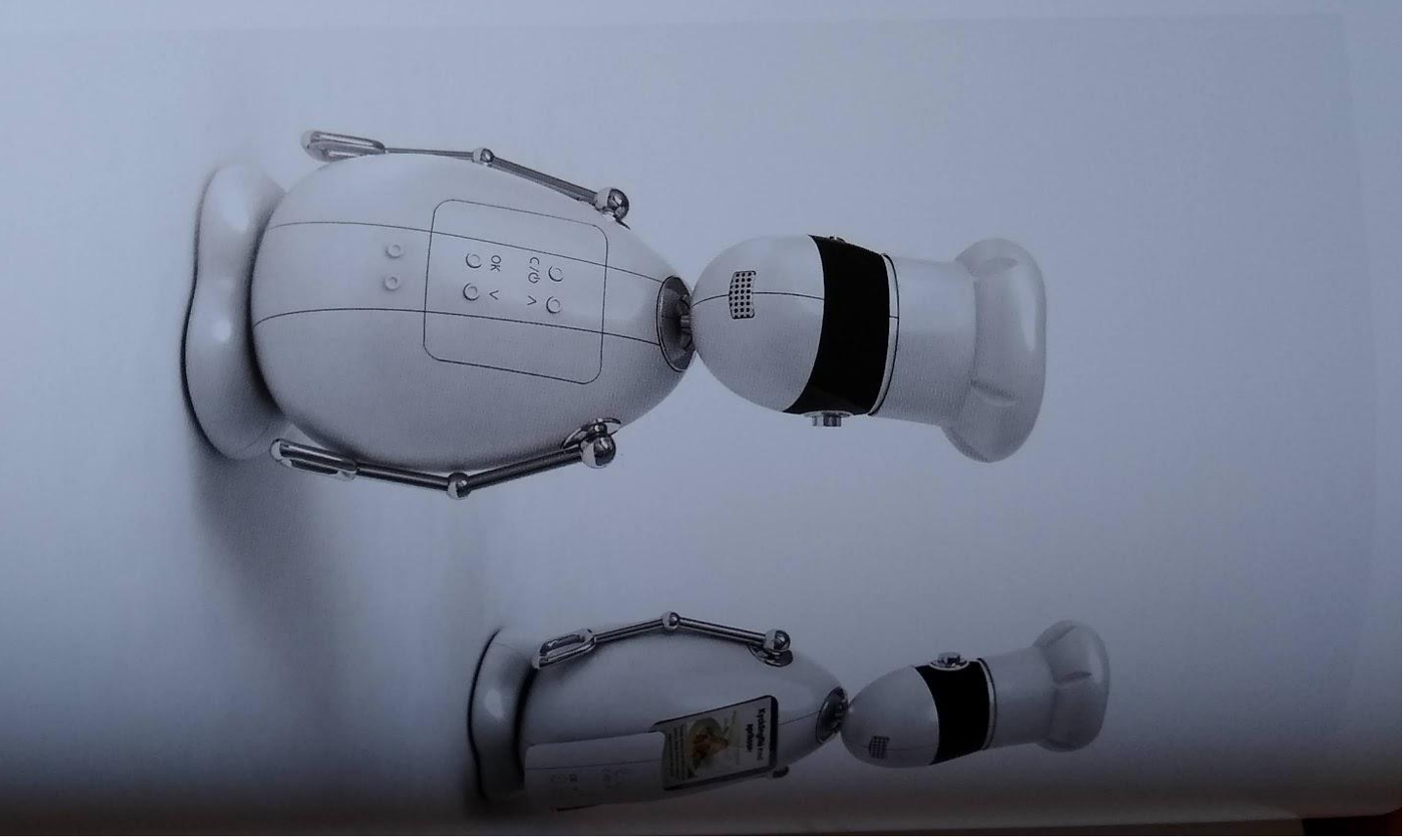

Portfolio Sk
Product Design
RESEARCH METHODS FOR PRODUCT DESIGN
Alex Milton
& Paul Rodgers

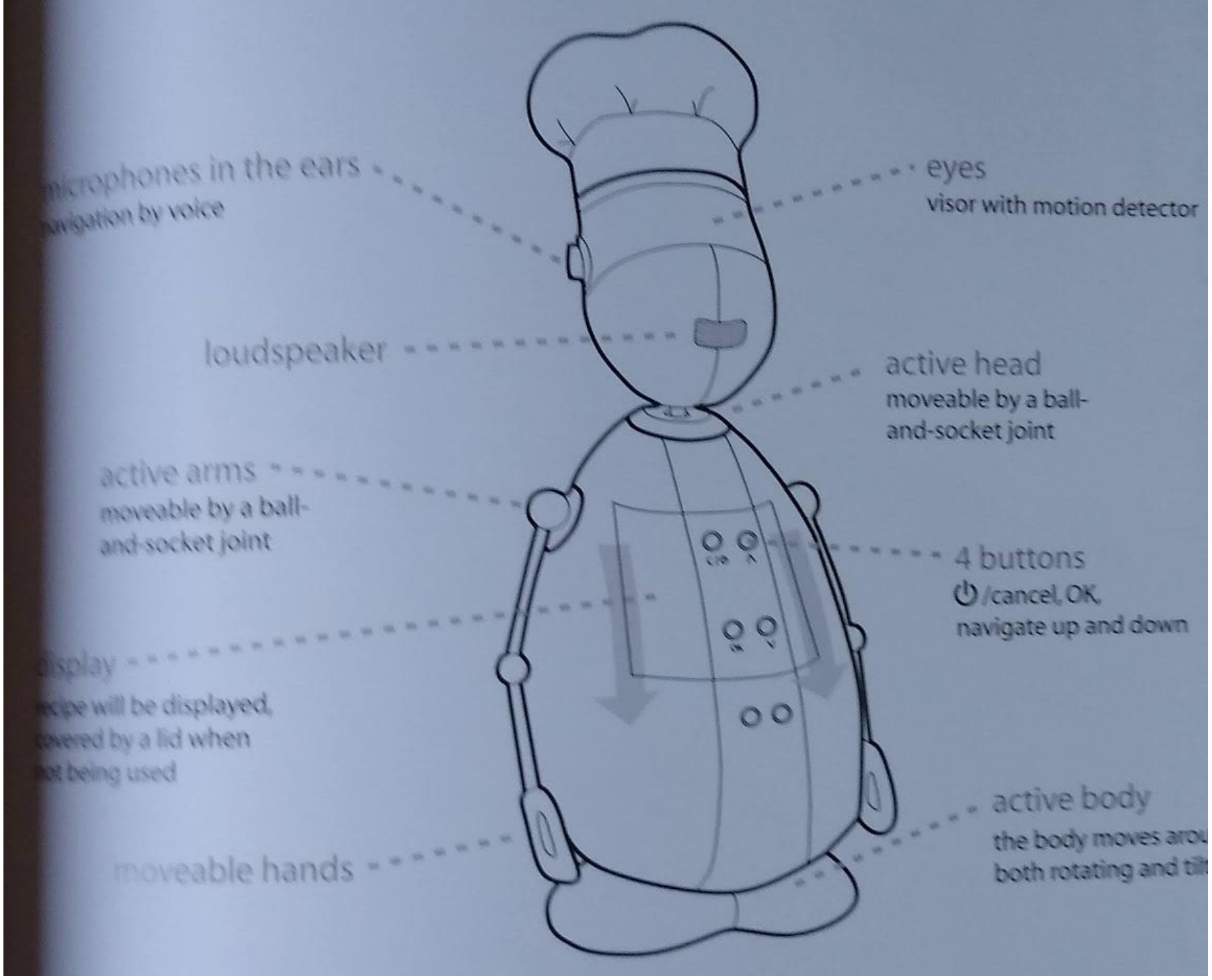

Product Design Now: Renderings
Cristian Campos

O que eu quero que meu produto faça (como vai ser a interação do produto com os usuários e com o ambiente)

