

DESIGNFOLIO..
DEP.PRODUCT..
YEAR.2019



VIVEK PRAJAPATI

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I'M

An undergraduate student pursuing design education in the field of industrial design. I have grown as a passive thinker, determined to learn and seek insights from what the journey has to deliver. I love developing, innovating and creating meaningful experiences in harmony to the ecosystem.

EDUCATION.

SECONDARY EDUCATION

2013 / 2016

Mahatma Gandhi International School

BACHELORS OF DESIGN

2016 / 2020

GLS Institute of Design

PARTICIPATION / EXPERIENCES.

Designed Dishwasher (school project),
2012

Taiwan International Student Design
Competition, 2017

Ahmedabad Design Fest, 2018

Industrial exposure

Rotomoulding | Sintex

CIPET | Central Institute of Plastics Engineering &
Technology

LANGUAGES.

English
Hindi
Gujarati
French

SKILLS.

Sketchbook

Illustrator

Solid Works

InDesign

Photoshop

Rhinoceros

Keyshot

Graphics

C O N T E N T



APPLE TV
CMFG



AB JEWELS
PACKAGING



LIFESTYLE
ACCESSORY



ALLOT



SPATNIF



RENDERING



FORM



PRODUCT
PHOTOGRAPHY



CAD
MODELING

01

A P P L E T V

CMFG also referred as Color, Material & Finish is an essential aspect in the field of Industrial design that looks after product's tactile, chromatic and its visual identity.

Product

Apple TV

C M F G.

COLOR

Color as we know today, has an important part in development stage of a product, here the hue, value and saturation, to the psychological effects are studied to meet it's target market.

FINISH

Surface finish is a treatment or coating applied on a product adding value to the material and enhancing its surface. The output adds functional & aesthetical value to the product.

MATERIAL

Material come in range of options to choose from textiles, leather, plastics, wood, composites, metals etc. Use of materials influence a product's performance, functionality, and visual appeal.

GRAPHICS

Graphics is an integral part of a product which is observed to communicate the function and/or to add visual representation.



B R I E F

"Here the aim for this project is to study & observe the client's (classmate) behavior and understand their likes/dislikes, choices and apply cmfg on their most desired product."

ABOUT CLIENT

" My name is Kalpit Doshi, I consider myself to be person who loves colorful experiences and enjoys exploring new horizons, and I have a good sense of humor too.

I am energetic while meeting new people and at the same time calm to comfort myself easily in the environment around, I am dedicated, outgoing, and a team player "

" Objective here is to apply cmfg based on client's attributes "

HOW I SEE MYSELF

CALM ~ WARM ~ BALANCE ~ RE-FRESHING

APPLE TV

Understanding product and its characteristics

Apple TV is a digital media player and micro console developed and sold by Apple Inc. It is a small network appliance and entertainment device that can receive digital data such as music or video from specific sources and stream it to a television or other video display.



MOOD BOARD



CALM - OLIVE



- Calm and an adaptive color and finishes persuading different meanings.



WARM - BALANCE



- The inspiration is drawn towards the balance of warmth & grace.



RE-FRESHING



- Bright and an outcast color catches attention in its blissful way.

CONCEPT



OLIVE



PASTEL ORANGE



CORAL PINK



02

ALLOT

Allot,

"Something useful to Someone"

Ergonomics is the process of designing or arranging workplaces, products and systems so that they fit the people who use them.

Product

Designer's workstation

B R I E F

To study workbenches of students pursuing design education, investigate drawbacks in the existing solution in terms of ergonomics and provide a solution that caters to all students.

