James Weldon - Design Portfolio
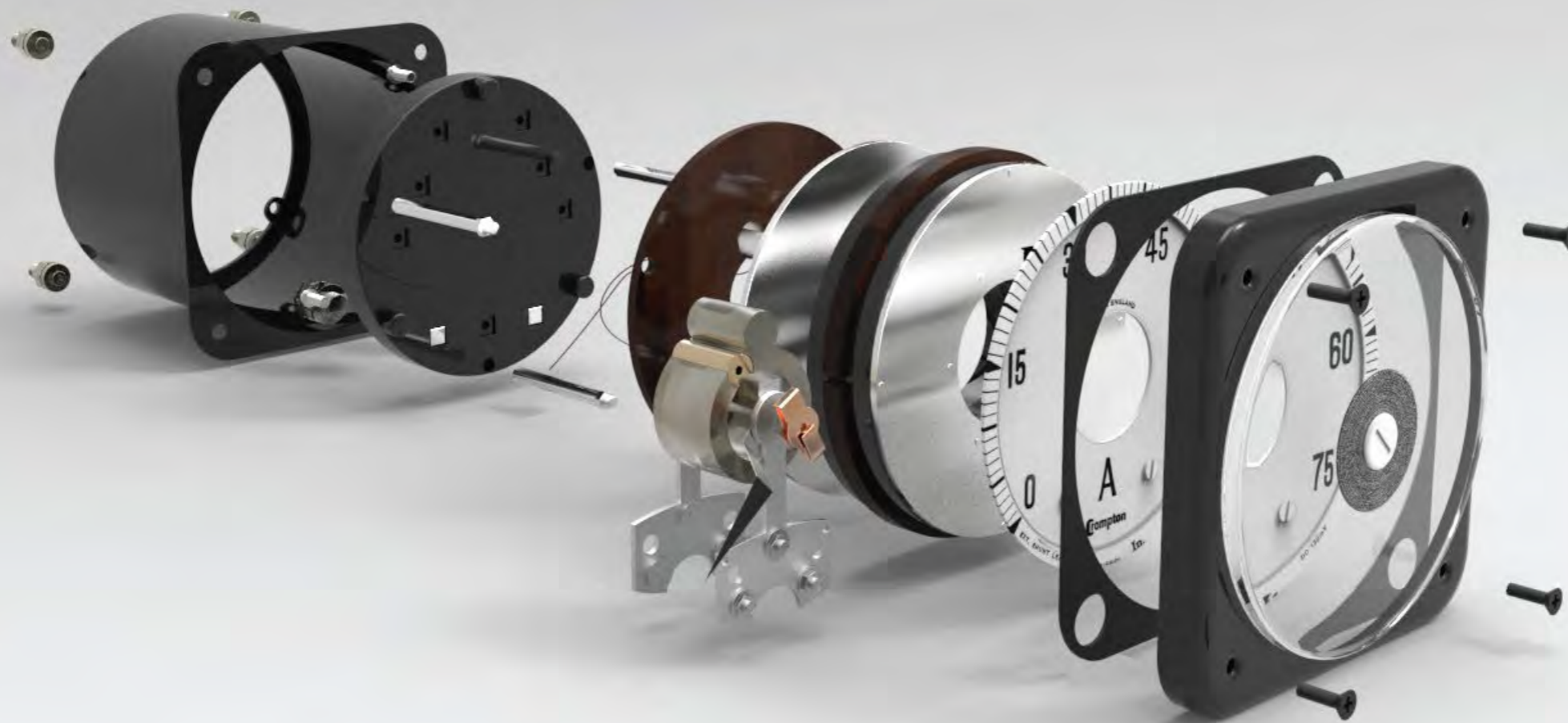
@jamesweldondesigns