LeChef

Anna Åberg (2007)
anna@aberg.biz

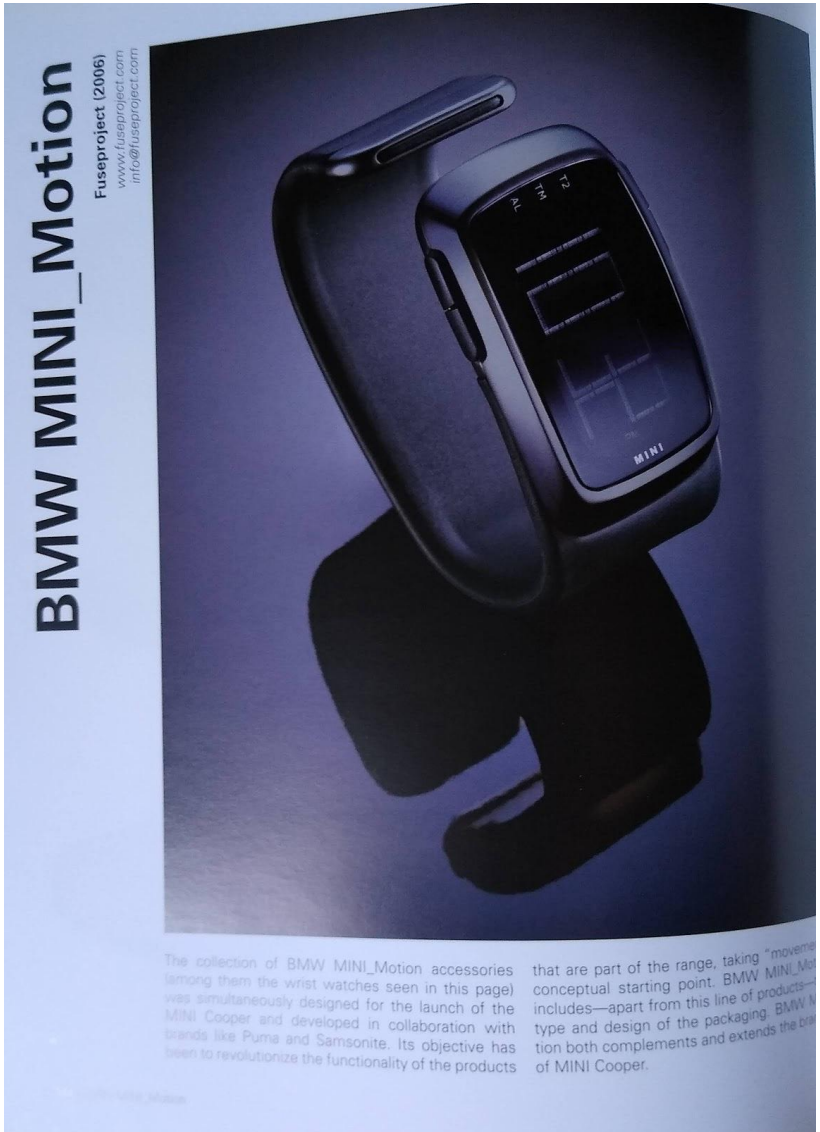


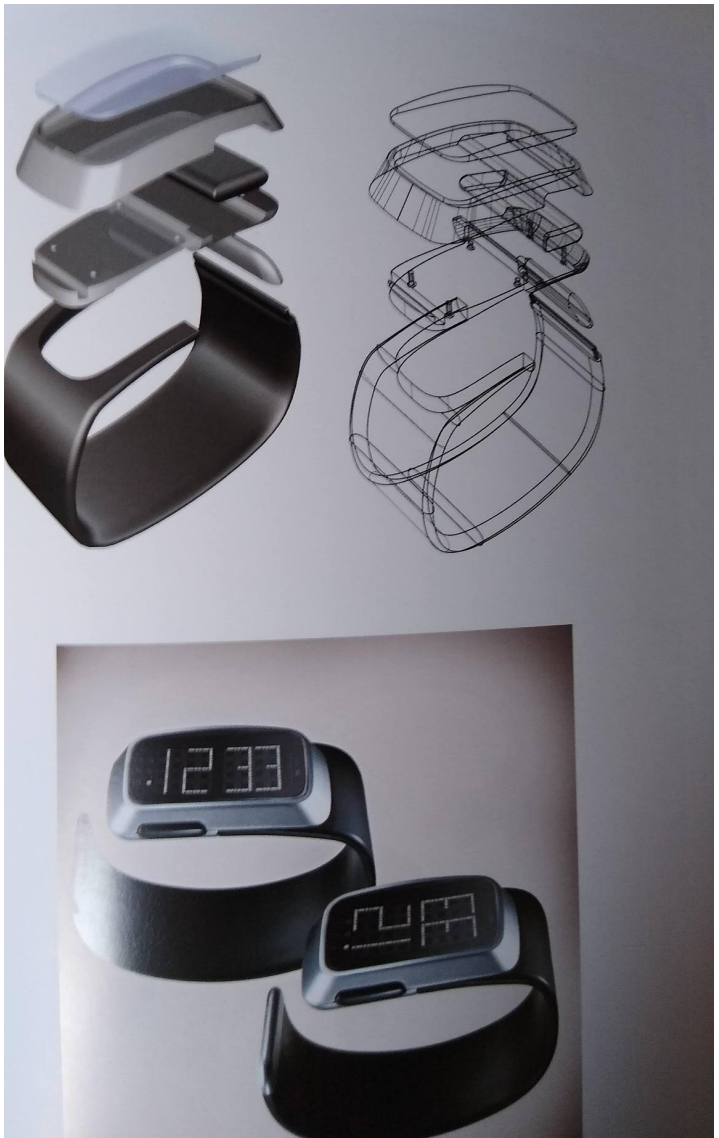

microphones in the ears
navigation by voice
eyes
visor with motion detector
loudspeaker
active head
moveable by a ball-and-socket joint
active arms
moveable by a ball-and-socket joint
4 buttons
/cancel, OK,
navigate up and down
display
recipe will be displayed,
covered by a lid when
not being used
moveable hands
active body
the body moves arou
both rotating and tilt

