

## **GRA3611 Vector Art Editing**

Genevieve Hitchings  
mhitchings@citytech.cuny.edu  
www.artorium.com/instruction

### **Product Design – Industrial Design**

Refine Product Concept

#### **ASSIGNMENT**

##### **The Design Brief:**

(DUE: week 5):

1. Statement and description of problem
2. Design Concept – a summary of the solution for the stated goals and objectives of the project
3. Historical overview and context  
How long has your product, or a version of your product, been in use?  
Trace its lineage starting with the turn of the 20<sup>th</sup> Century. See if you can find at least three examples of how the design, packaging and advertising have changed over time.
4. Assessment of current industry  
Find at least three examples of products you feel are well presented in the marketplace. (They do not have to be the same subject matter as your product.) You should find examples to use as inspiration and guidance.
5. Assessment of marketplace  
How is your product unique to the marketplace? What other products are similar to yours and currently available? How will your product distinguish itself from competition?
6. Assessment of target audience

##### **Subject Considerations:**

Household – kitchen, bathroom, bedroom, dining, living room, storage

Decoration – jewelry /accessories

Furniture

Office space/ supplies

Weather/ Environmental

Healthcare/ Medical

Disaster Relief/ Refugees

Social Good – homeless: shelter/ food

Mechanical – transportation

Technology – lighting, computer, digital

##### **Development Considerations:**

Environmental/ Eco Friendly/ Carbon Footprint

Symbolic and Iconic Identity

Recycled materials

Recycle-able

Consumer Waste

Production Costs

Production Time

Net Cost

Profit