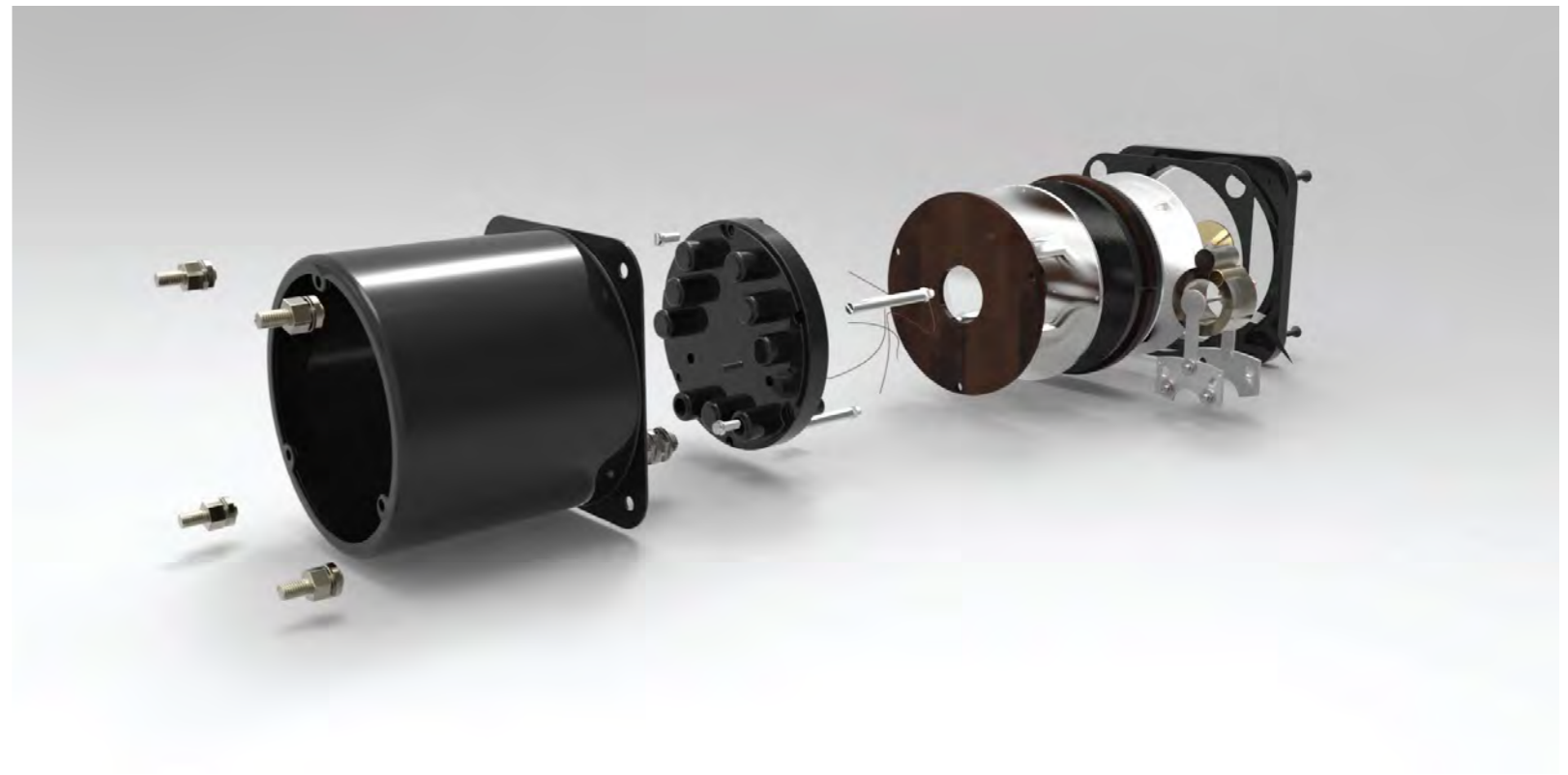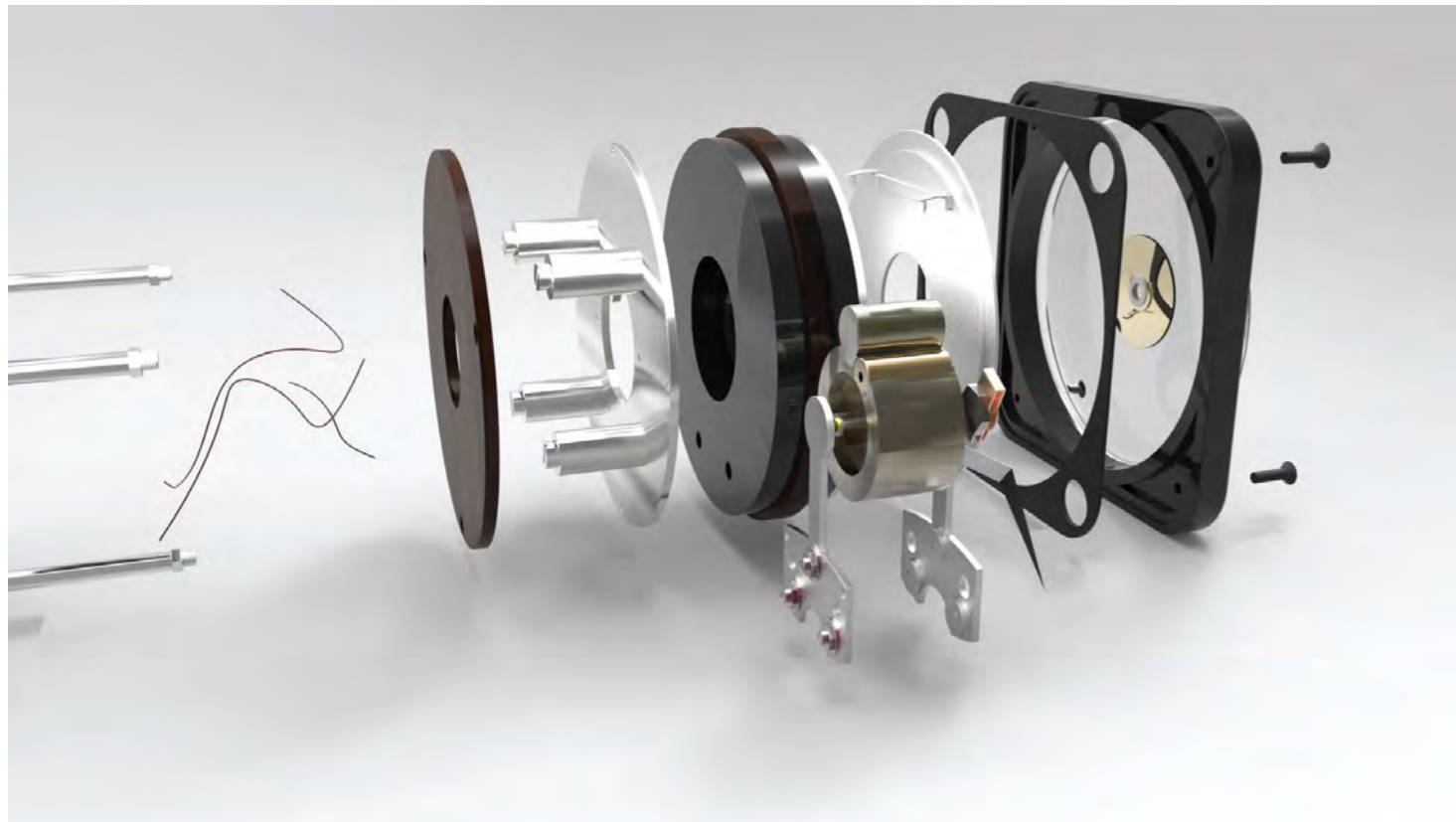
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Explosion Project – 1st Year