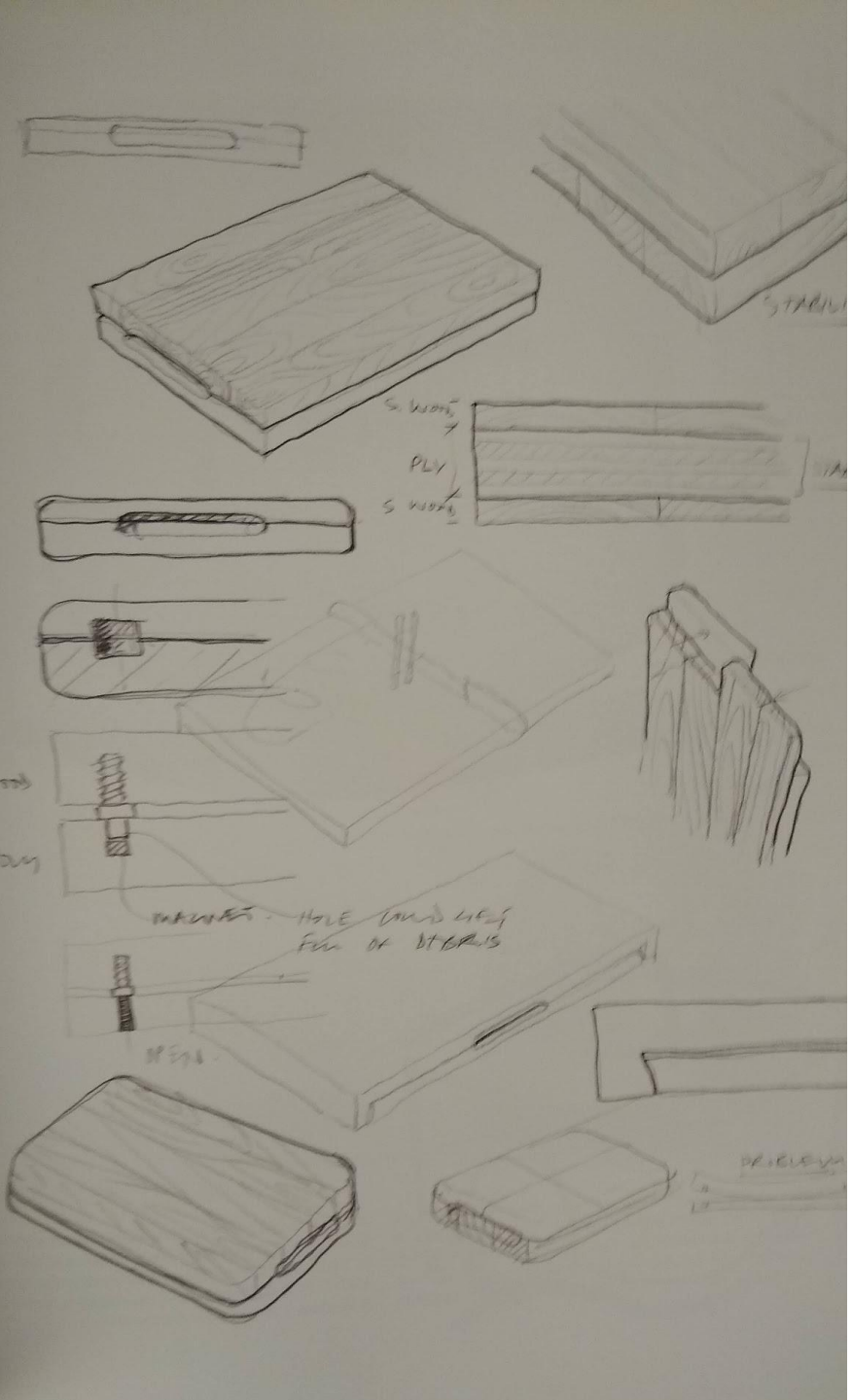
Estereotomia do Produto

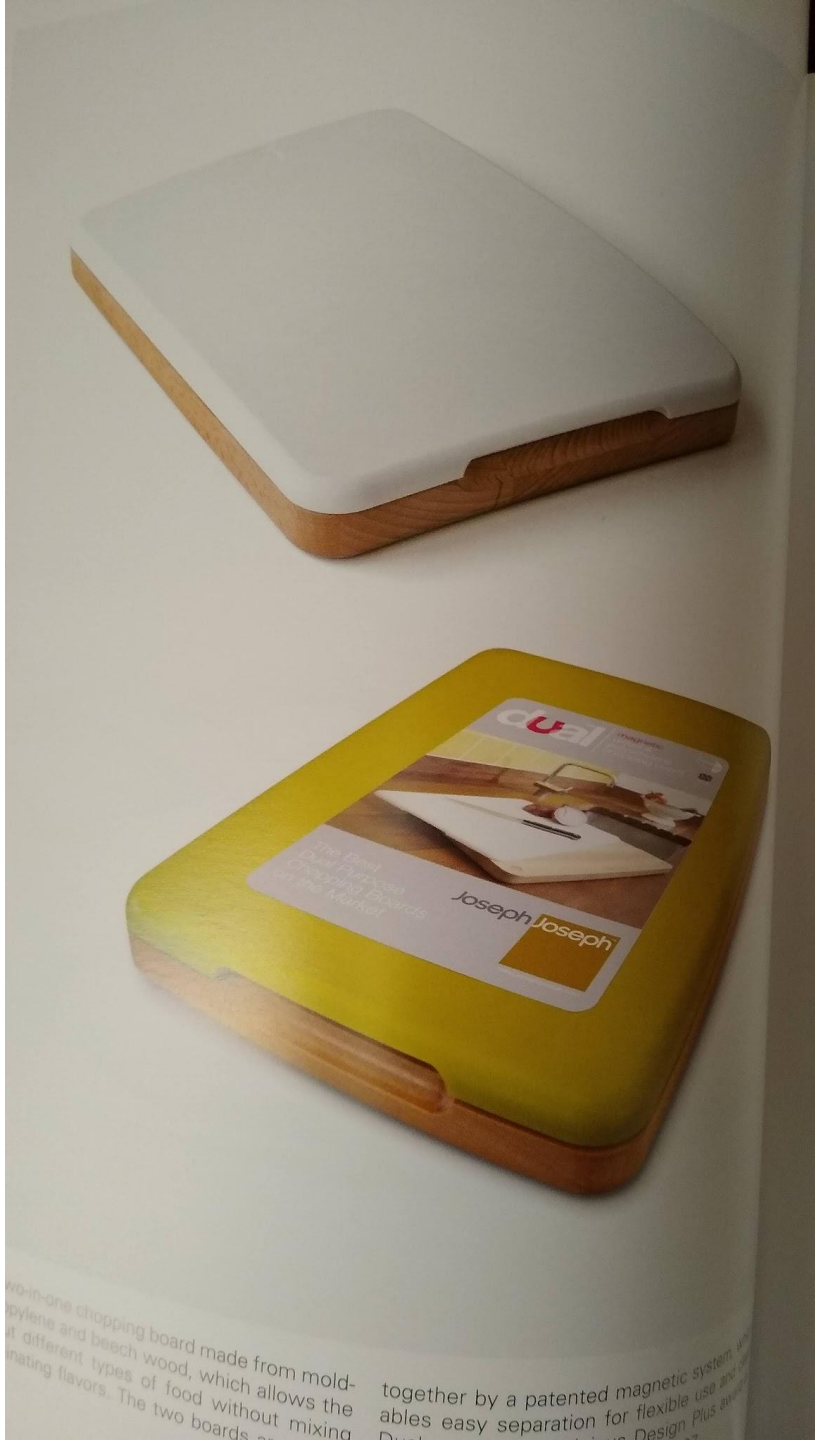
Partes e componentes do produto

Partes principais do produto









two-in-one chopping board made from mold-
ppylene and beech wood, which allows the
t different types of food without mixing
nating flavors. The two boards

together by a patented magnetic system, w
ables easy separation for flexible use and
Design Plus award

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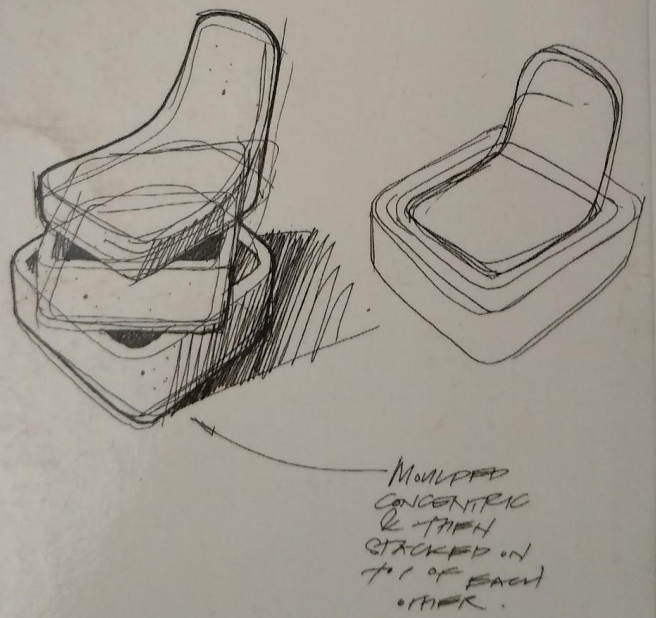
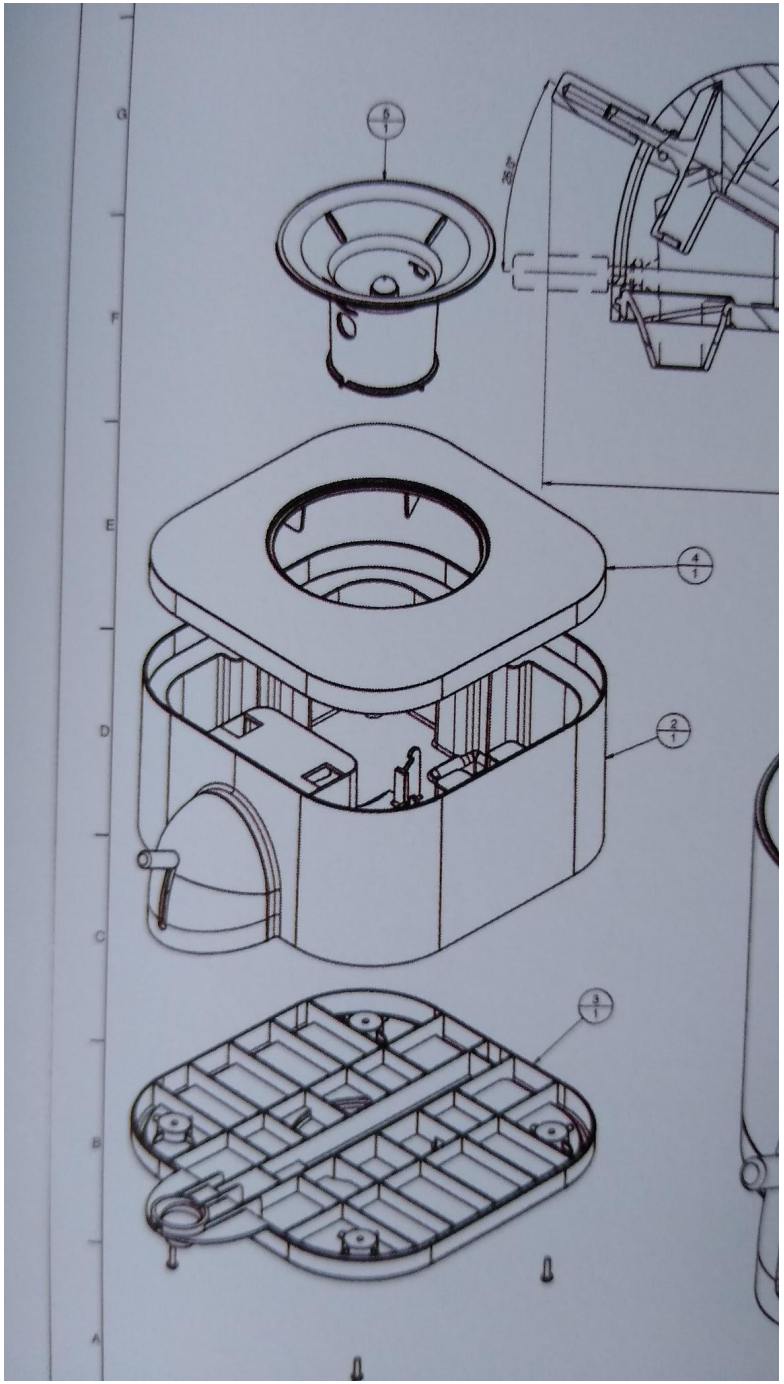


Easy

Yariv Sade, Arik Yuval/Igloo Design (2008)
www.igloo-design.com
info@igloo-design.com

has been designed to
ion bottles of water. It
an easy system that
and it functions in ac-
communicating vessels.

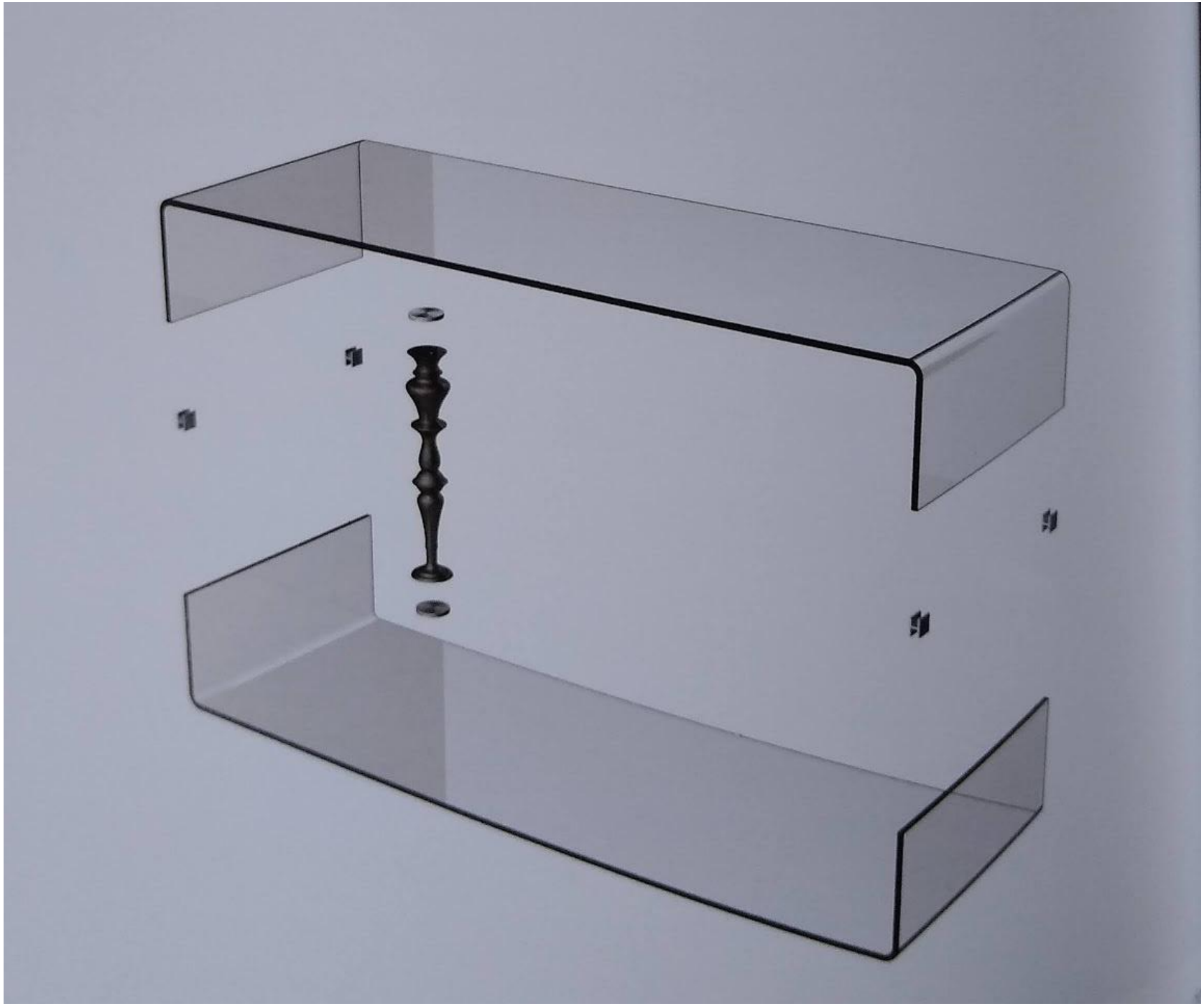
While the product name is Easy, its design
ficult. Not only did Easy have to exceed the
of its previous models, it also had to be
Made using ABS (acrylonite butadiene sty
is durable yet also visual attractive.