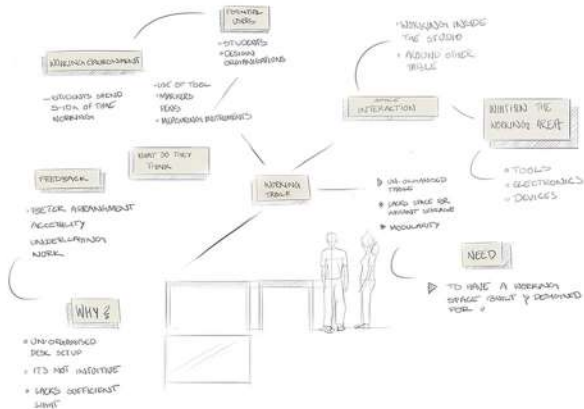


CEPT
UNIVERSITY



STUDY & INTERPRET

Current working benches at various design institutions.



NAME : Vandana
AGE: 21
DISCIPLINE: Product design

The working table here is not optimised for designers. Therefore my desk is always cluttered.



NAME : Mint
AGE: 21
DISCIPLINE: Architecture

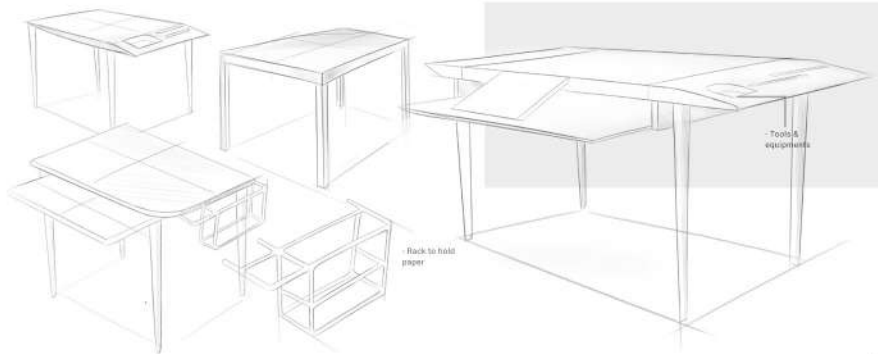
I don't have any problems as such although having storage that is easily accessible will do good.

ANALYSIS

Undergoing through various interviews, research & mind-mapping.

ITERATIONS

Exploring forms and spaces for maximizing output within the constraints of the working environment an individual has.



CONCEPT

The design personalises working space with dedicated storage for tools & equipments.

The counter top space comes with pockets that store papers.

DIMENSIONS

60" x 90" x 28"



WORKSTATION

The work desk is ergonomically designed for maximizing the output for design students.

It understands your space and organises it efficiently to assure nothings comes in your part while studying. The universal working bench can be used across all disciplines.



03

F O R M

A three dimensional volume is area defined by the treatment on its surface that empathize with its characteristics such as curvilinear, geometric, concave, convex, static, and dynamic.

ATTRIBUTES EXPLORED

RETRO

The form is an imitative or consciously derivative of lifestyles, trends, or art forms from the historical past.

FUTURISTIC

An imaginative & innovative approach that challenges its existence with its functional and non functional properties.

FEMININE

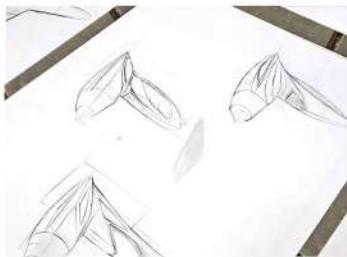
Feminine look is characterized by a more organic design. The elements could include curvy linear, soft and reflective form & material.

Product

Cordless Screwdriver

ITERATIONS

Explorations here done are of Cordless Screw driver depicting the attributes mentioned on the cover page:



FUTURISTIC



RETRO



FEMININE

04

AB JEWELS

Packaging refers to the process of designing, evaluating, and producing packages.

It prevents the product from damage, dust and rust. If something goes wrong during distribution of the product then packaging is an option to rely upon.

Product Packaging

Group project

AB Jewels

OVERVIEW

BRAND LOGO



Analyse the packaging of AB Jewels product line-up, & understand the product thoroughly in terms of material, graphics, proportion and how comfortable it could be while handling,



CURRENT PACKAGING

The above shown image is AB Jewels current packaging. (The logo is screen printed on the fabric).



