

Dan Rose

Portfolio.



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Bio.

I'm Dan.

Having recently completed my undergraduate experience in Product design, I am eager to continue learning and pushing my boundaries within design.

Detail-oriented, adaptive and determination. These three personal qualities have been key in driving forward my creative flare with a high aptitude for adapting to and solving multiple creative challenges.

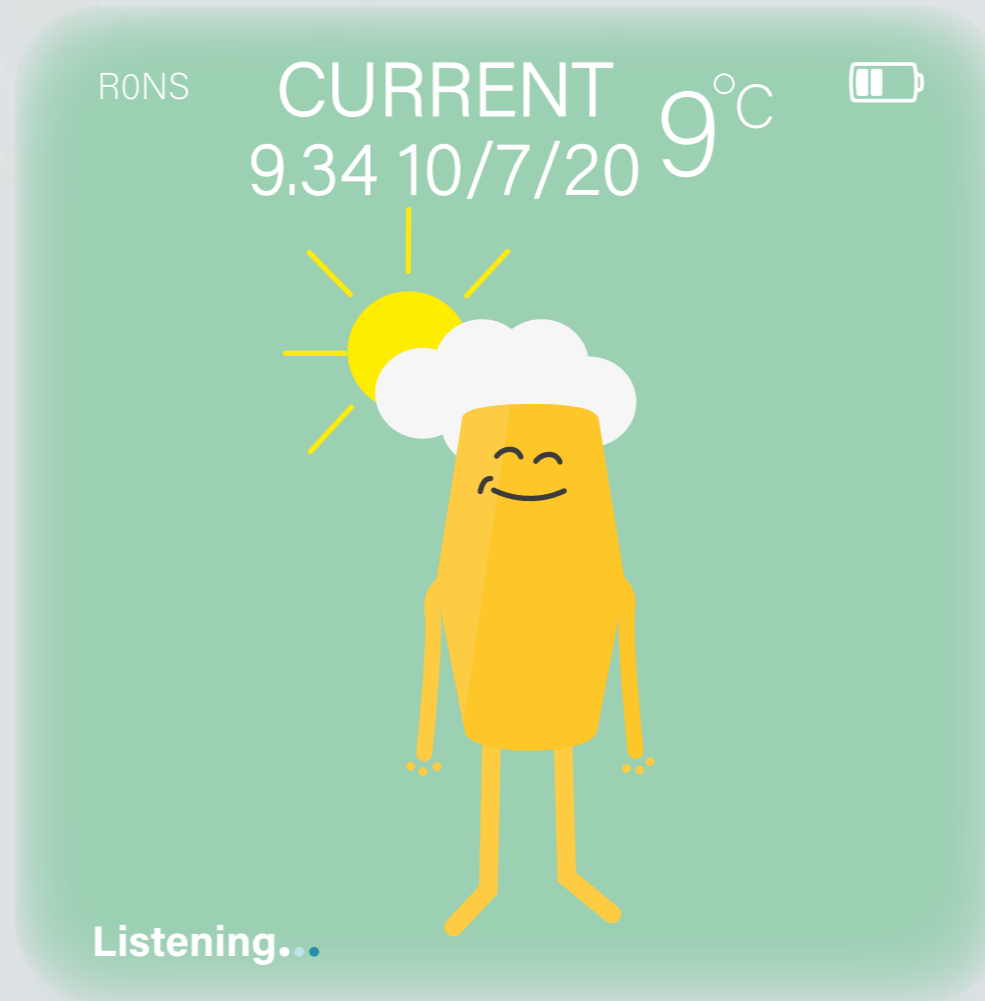
Complementing this, I have developed an ability to use numerous softwares including MS Office, Adobe Creative Suite and Modelling/rendering with Rhino and Keyshot. I aim to continue learning software that will propel my design ability.

I have a strong desire to build meaningful connections between the products and services I create and the user.



Wally.

Wally is an AI-driven weather display companion for the elderly so they can make more informed choices about when they actively travel, whilst providing support at home.



STUDENT DESIGN
RSA AWARDS
SHORTLISTED



Research.

Week log: elderly lady.

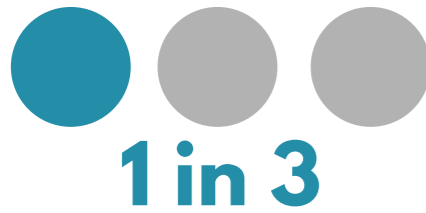


Maintained contact with an elderly lady, in which I found that the weather would affect her ability to get out, and her mood/well-being.



Employing multiple research activities to uncover underlying issues linked with the brief and the wider issues that could be addressed.

Series of research articles.



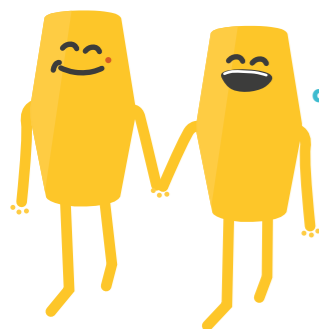
of over 65s are estimated to fall every year due to icy road conditions.

1 Elderly person dies every seven minutes from the winter cold in the UK - Age UK.

4 Million Bed days each year in the UK attribute to this issue.

Further talking with the elderly lady about their experience with products/ technology.

Research driven insights.



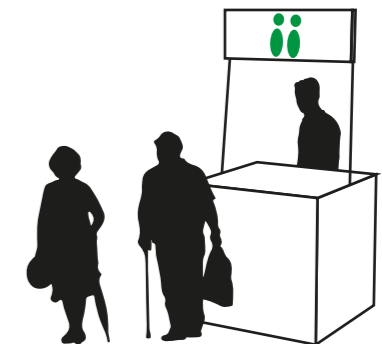
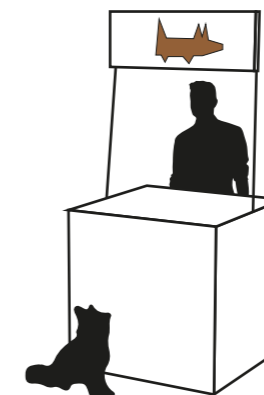
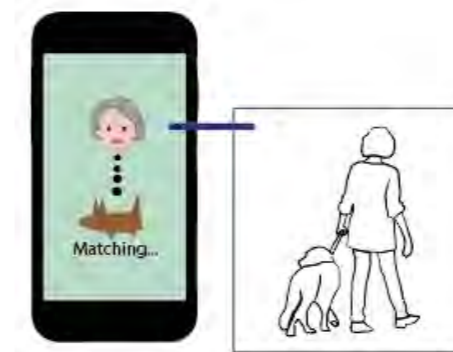
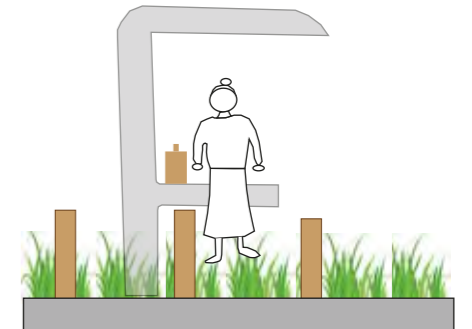
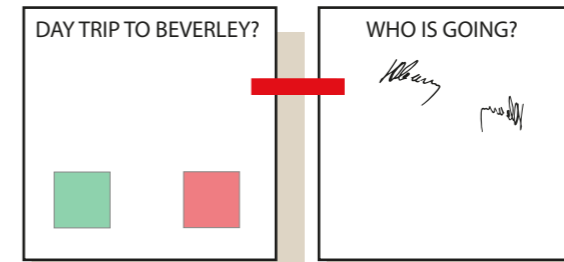
"The elderly are more likely to engage with active travel when it involves being with others".

"Bad weather can stop an elderly person's plans for the day, affecting their levels of physical activity".



"An elderly person may be less willing to travel with personal devices on them".

Ideation.