Spindle

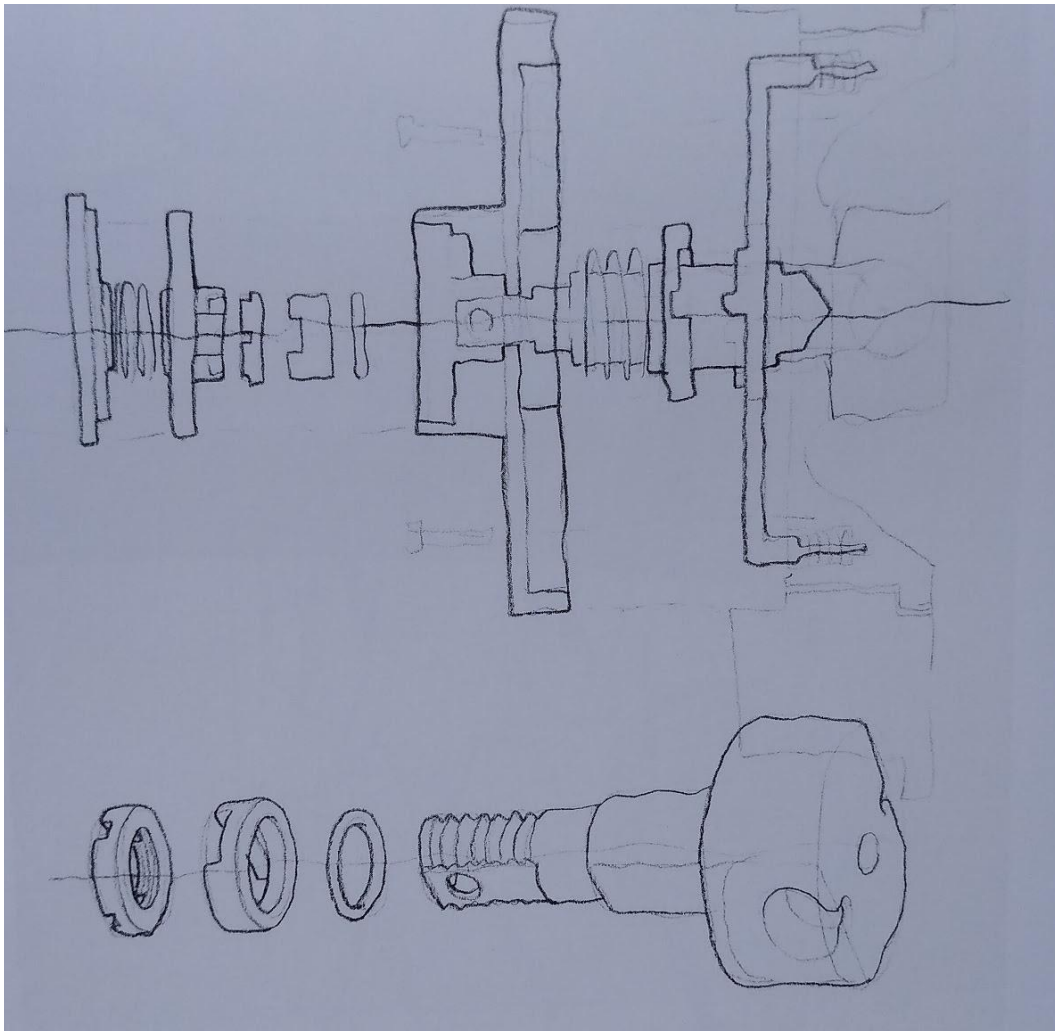
Brad Ascalon Studio NYC (2008)
www.bradascalon.com
info@bradascalon.com

The Spindle table is a tribute to two opposing styles: minimalism and ornamentalism. The juxtaposition is not trying to be ironic or humoristic, but respectful to the history and the importance of both styles. Brad Ascalon Studio NYC considered dozens of possibilities and worked on a multitude of sketches, small models, and renderings before opting for the definitive model. The table has been made from glass 0.39 inches thick, lacquered wood, and steel. Measurements are 14.6 inches high, 49.2 inches long and 16.9 inches wide.



Pensando a estrutura


GAS
Adrian and Jeremy Wright (2007)
www.designwright.co.uk
studio@designwright.co.uk

