Product Design

Do Now # 8

Mrs. Mendola

Do Now # 8; Part 1

Answer the following questions on a new slide labeled, Do Now #8; Part 1 in your Google Do Now Portfolio

1. How do you think products are made? What are the steps needed for something to start as an idea and becoming an actual product?
   a. Do you think the process is the same for all products? Explain your thoughts.
2. Who do you think is responsible for making products? Do you think a company comes up with the ideas? A design team? Engineers? Explain your thoughts.
3. Do you think art is involved in making a product? Explain your answer either way.

Do Now # 8; Part 2

For this part, you will need a minimum of 2 additional slides

- Each slide should be labeled Do Now #8; Part 2
- On one of the slides, copy and paste the image found on the next page
  - If you cannot copy and paste it, Open Google Images and search

Nike Backpack Sketch

- On the next slide, describe everything you see in this sketch
  - Who is the company?   - What is the product?   - Who is the targeted customer?
  - Is there an age range for this product? How do you know?
  - Is this a successful product design sketch? What is successful and what is *not* successful in this product design sketch? Explain your thoughts

Copy and paste this image onto a new slide in your Google Do Now Slides
- Label the page Do Now #8; part 2

** If you cannot copy and paste this image, open Google Images and search **Nike Backpack Sketch** and upload from Google into your portfolio

Do Now # 8; Part 3

Now that you have completed a minimum of 3 design sketches, you are going to critique your own product design....be honest and really think like a product designer!

1. What product are you designing? What company are you creating this product for? Who is your targeted client or customer?
2. How are the 3 sketches you made different? The Same?
3. Which product design sketch is the most successful? (you can only choose 1)
   a. Why is this sketch more successful than the others? What is different about it or what is clearer?
   b. Which sketch is the least successful? What makes it unsuccessful? Could it be changed or altered in any way to make it successful? How so?
4. Choose your most successful sketch, mark it with a ★ and give to Mrs. Mendola to scan into the computer for the next part of the project

** PUT THE STAR IN THE UPPER RIGHT HAND CORNER!! **

Do Now # 8; Part 4

1. What product are you making? Who is your client and is there a particular age group targeted?
2. What is the name for your product?
3. You are the product designer and you need to sell your idea to me. Describe your product and why this is the best product out there. Why should I buy your product? Why did you make the artistic choices that you made?
   a. Color
   b. Functions
   c. Design specs
   d. Textures and/or patterns used