This was my first brief at the University of Lincoln and it involved using the 3D software Rhino and the rendering software Keyshot. I had to take an existing product and replicate it using the softwares and then present it in an exploded format. The product I replicated was an old amp metre that was extremely complex. This was difficult to do, however it helped me to build my confidence and skills for the 3D modelling software Rhino.

Sports Equipment for a client – 1st Year

This project involved designing a piece of sports equipment for a given client. My client was an indie styled woman wearing a floral-patterned dress. The women was seen inside a wooden house and was leant over a staircase next to a chair. From seeing this I decided that the client was well suited for the sport surfing, as this sport is renowned for being 'indie' and is associated with participants wearing floral patterned clothing. I consequently designed and created a surfboard for her using the softwares Rhino and Keyshot. When adding the materials and the aesthetics to the product I considered the clients appearance and setting previously seen. I therefore used the wood seen in the environment and took the patterns that were seen on the client's dress and applied them to the underside of the surfboard.
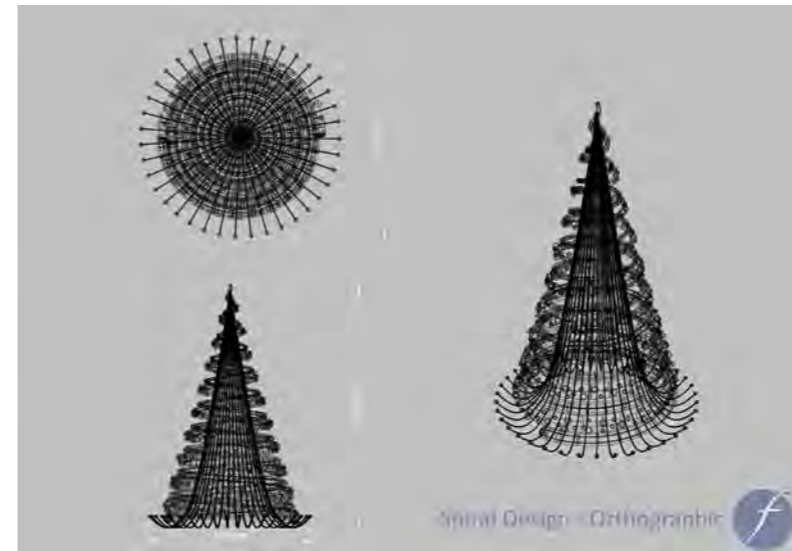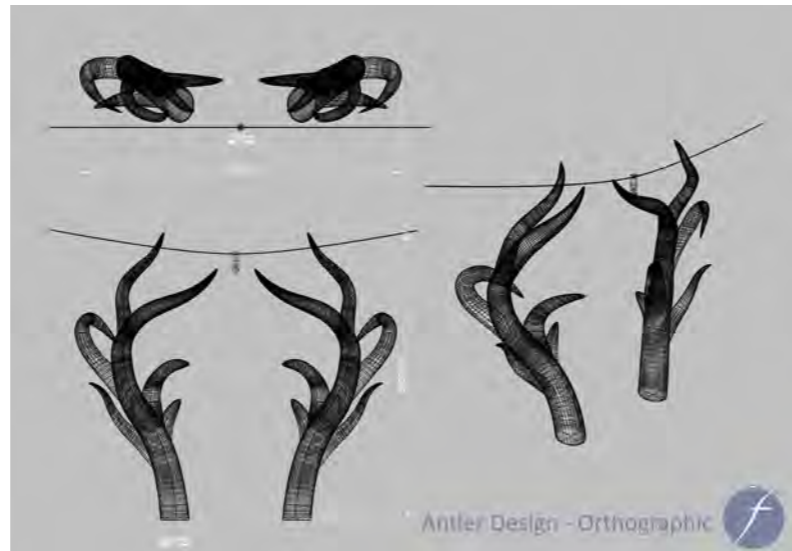
Fizzco Project - 2nd Year

This was a project that I carried out with the Christmas Decoration company Fizzco in my second year of university. The project involved designing a Christmas centre piece for the location of Cornhill, situated in Lincoln. Secondly, it involved designing Christmas decorations for the shopping centre Freshney Place in Grimsby. When designing the centre piece and the decoration I used the software Rhino and then rendered them in the software Keyshot. When carrying out this project I worked closely with Fizzco and gained the knowledge and experience of what it is like to work for a design company and meet tight deadlines.