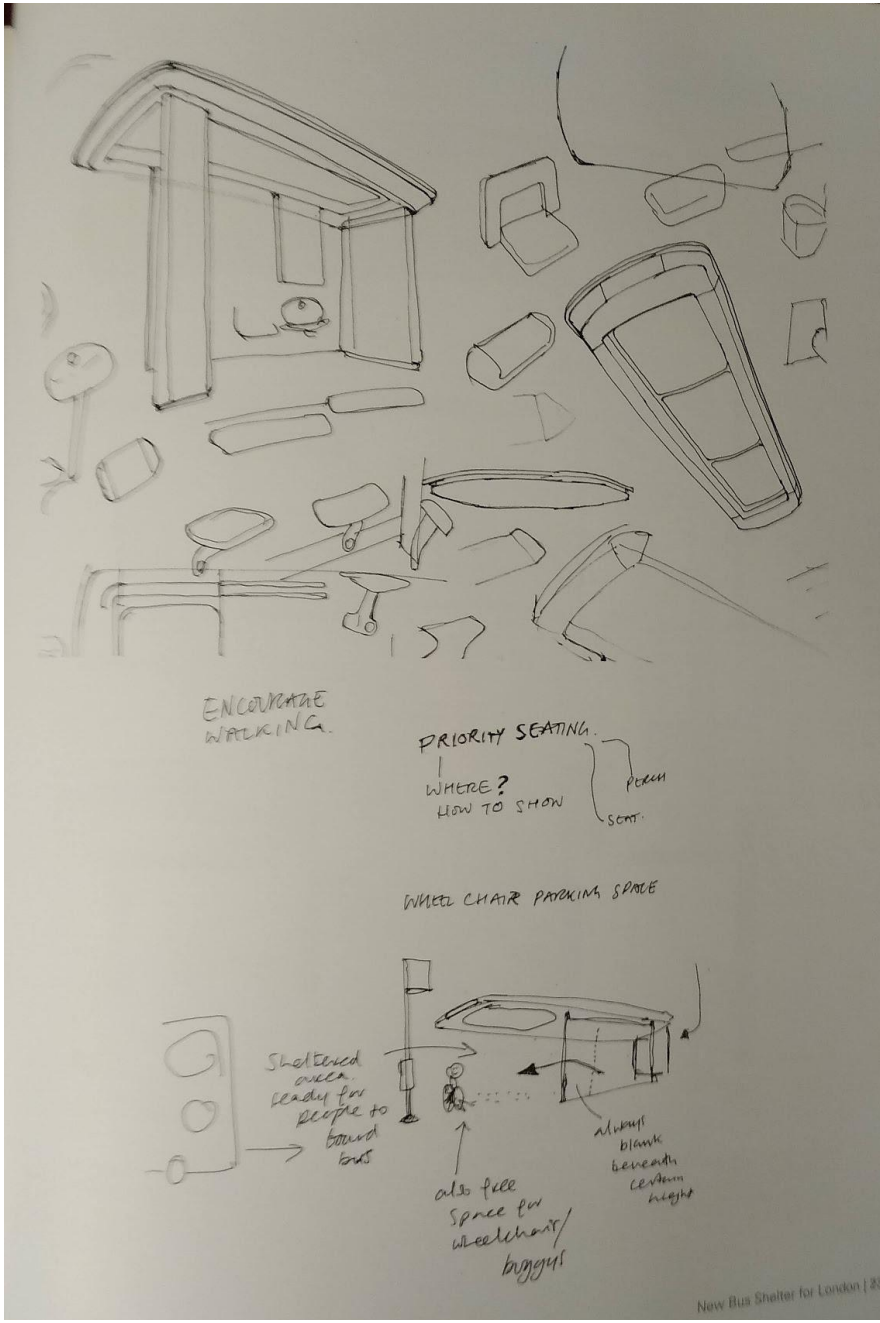


Comunicando a estrutura

New Bus Shelter for London

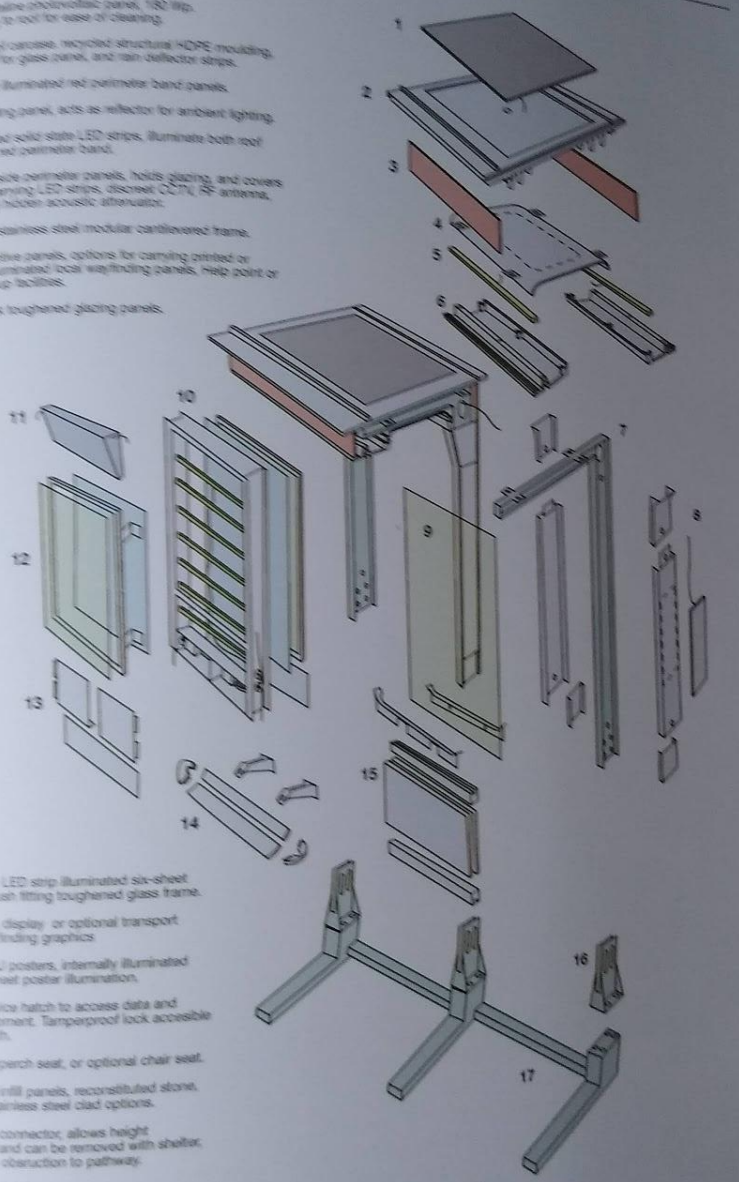
Jedco (2008)
www.jedco.co.uk
info@jedco.co.uk

When the coordinating London public transport company launched a contest for the design of a new bus stop, Jedco decided to enter. The shelter had to meet a series of requirements: it had to be secure, informative, and flexible. Jedco incorporated solar panels, ticket dispensers, and an independent lighting system into its design. The selected building mate
chosen because they were durable, ma
less susceptible to being destroyed by the
and vandalism. Many of Jedco's innovativ
have been incorporated into the city's bus

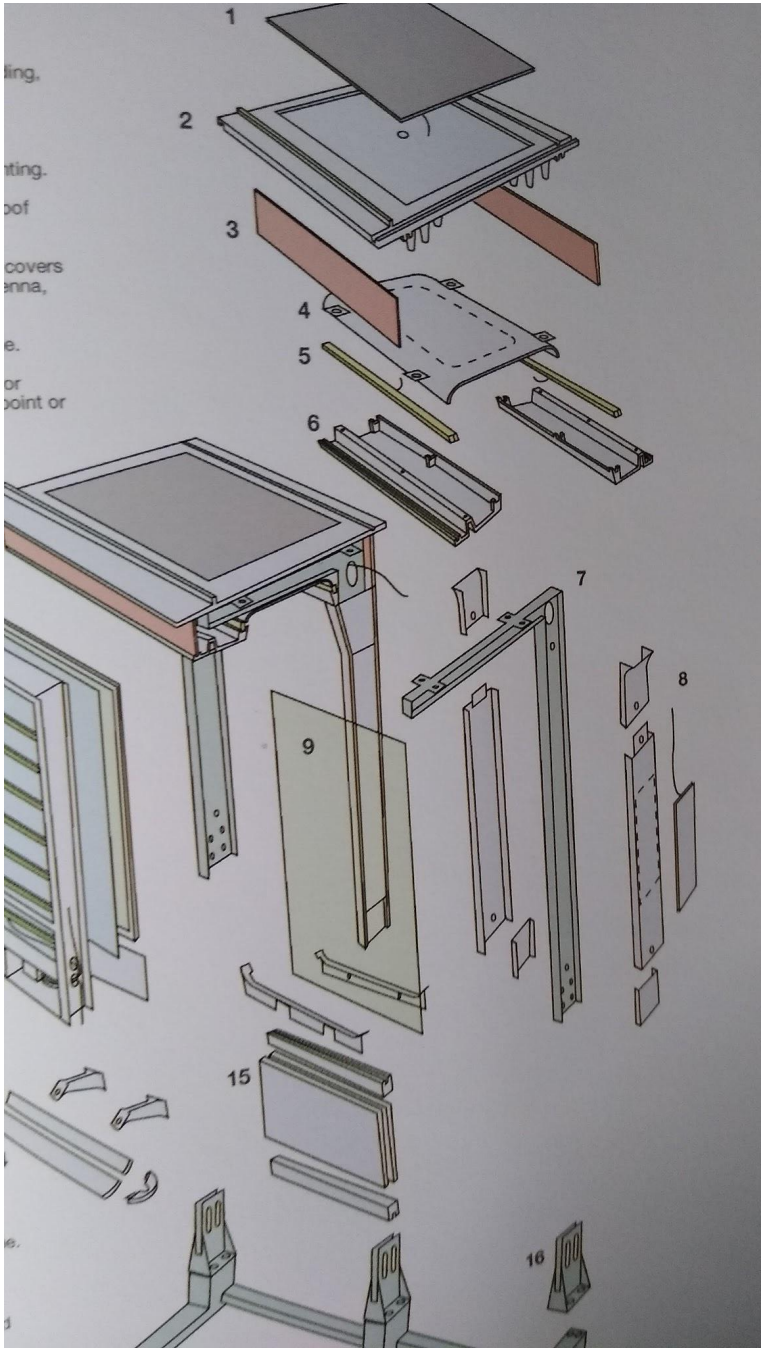


Typical 2 Bay STK Shelter

1. 98mm polyolefine photovoltaic panel, 180 Wp, hinged fitting to roof for ease of cleaning.
2. Modular roof carcase, recycled structural HDPE moulding, with facility for glass panel and rain deflector strips.
3. Translucent illuminated red perimeter band panels.
4. Internal ceiling panel, acts as reflector for ambient lighting.
5. Encapsulated solid state LED strips, illuminate both roof ceiling and red perimeter band.
6. Roof underside perimeter panels, holds glazing, and covers roof duct carrying LED strips, discreet CCTV, RF antenna, cabling and hidden acoustic attenuator.
7. Fabricated stainless steel modular cantilevered frame.
8. Side interactive panels, options for carrying printed or internally illuminated local wayfinding panels, Help point or Oyster top up facilities.
9. 10mm thick toughened glazing panels.



10. Low energy LED strip illuminated six-sheet poster, in flush fitting toughened glass frame.
11. Countdown display or optional transport related wayfinding graphics.
12. DRJ or DRJ posters, internally illuminated using six-sheet poster illumination.
13. Hinged service hatch to access data and power equipment. Tamperproof lock accessible from street.
14. Perch seat, or optional chair seat.
15. Panel infill panels, reconstituted stone, or stainless steel clad options.
16. Connection connector, allows height adjustment and can be removed with shelter, leaving no obstruction to pathway.
17. Foundation frame



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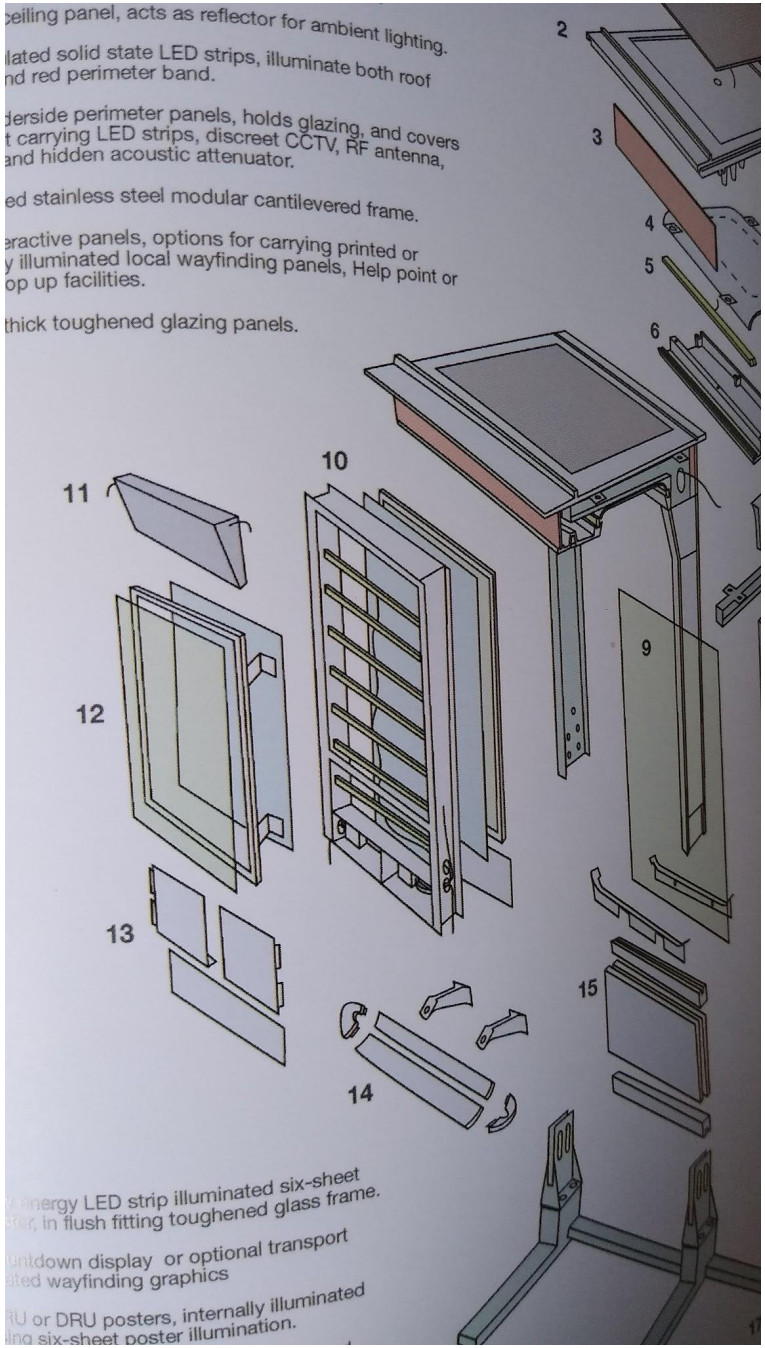


energy LED strip illuminated six-sheet
ter, in flush fitting toughened glass frame.

untdown display or optional transport
ted wayfinding graphics

RU or DRU posters, internally illuminated
ing six-sheet poster illumination.