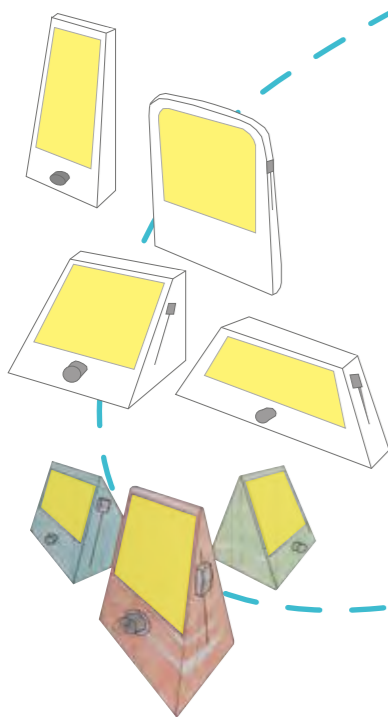
Exploration of potential routes for a design solution with a concluding decision to focus on a weather hub.

Development.

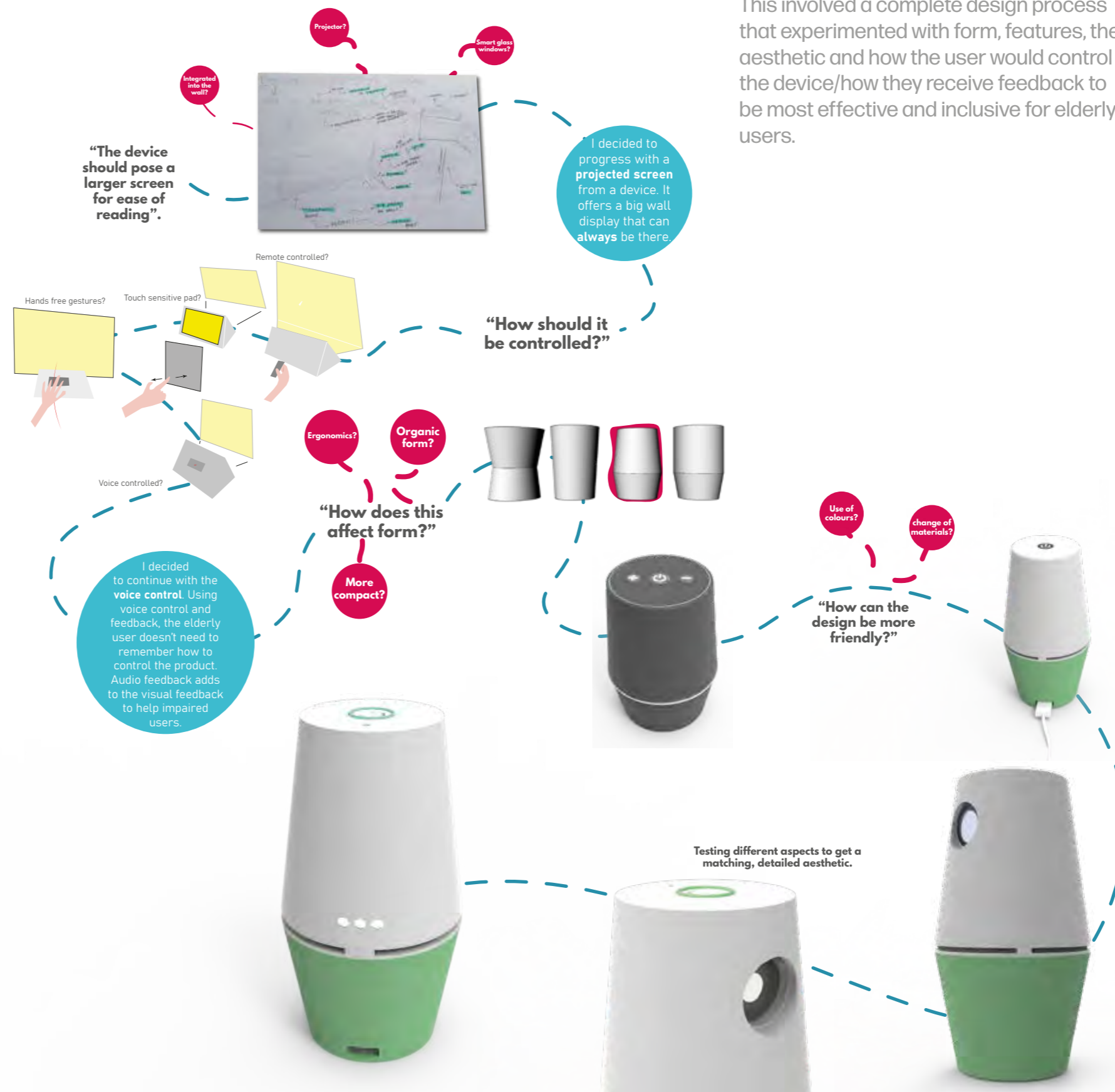
Research into the technology found in an elderly home.



Could retro design help my project?



The device should pose a larger screen for ease of reading.



This involved a complete design process that experimented with form, features, the aesthetic and how the user would control the device/how they receive feedback to be most effective and inclusive for elderly users.

Wally.

Character Design.



Building a character that the elderly user would interact enabled a relatable friend that they can talk to. This introduced a stronger identity in Wally.

Prototyping.



This allowed for a sense of product realisation through fine tuning of the products details and aesthetics. It gave me a better insight for the scale, and rough material applications.



Iberia.

A redesign of Iberia's airline tray that embraces the customs of a traditional Spanish meal and Iberian culture.



Iberia.

Research.