Inflight Dining Tray – 2nd Year

This project was carried out in my second year of university. It involved designing an inflight dinning tray for an existing airline. The airline I was given was called IndiGo. IndiGo is an Indian airline company that specialise in offering a low-cost fare, being on-time and delivering a courteous and hassle-free experience. In this project I had to make the inflight dining experience unique and related to the airline company. I therefore related my design to the Indian culture, using traditional materials and aesthetics that are commonly use. Within my design I further looked at helping reduce the plastic waste seen in Indian slums. To do this, I made the main tray reusable and used edible cutlery instead of plastic. To produce this overall design I used the software Rhino to model the shape and the software Keyshot to add the textures and environment.

The Chair – 2nd Year

This project was called 'The Chair' and I had an extremely open brief when producing my concept. I had to decide for myself the specific style of the chair that I wanted to produce, along with the materials that I would use and the process of the production. I decided to design in a geometric style and took inspiration from structural design seen within bridges. I did this as the structure is one of the main aspects to consider when designing a chair, as overall a chair needs to be functional and support a person's weight. I combined the structural element within the design with a new innovating material that was used for the cushion cover. This material was called chromorphous and it offers colour changing properties. Therefore, allowing my chair design to be suited for multiple environments, as the colours could be altered to match the chairs surroundings.

The X Chair
A closer Look!

In built memory foam cushion within the seat

Comes in five components, all which are flat packed

No soldered joins to be seen!

The X Chair

Inspired by bridge Engineering and Geometric design

In built memoary foam cushion

Water Cut aluminium frame

Chromorphous Fabric – colour changing technology

Flat packed and easy to assemble

CSK bolt joints

Price: $99.99

Lighting Centerpiece

Seating Booth

Reception Desk

Scene Animation of Reception Area – 2nd Year

This project involved creating an animation as part of my submission. I had to design a reception area for a restaurant and then animate the scene to show the aspects within the environment. To do this I used the software Rhino to first create the scene. When designing the scene I concentrated on the main areas of the reception area such as; the desk, seating area, lighting and entrance. I made sure that each product had a similar design and fitted in with the restaurants theme. After creating the scene I then imported the work into Keyshot to render and animate various compositions. I finally had to adjust the animation and present the different compositions together using the software Adobe After Effects. This was my first time using the software and it allowed me to widen my knowledge and skills when designing and producing an animation.

This project was carried out in my second year of university and involved designing a board game using the software Rhino and Keyshot. I designed the board game for families and children to play. The game itself involved the subject Christmas and was inspired by the game Beetle. The game involves traveling around the board answering questions to gain parts to help build a snowman for each player. The first player to build the snowman ultimately wins the game. This project was carried out to help improve my skills of designing and producing packaging on the software Keyshot. This helped me gain new skills and knowledge that can later be used.