Case Study

Dyson vacuum cleaners

The Dyson DC01 vacuum cleaner featuring Cyclone™ technology.

Introduction

In 1978, designer and manufacturer James Dyson noticed how the air filter in his spray-finishing room was constantly clogging with powder particles (just like a vacuum cleaner bag clogs with dust). So he designed and built an industrial cyclone tower, which removed the powder particles by exerting centrifugal forces 100,000 times greater than gravity.

Objective

Having produced this innovative solution, Dyson began to consider other applications for it. He settled on exploring whether the same principle might work in a vacuum cleaner.

Methods

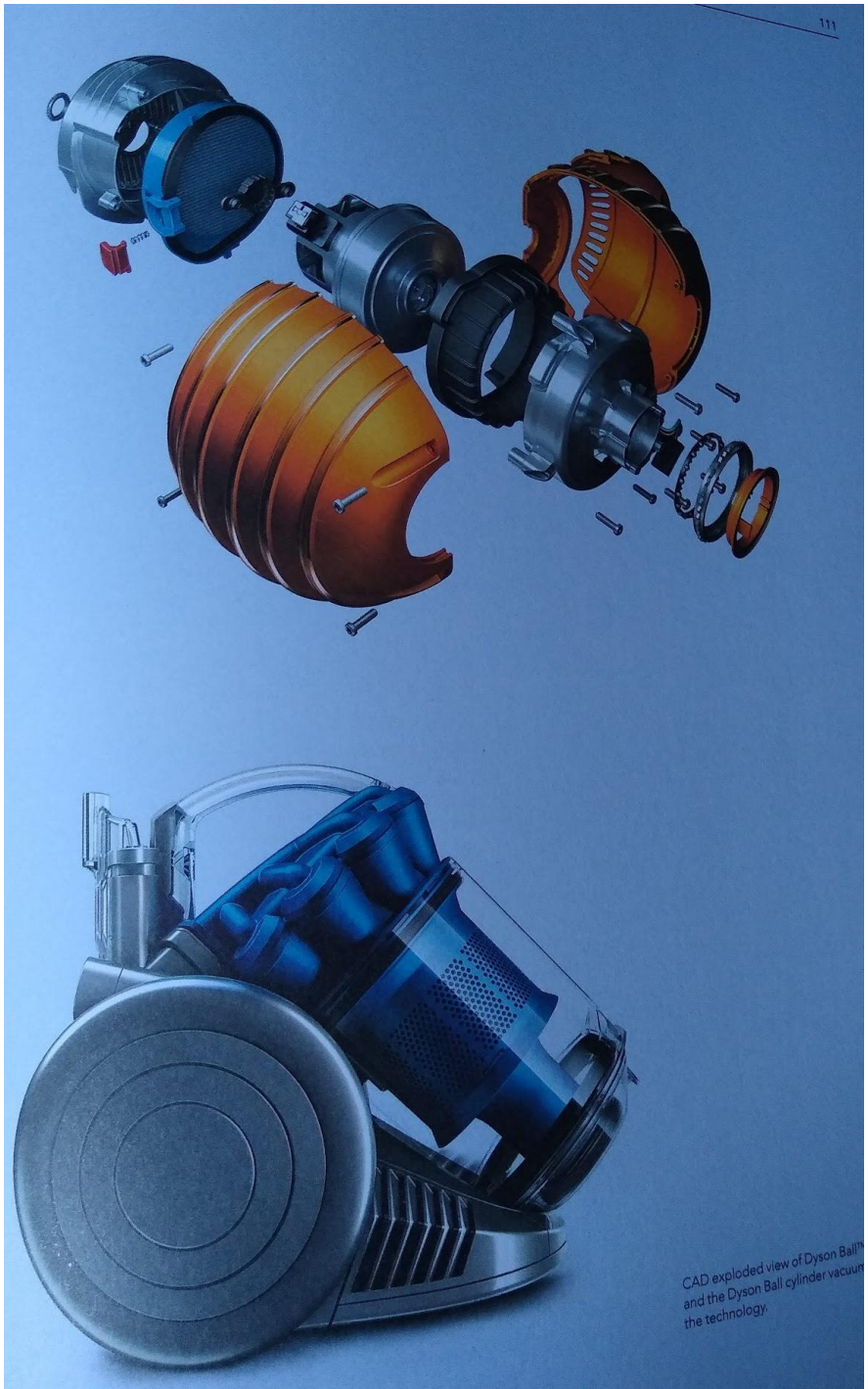
Five years and 5,127 iterative models later – quick-and-dirty prototypes, mock-ups, sketch and appearance models – the world's first bag-less vacuum cleaner arrived. Uninterested in new technology and wedded to vacuum bags (worth £250 million every year), major manufacturers turned Dyson and his invention away. Dyson eventually licensed his design in Japan, the home of high-tech. The Japanese loved the pink G-Force and, in 1993, the royalties allowed Dyson to manufacture a machine under his own name, the DCO1.

Results

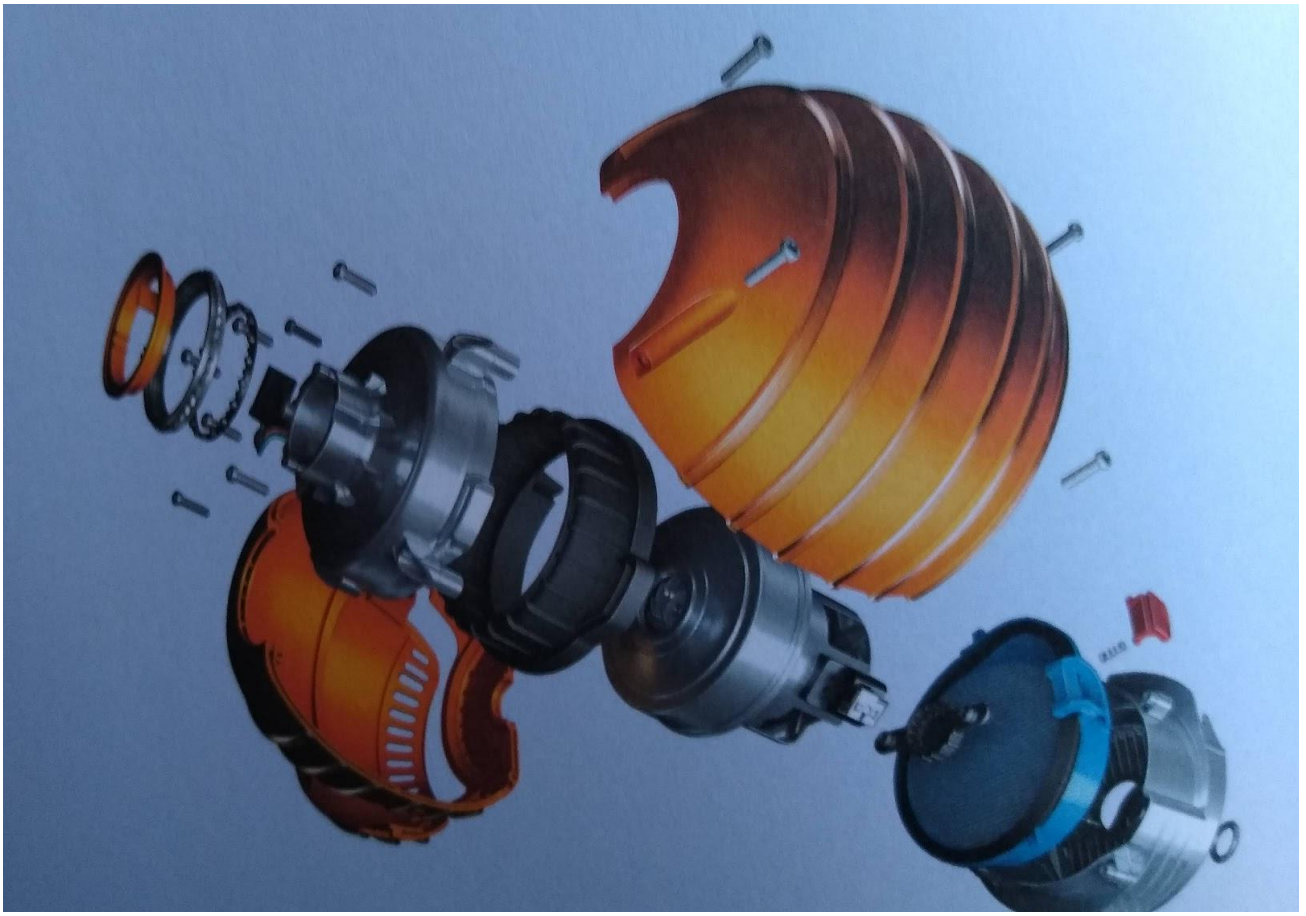
An inventor pays substantial fees to renew patents every year. Though Dyson brushed with bankruptcy during the development years, it was money well spent. In 1999, after a lengthy court battle, Hoover was found guilty of infringing Dyson's patent. Other manufacturers, unable or unwilling to develop their own vacuum cleaners, still try to copy Dyson technology, to no avail.