PROPOSAL

The packaging here is designed with utmost simplicity in its form and its function. The Russian green is inspired by its vivid colour that looks and feels premium. The package features a pouch that lets you store the jewellery, at times when you not want to carry the case.



05

SPATNIF SIMPLE . PRODUCT . DESIGN

"To design a hand held, tool that aids the user to manage two tasks from one single tool while cooking"

Product

Designer's workstation

INTERVENTION



Cooking is a process that involves preparation of food by combining, mixing, and heating ingredients.



In response, the process makes one's experience the concoction of all the senses. The interplay of the sensory stimuli responding to the sound of chopping vegetables, the texture that complements smell and it's taste.

In the course of cooking, there are some processes followed (Image below) to deliver desired outcome. It is observed that most common process in the course of preparing food is chopping and stirring, for which two different utensils are used.

" Can there be a single tool that manages to Stir & Chop? "

P o u r i n g



S t i r r i n g



C h o p p i n g



M a s h i n g



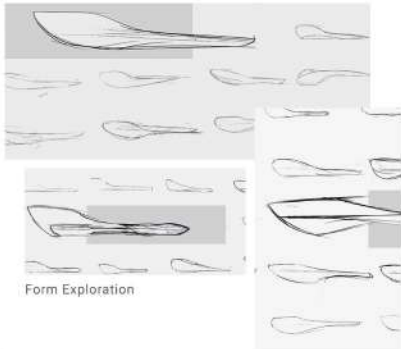
Following are the number of processes that take place while cooking, and the most common process that takes place is stirring & chopping.

SPATNIF



Observation

Spatulas are usually made of plastic or metal, however wooden, rubber and silicone ones are also the preferences. Metal spatulas generally have a wood or plastic handle to insulate them from the heat. A spatula is essential for many types of cooking applications although its use is limited to stirring & while transferring.



STIR & CHOP

AN INTEGRATION THAT ADAPTS TO THE STYLE OF YOUR COOKING



MATERIALS USED

SHEESHAM WOOD

CARBON STEEL 1095



STIRRING



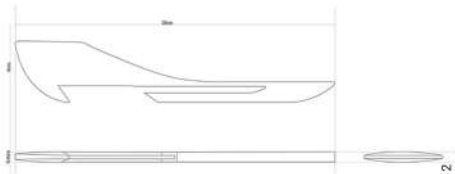
GARNISHING



CHOPPING

APPLICATION

Spatnif is a solution for cooks, an integrated tool that incorporates knife inside a spatula. The product ensures safety & time of its user and makes its task hassle free with integration of knife within a spatula.



06

PRODUCT PHOTOGRAPHY

A medium to communicate a static visual in its most expressive form of language.

Product

CASIO, Wrist Watch

WHAT I SEE,

I see photography an important aspect in the field of design education. It evokes visual senses and communicates stories through a still frame.

Here the product is put in low light setting with one focusing source of light that highlights the product and its environment around.



EDIFICE



07

LIFESTYLE ACCESSORY

It relates to the way people live and the products they interact with, which form an important basis of their day-to-day lives.

Product, group project

Knife Stand

BRIEF

The brief for the project is to develop a lifestyle accessory product.

Design Intervention

We were motivated to look into kitchen accessories and seek for a potential intervention. Based on the research we were convinced to re-design knife stand. The material chosen for the product is sheet metal.



CONCEPT

Knife stand is built from a single sheet of aluminum and features three slits that hold knives which are most commonly used in the kitchen.

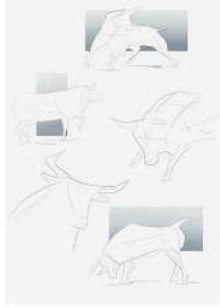
The surface of the product is copper & lacker coated that prevents it from scratches and abrasion.



08

DIGITAL RENDERING

Product & form renderings



09

COMPUTER AIDED DESIGN

CAD modeling



T H A N K Y O U

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