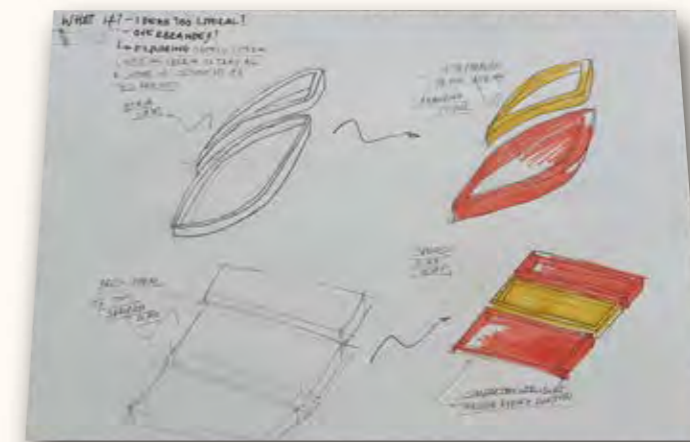
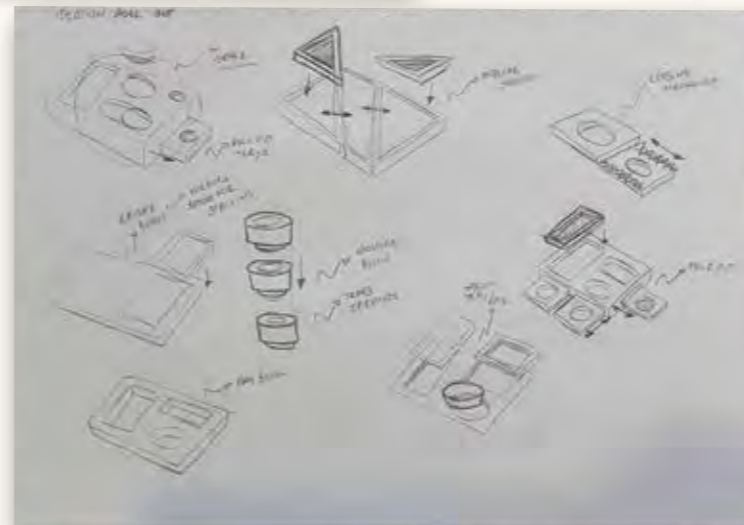
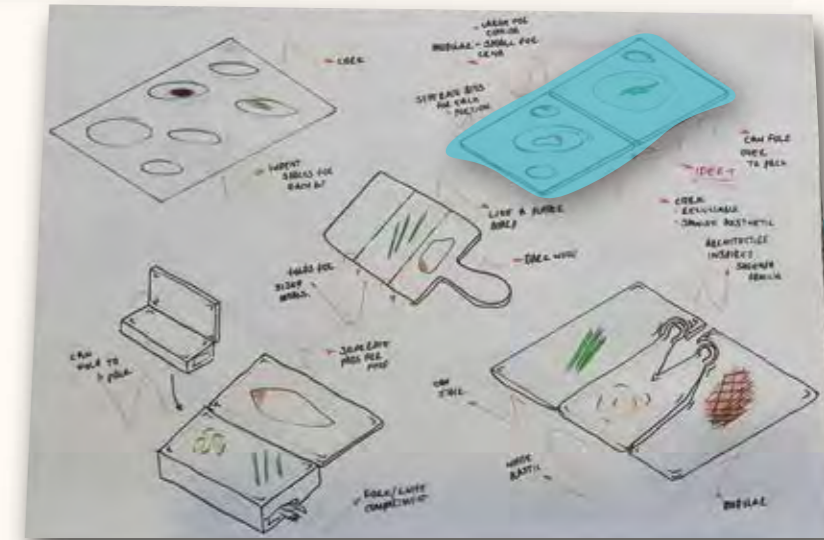
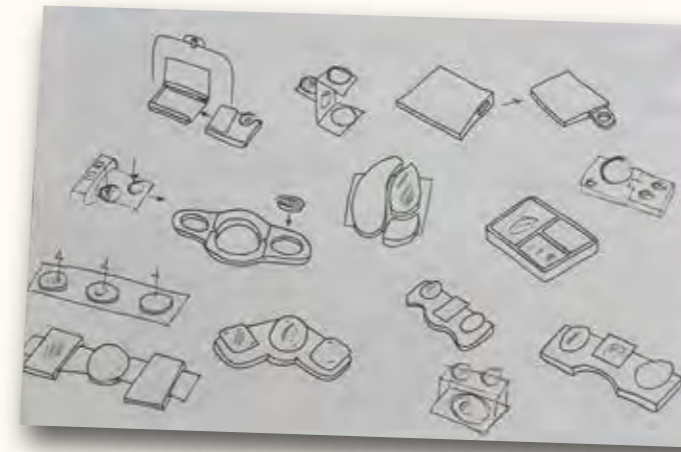
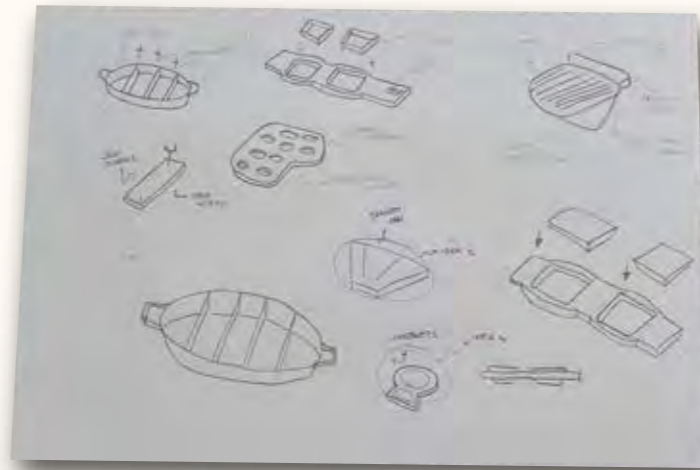
"As a brand, we feel that for Spaniards to get into an Iberia plane is like arriving home and for Latin Americans, flying with Iberia is like setting foot in Spain." - Iberia



Research took shape by understanding the values of Iberia, the customs of a traditional Spanish meal (including La Cena, La Comida and Sobremesa) the culture and festivals as well as Spanish home decor. This built a strong cultural foundation for the ideation phase.



Ideation.

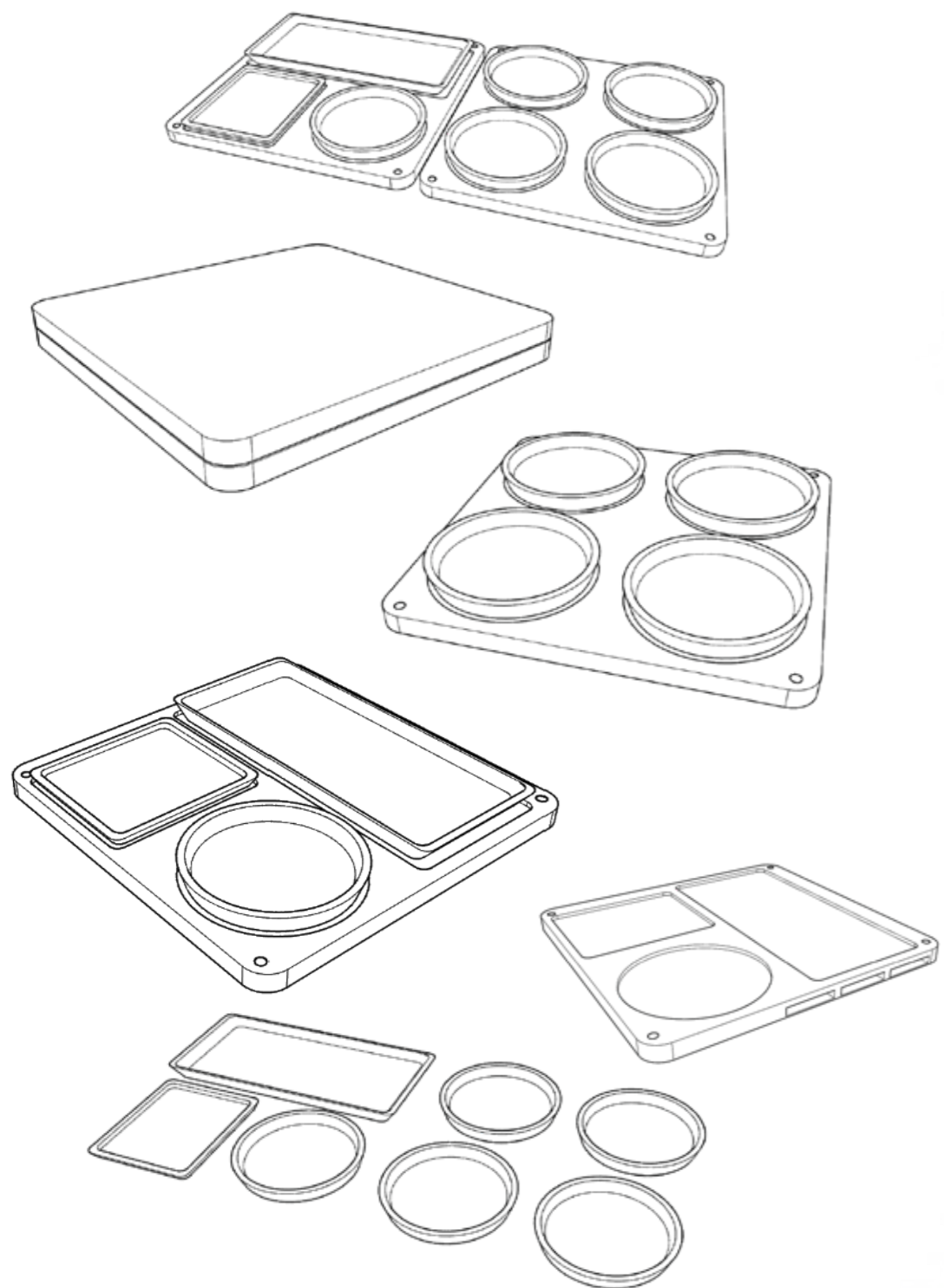


Exploration of ideas through form, literal ideas, sharing platters and accommodating to Spanish decor materials. Designs also considered how they would fit the traditional Spanish eating customs for authenticity.

The selected idea for development was chosen as it fit La Cena (night time meal) and La Comida (lunch) as well as embracing sharing and a chance for Spanish decor material application.

Iberia.

Development.



Using CAD processes, a two part tray was developed. A La Comida tray including a tapas dish, a side and a main to accommodate for the largest meal of the day, and 4 tapas dishes for La Cena. (Night time meal).