James Dyson and his engineers continue to improve existing Dyson technology through extensive user trials and materials testing. Their machines now have smaller multiple cyclones, which create greater centrifugal forces, capturing more microscopic dust. After observing that the wheels on a normal upright vacuum cleaner run on a fixed axle and so can only move in straight lines, Dyson decided to address this problem too.

The resulting design, developed through numerous models and prototypes, was a vacuum cleaner that rides on a single large ball, pivoting on a single point, and allowing it to go in any direction. The Dyson Ball successfully eliminates the struggle of manoeuvering a vacuum around furniture and other obstacles, allowing the user to control the movement – the other way around.



CAD exploded view of Dyson Ball™
and the Dyson Ball cylinder vacuum
the technology.



Partes do produto

- ➔ **Estrutura**
- ➔ **Vedação**
- ➔ **Elementos de fixação**
- ➔ **Sistemas**

Estrutura

Suportam, orientam e dissipam a carga aplicada ao produto em uso ou em repouso

Vedação

Não tem função estrutural, serve apenas para separar as partes do produto do meio externo ou entre si (pode haver peças de vedação que também são estruturais)

Elementos de fixação

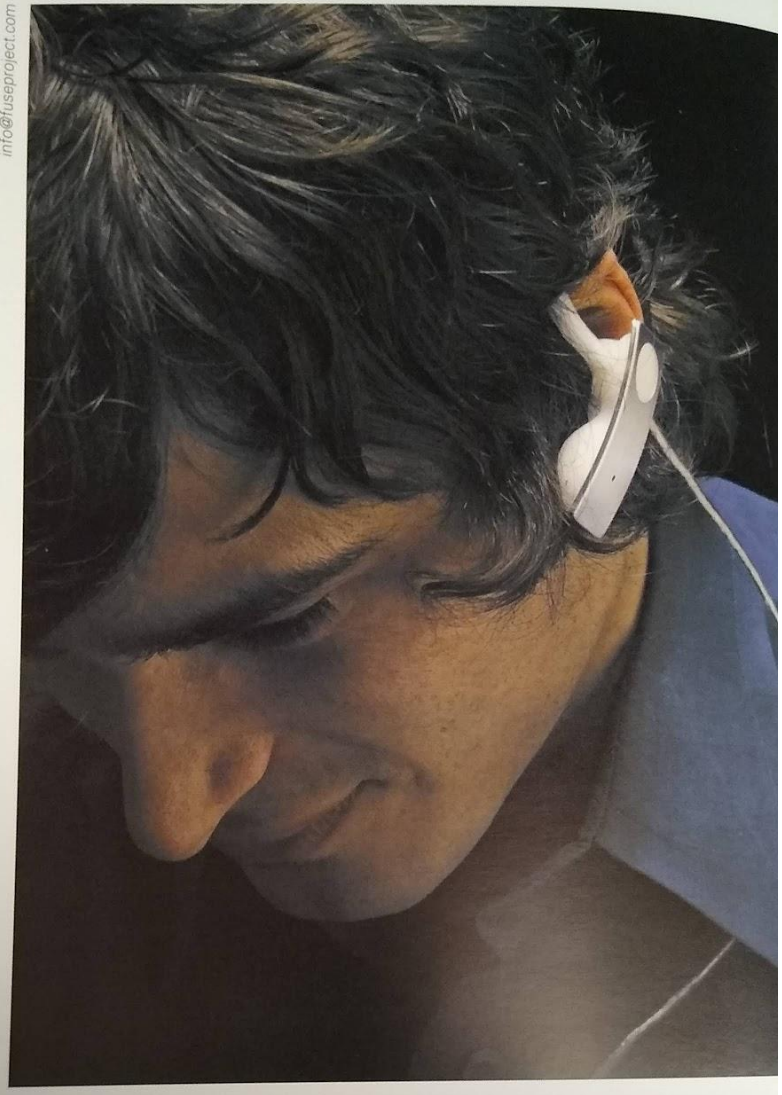
responsáveis pela união provisória ou permanente das partes do produto ou seus sistemas

Sistemas

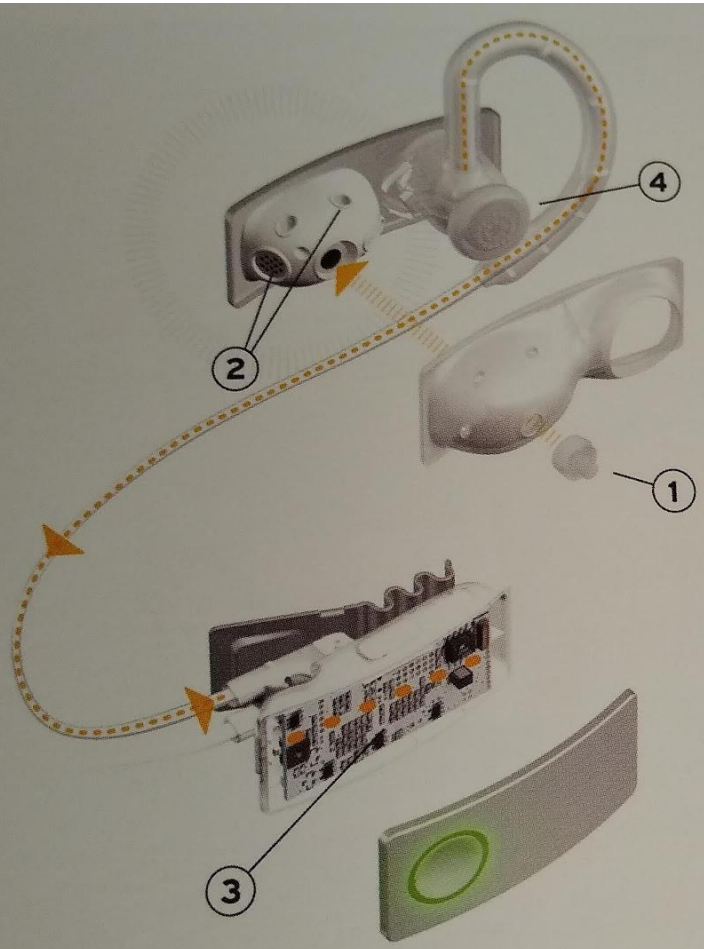
Partes que executam o funcionamento do produto (elétrico/eletrônico, hidráulico, mecânico, pneumático)

Jawbone

Fuseproject (2008)
www.fuseproject.com
info@fuseproject.com



Because of its noise suppression technology, the Jawbone earphones can be used in the noisiest environments. Comfortable and lightweight, the Jawbone has a stylish design that transforms it from a technological device and into a fashion accessory. Directed at a market sector interested in new technology, but also in avant-garde design, Ja benchmark in the high technolog Jawbone was awarded in 2008 v of the Sparks Awards, and was the Best Bluetooth Headset by the same year.



Two streamlined buttons control all the functions of the headset and are discretely hidden underneath the outside shield. The shield itself is textured in a sound reflective relief.

Process

on cheek when speaking

und sounds

clip) subtract unwanted

peech, allowing it to stand
our background

Elementos de fixação

União Provisória

parafusos, anéis, engates, encaixes

União Permanente

cola, rebite, prego, solda

Em brinquedos

Pensar nas partes que não devem ser acessadas pelas crianças, tais como sistemas mecânicos, pilhas, componentes internos.

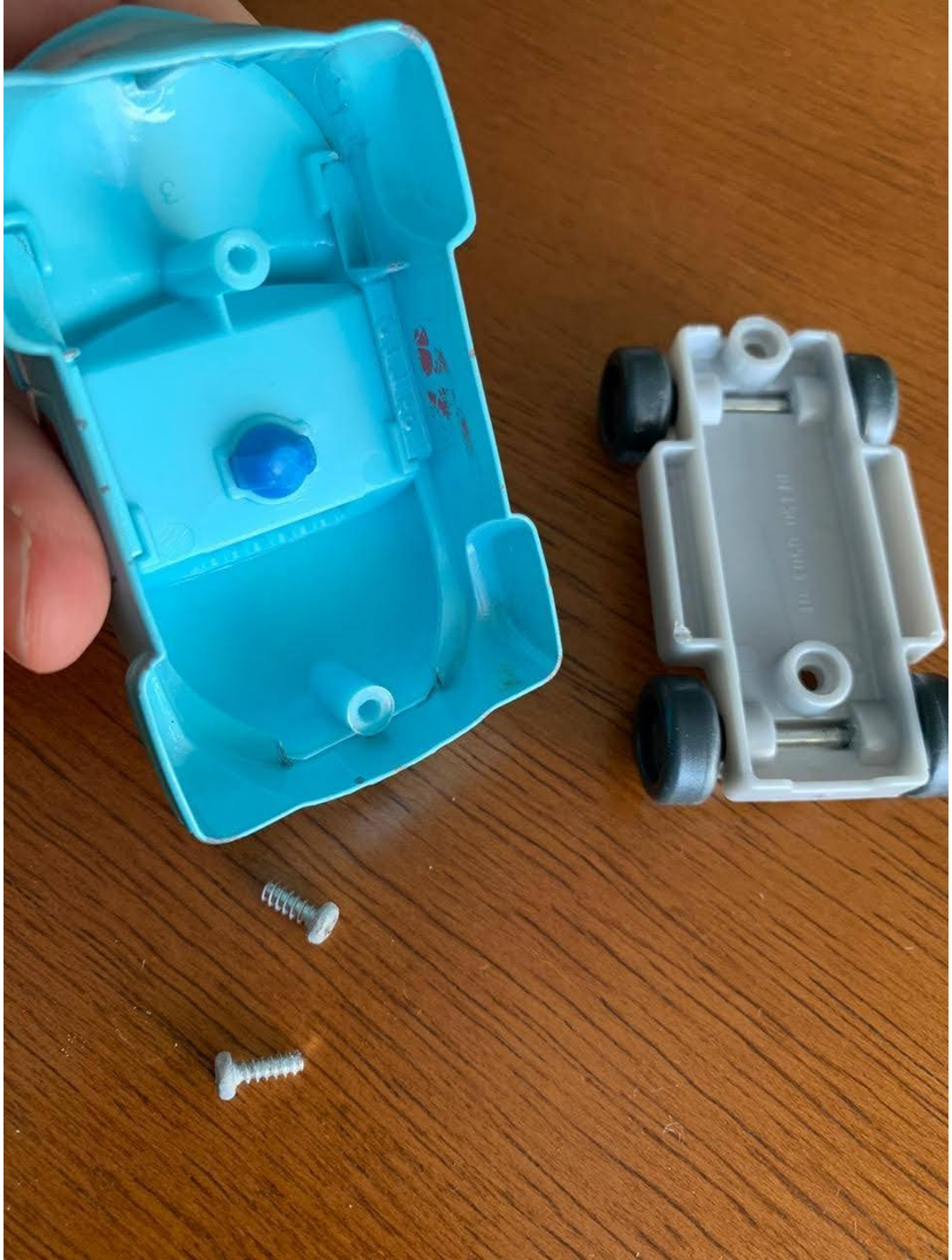
Para produtos que devem ser montados/desmontados pela criança: pensar na força necessária para montar/desmontar e no sistema adequado para as habilidades motoras para a idade.