Graphics Work - A Level
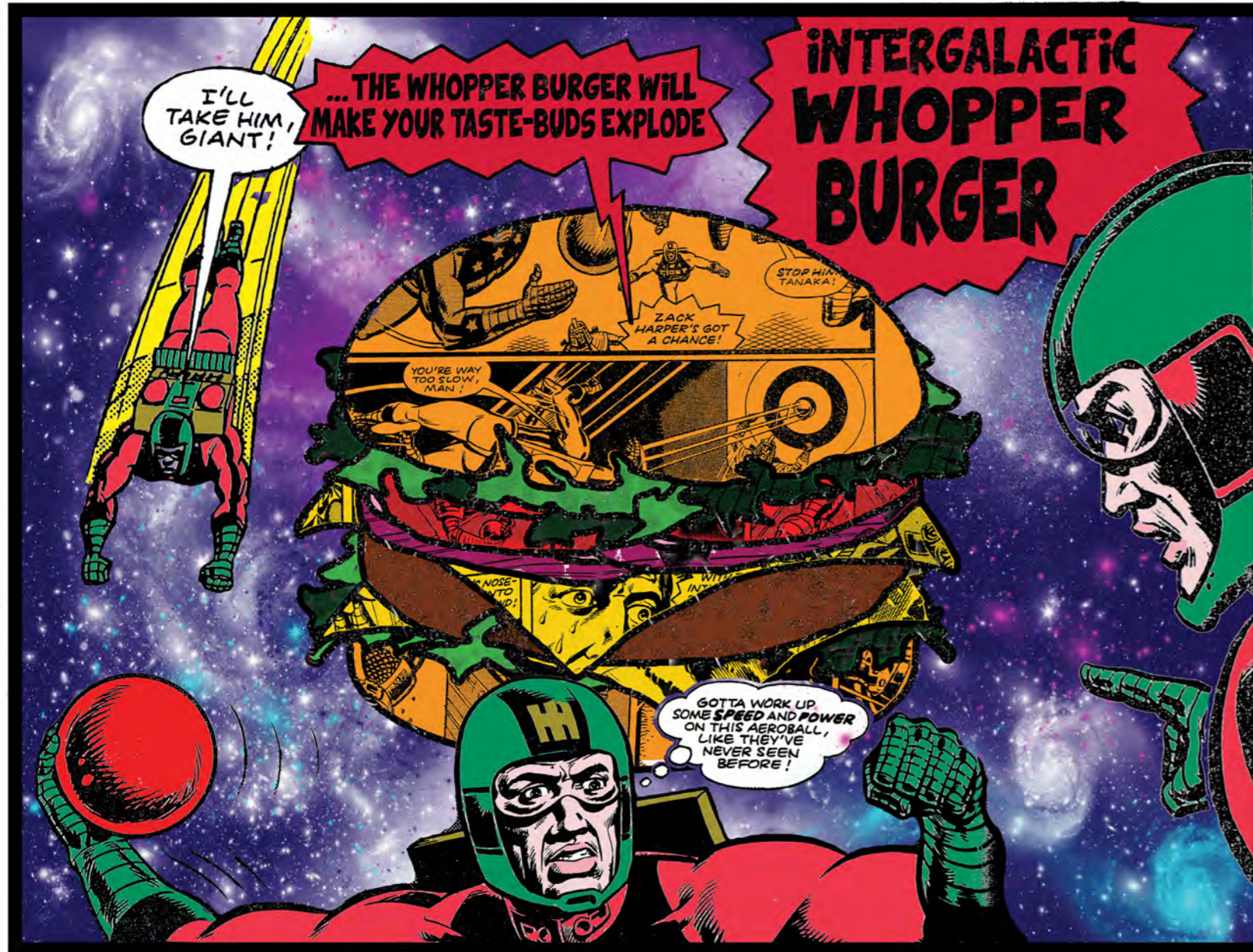
These pages show the work I completed at A level for Graphics. This first page shows the designs I created for a Comic Book themed Diner. I created the graphics using the software Photoshop and I used extracts from the comic scripts seen in 2000AD. In the software I edited text, added colour and used the comic books textures to help design the burger seen in the first image. This broadened my skills in Photoshop and therefore allowed me to become a better graphical designer.

This second page shows the graphics work I undertook during my first year of collage. This project involved designing for a specific sports event. I chose the sport swimming and produced graphical work for magazine pages, banners, merchandise and a swimming programme. My swimming programme was later mass produced and used at a Swimming Gala hosted by Beverley Barracudas.