Continuing the use of CAD processes, a dark oak wood was selected for a first class tray, and MDF replacement for economy. Clay terracotta dishes also helped to give a Spanish home aesthetic.



Detailing.



This stage included proposing how this new system would be used, consideration of cutlery for each meal, patterns to enhance the visuals and a serviette that has a talking point for sobremesa.

Iberia.

Presentation.



Final renders which displays the redesigned tray in-situ and beauty renders which show off the features of the new proposal.



Split.

'Split' is a modern chair design inspired by Gehry's Wiggle chair, with the aim of improving the functionality of a statement piece chair. A versatile primitive aesthetic to fit in a number of environments.



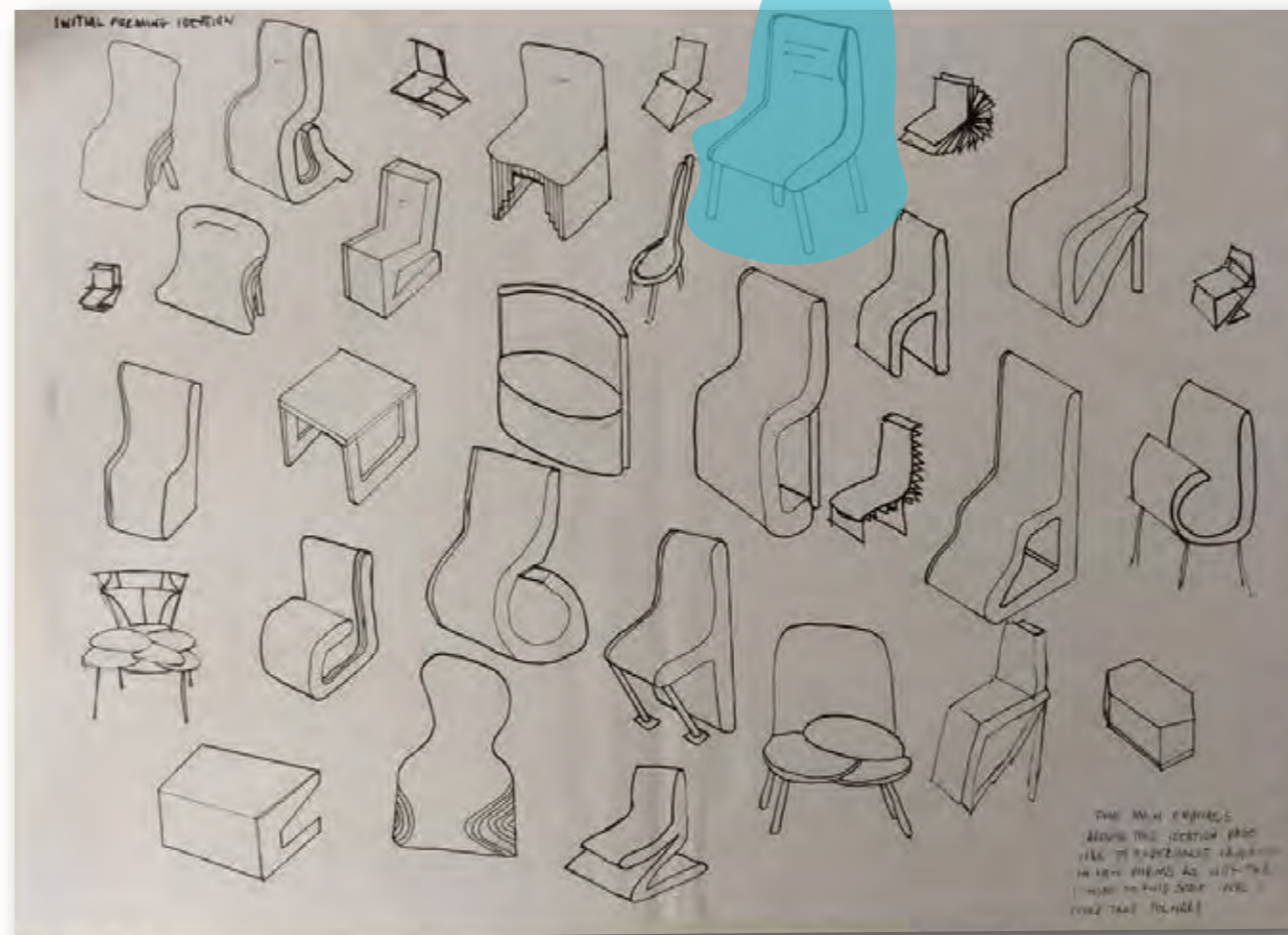
Split.

Inspiration.



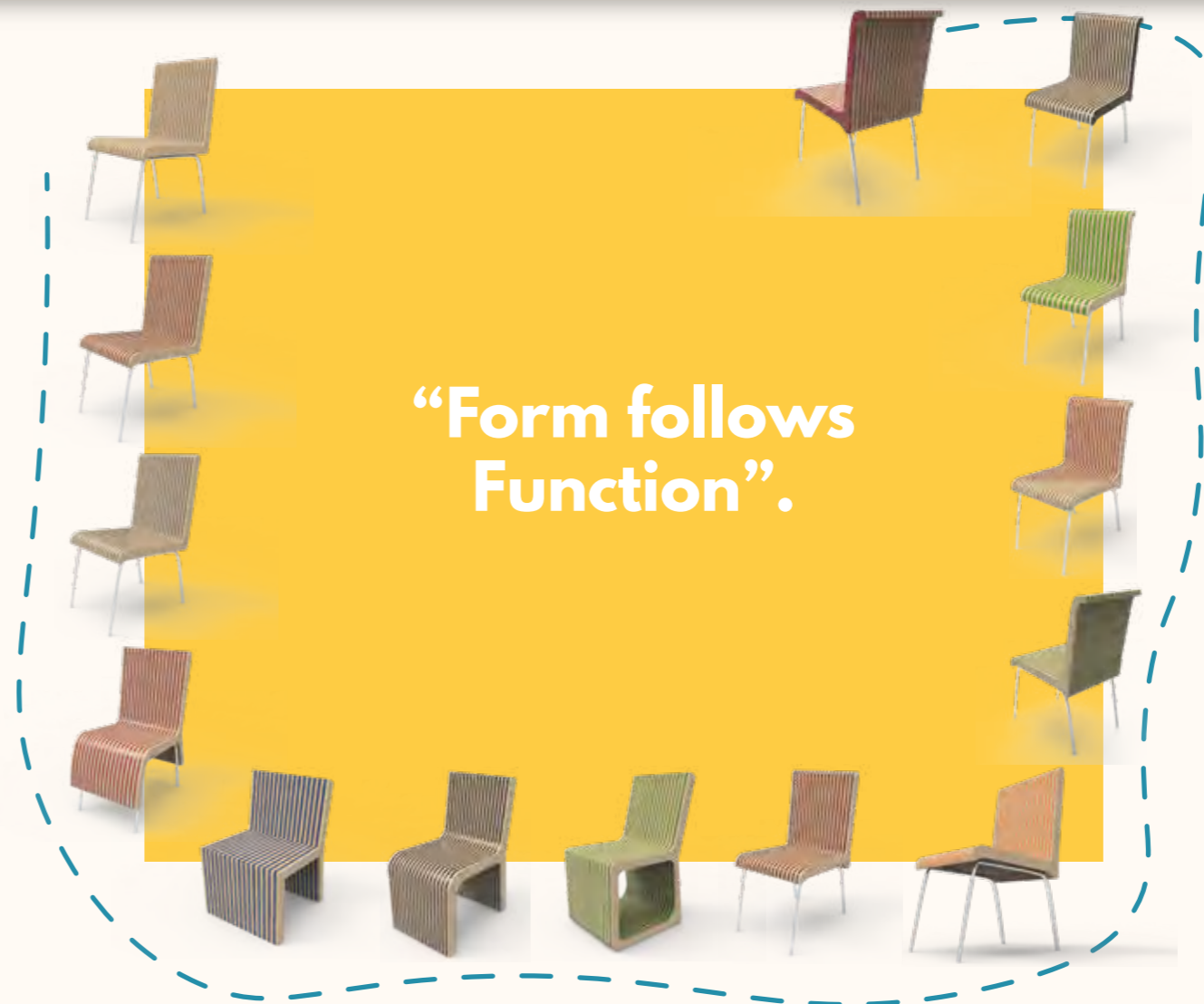
Exploring current trends and the history of chair design. From this I was inspired by Frank Gehry's Wiggle chair and the layering effect. I decided to re-purpose this manufacturing process for multiple environments.