Pensar no produto em uso e para guardar (se necessário) e na manutenção e troca de sistemas (como pilhas e baterias)

Desmontando brinquedos

Contribuição da Cris Brondani e do Rogério Wittmann


DTT86
© 2016 MATTEL
DTT86
1037 EAA
1166 MJ 1 NL
© DISNEY
MADE IN CHINA



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MADE IN CHINA


28


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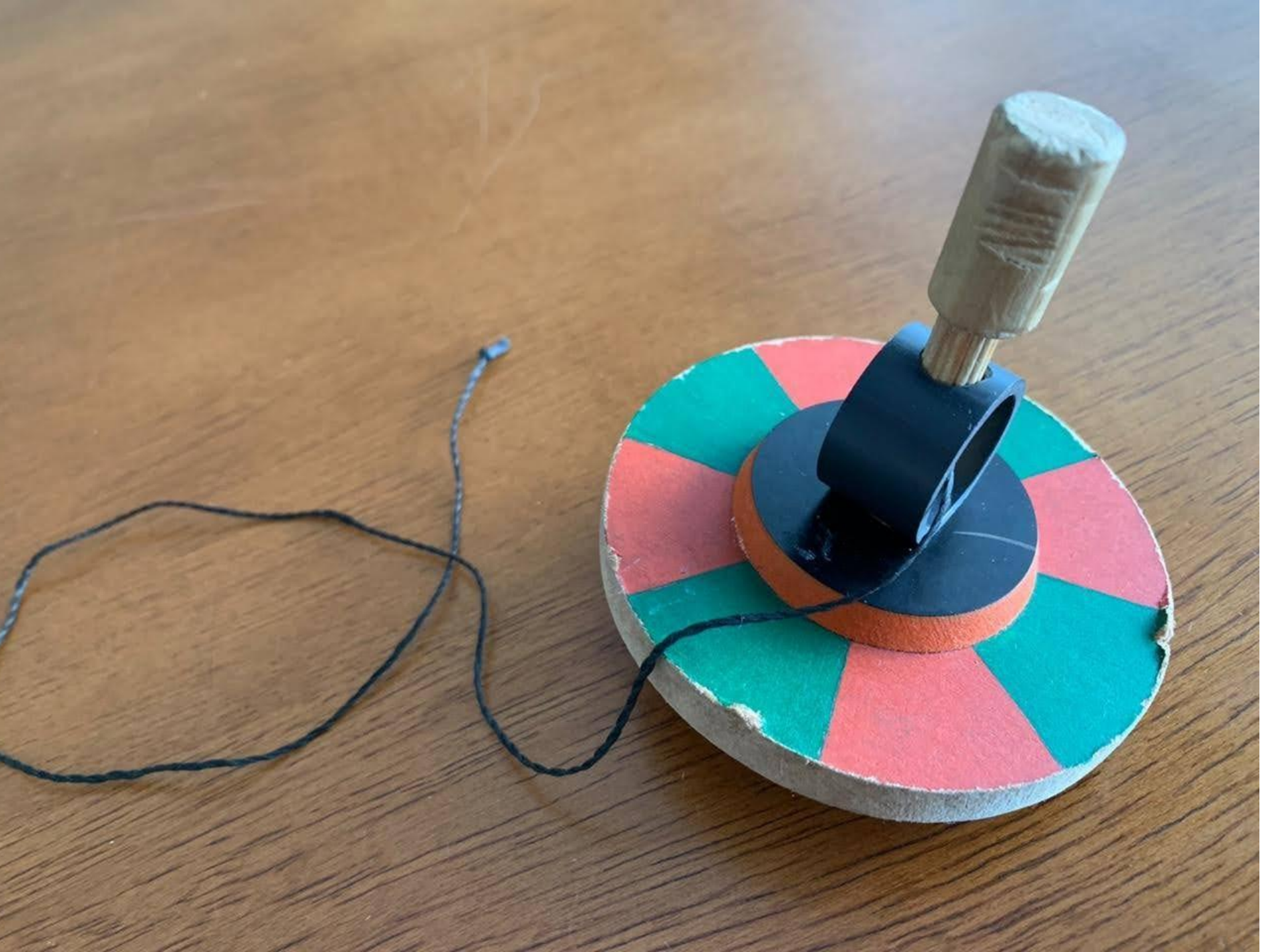

mattel

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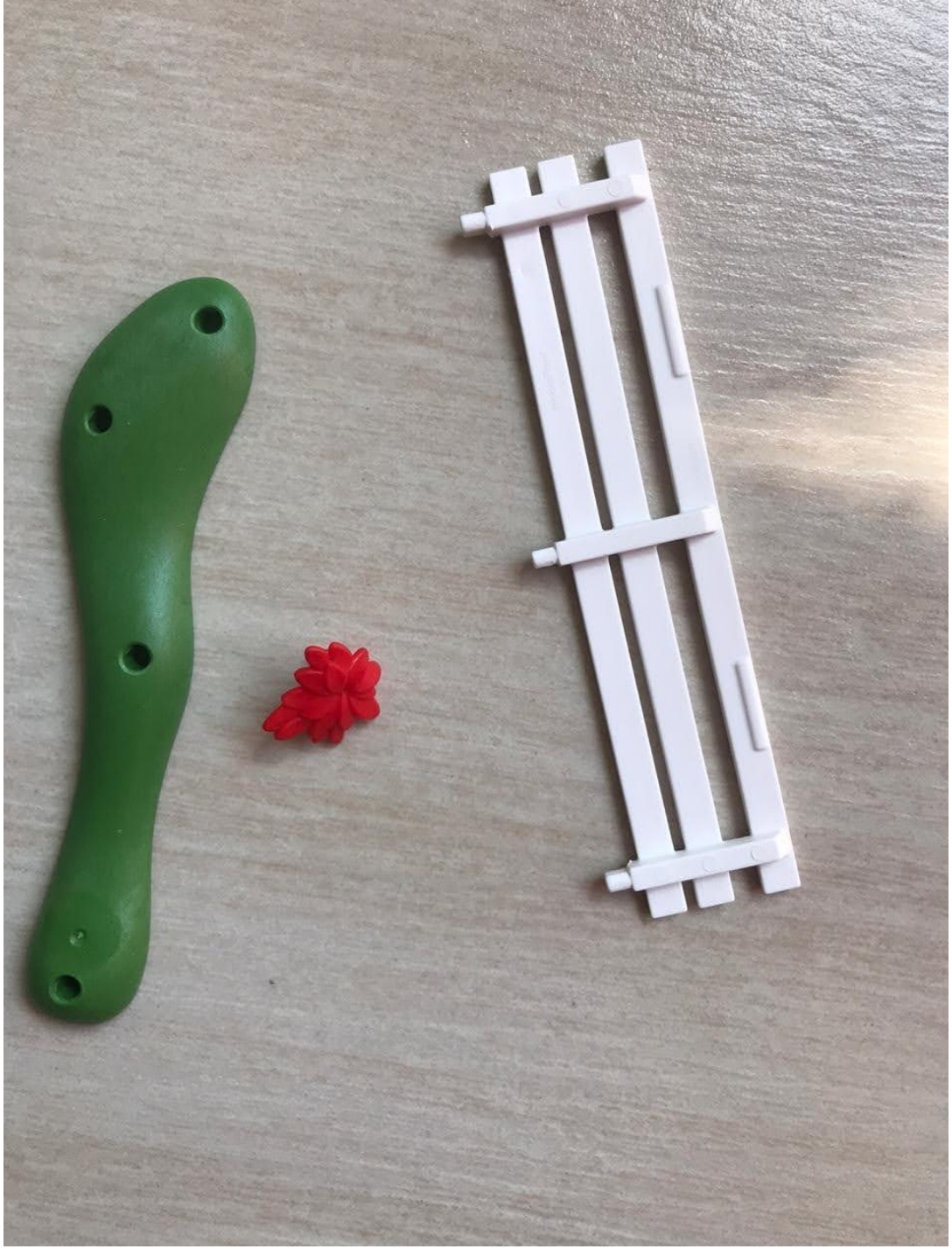


Hello Kitty


Hello Kitty
BRASKI

NewArt TOYS ®

Atividade de hoje

Pensar as partes e materiais do produto
Desenhar o produto desmontado (sketch)
Pensar nos elementos de fixação
Pensar na linguagem do produto e aplicação de cor/acabamentos