Ideas.



This stage involved experimenting with shapes and forms that would utilise the layering effect. The highlighted idea was selected as it was simple and therefore could undergo development.

Journey.



This process included the employment of CAD processes, I experimented with each aspect of the chair which finally led to a refined idea. CAD gave me quick visuals that could be continued to be refined.

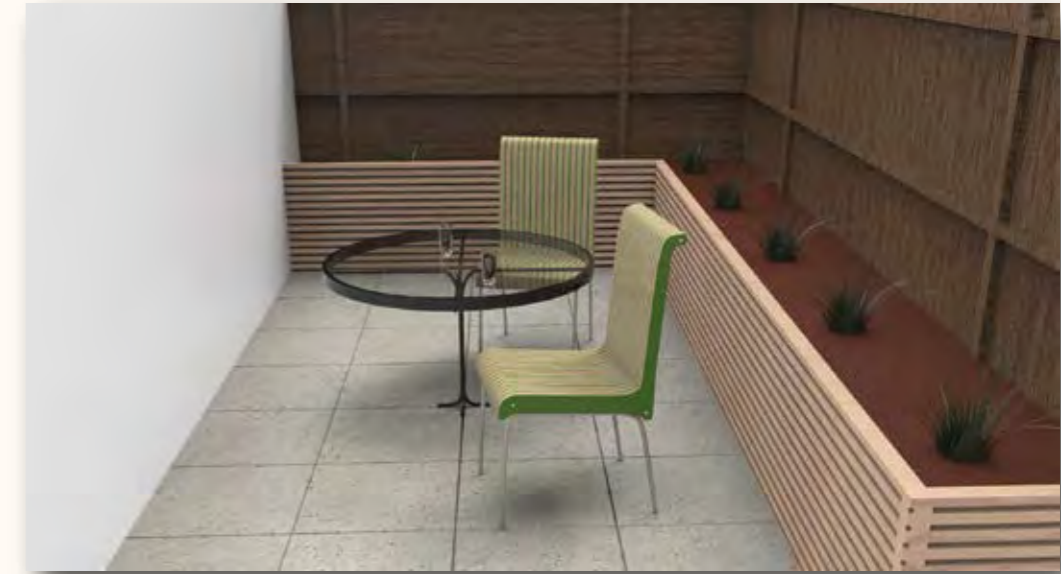
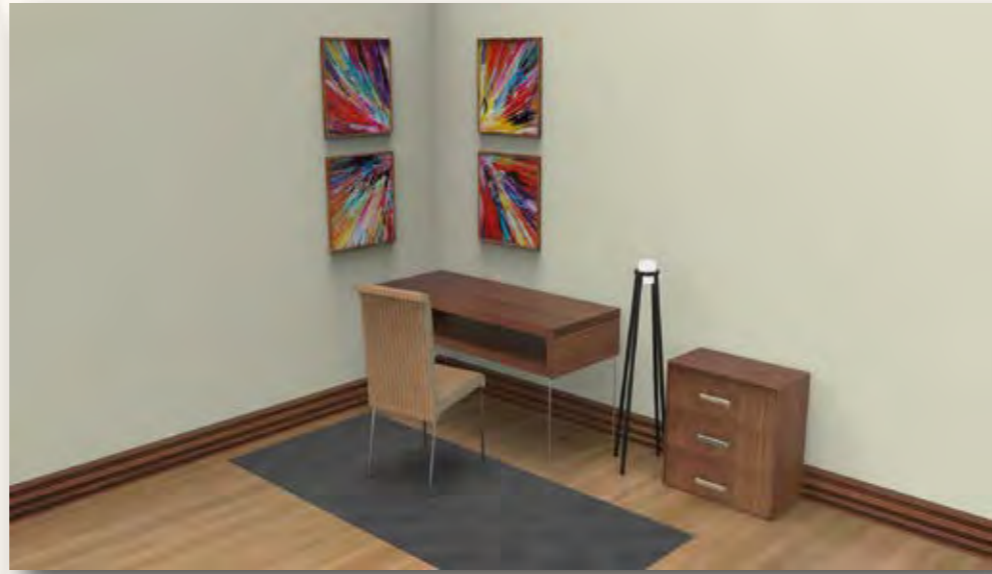
Split.

Quick Prototyping.



Incorporating quick prototyped model of my design into the process allowed for me to gain a better understanding of balance and structure. Fine details were also tweaked post-prototyping as a result.

Presentation.



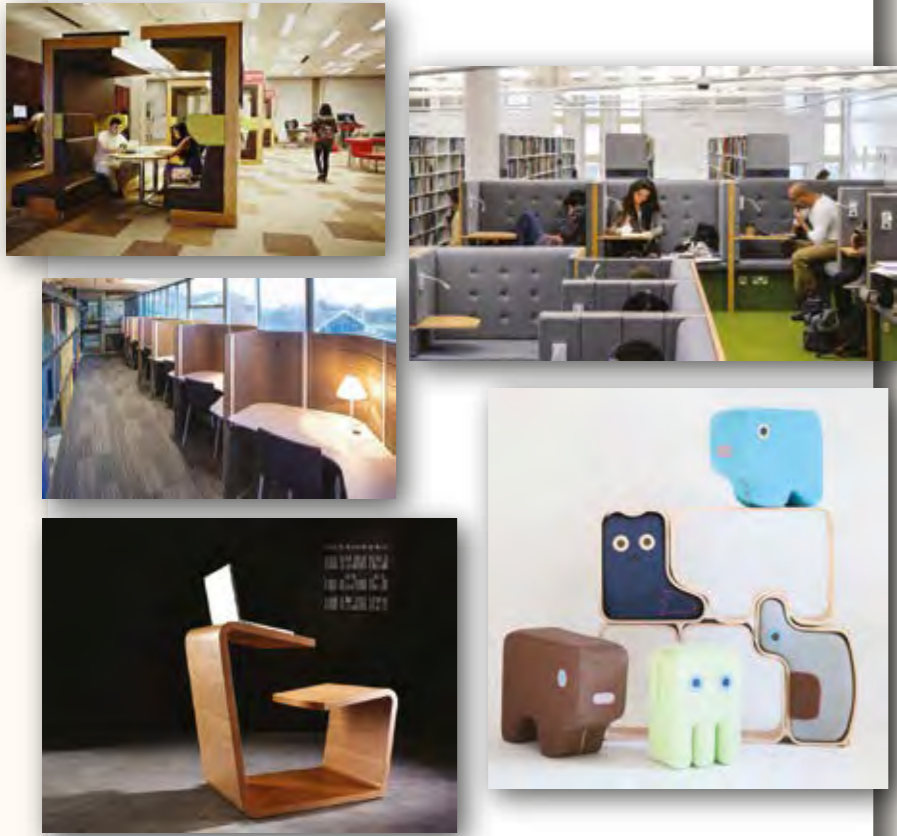
Final renders which aim to boast the ability to be placed in different scenarios, the colour ranges which offer personalisation and detail behind its manufacture and fixing.

QUAD.

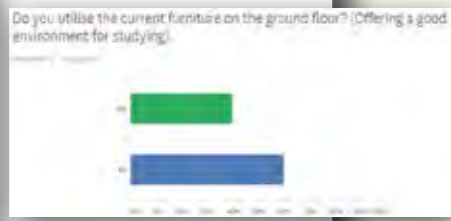
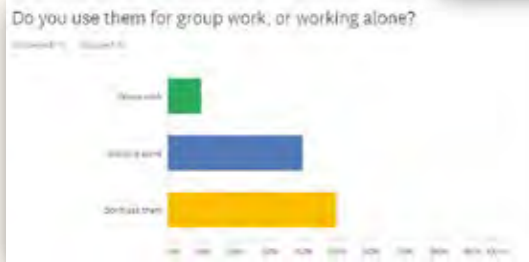
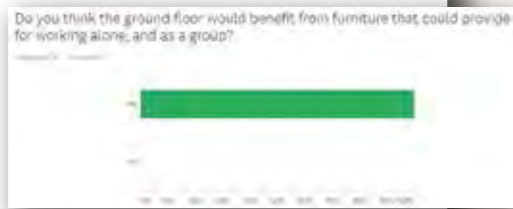
A communal furniture for FE/HE institutions. QUAD aims to allow for productive study sessions that can be co-operative or alone.



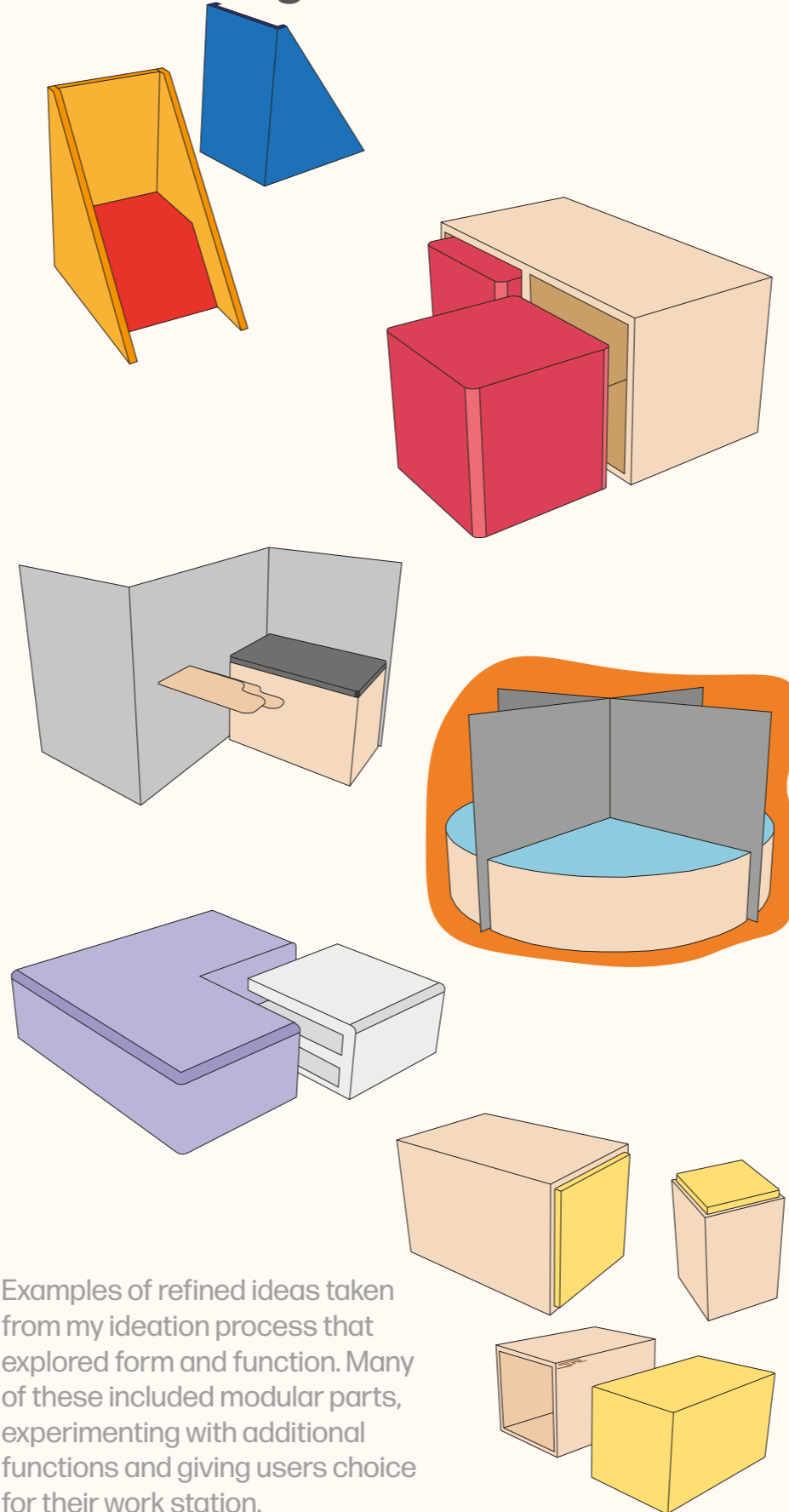
Research.



Secondary research into existing FE institution furniture, multi-function furniture and current trends. A survey was employed to find out user needs when they study.

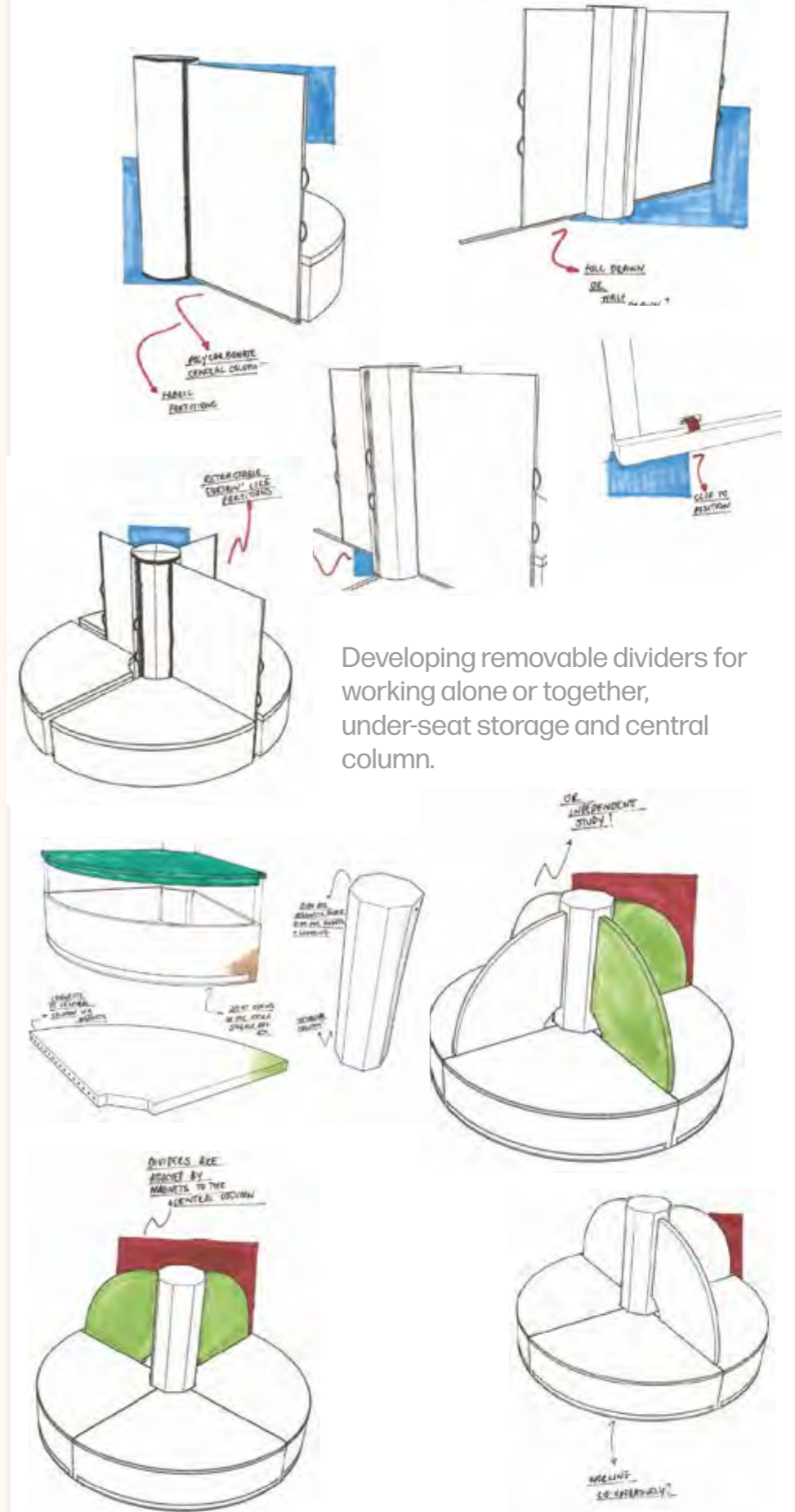


Brainstorming.



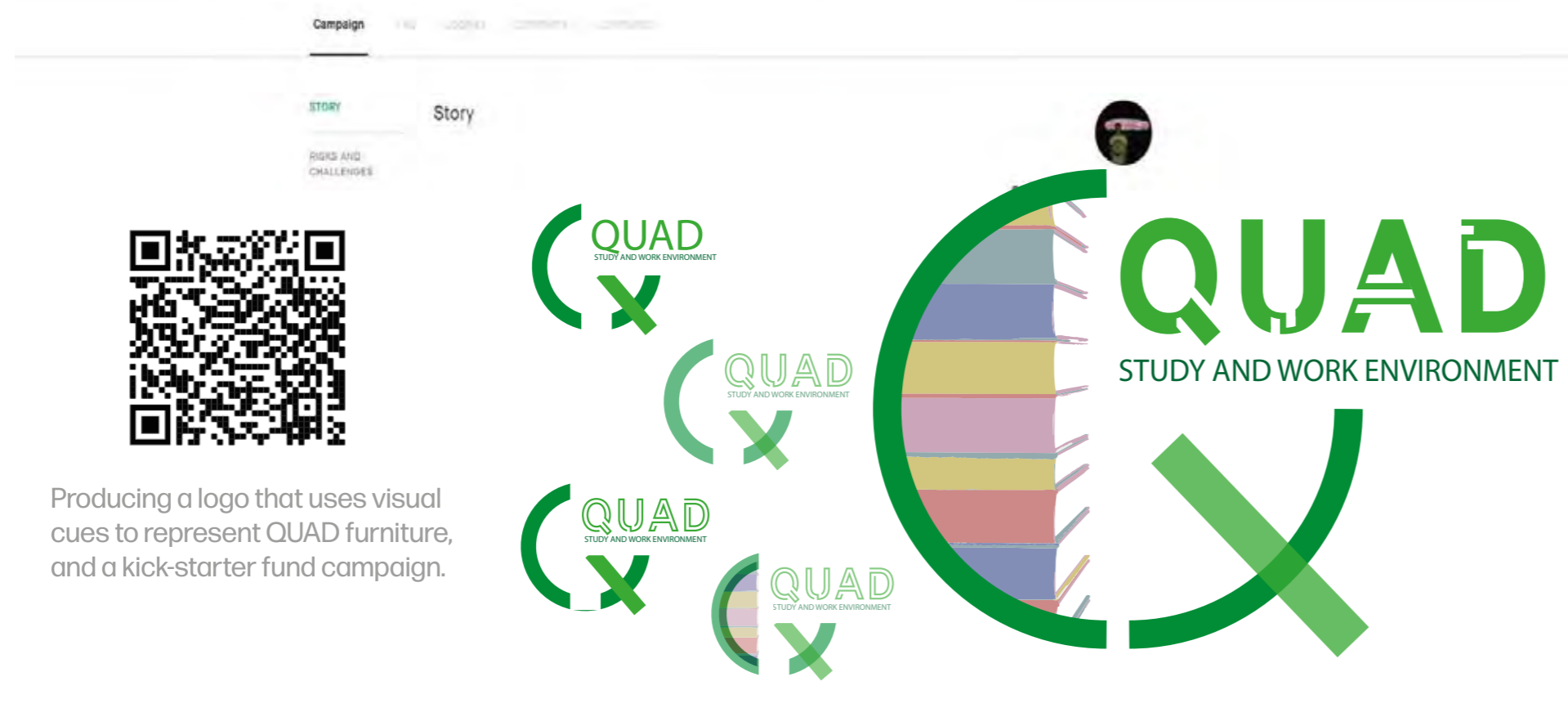
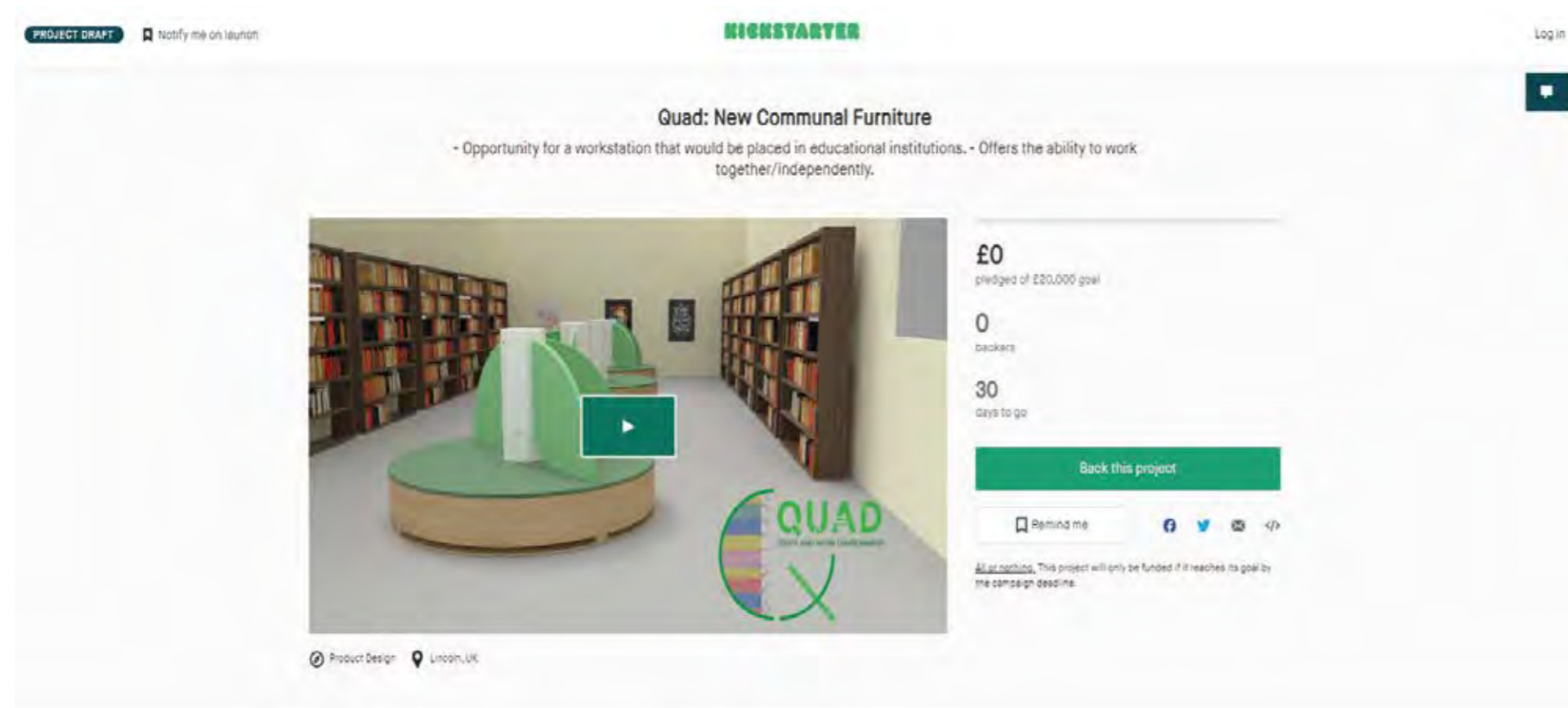
Examples of refined ideas taken from my ideation process that explored form and function. Many of these included modular parts, experimenting with additional functions and giving users choice for their work station.

Development.

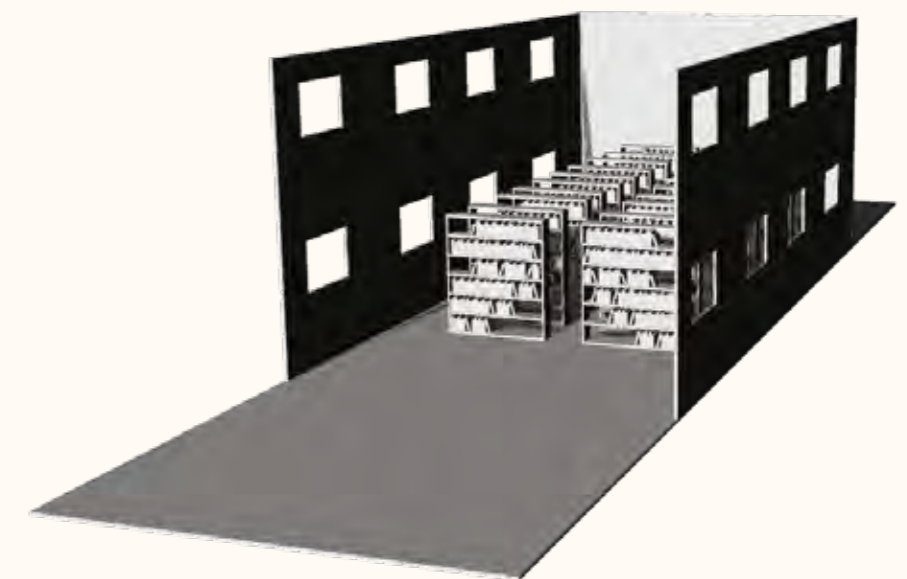
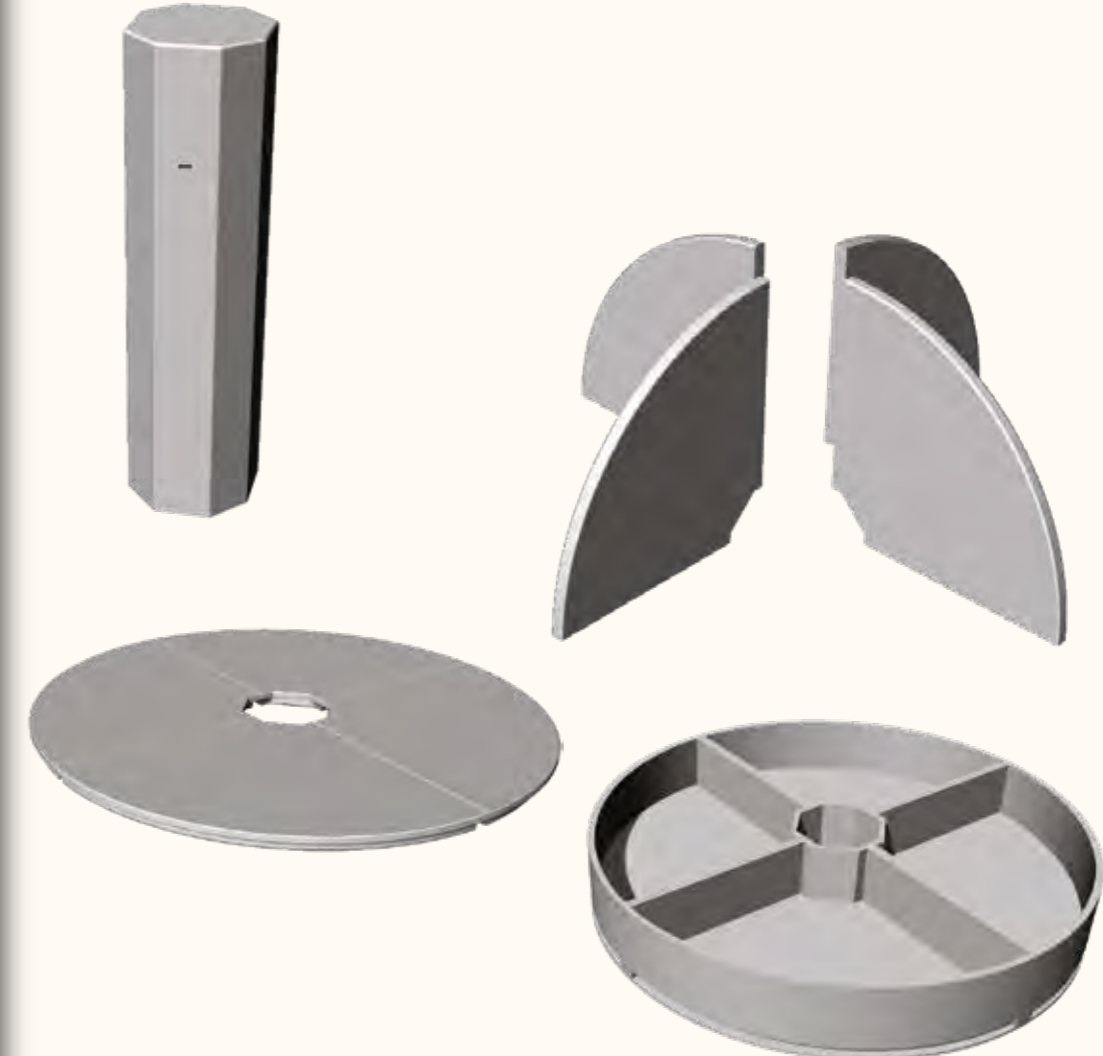


Developing removable dividers for working alone or together, under-seat storage and central column.

Branding.



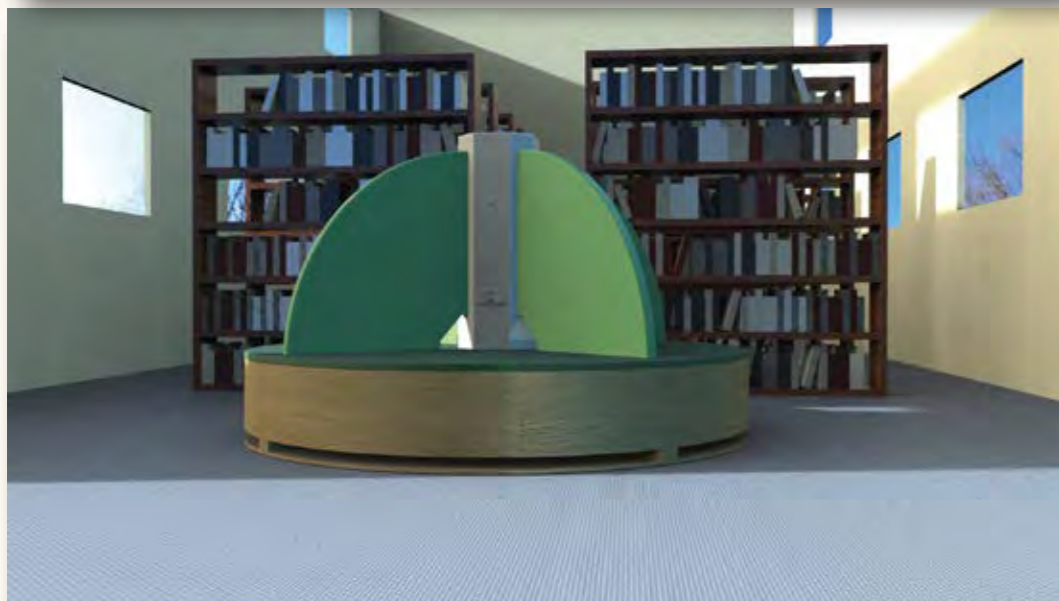
Modelling.



Using CAD processes to realise QUAD furniture, including building potential environments.

QUAD.

Presentation.



Final renders which represent QUAD in use alongside a 1 minute product animation video that tested my communication skills further.

Animation Link.

