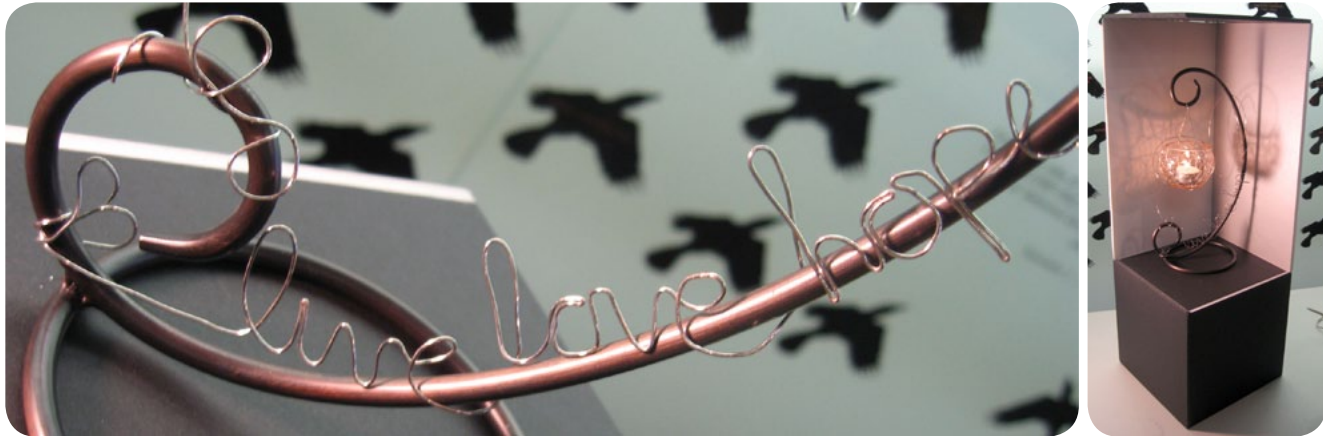




SHIRLEY TRAN

PORTFOLIO | 2011

Shirley Tran is an enthusiastic, creative individual who thrives upon challenges and perseveres with great determination. While completing her undergraduate degree at The School of Industrial Design at Carleton University, she has interned at Umbra and collaborated with designers on product design projects and tradeshow. Some of her many versatile design works range from product design, to interactive design, to packaging design. Shirley co-designs with end-users to deliver a unique user experience that is ergonomically friendly. She executes her design works with great attention to detail that are supported by in-depth research analysis. Born in Toronto, she is trilingual speaking English, Cantonese, and some French.



The 2-day challenge was to add value to products by re-designing, re-manufacturing, and re-arranging second-hand items purchased from the non-profitable organization, Ottawa Neighbour services. The final product was sold at a silent-auction, in which proceeds go to the community. I created a one-off decorative piece to send a message to the user, "live, love, hope".

The Collector, collects, stores, and organizes small, miscellaneous, but important items all in one place. Even when you are in a rush, it is very convenient to find all your items and simply grab them on your way out, increasing efficiency in your daily life. When arriving home, you can simply drop and organize your items in the Collector, creating a clean and clutter-free environment.





This Adidas Antiaging Cream Packaging is for women over the age of forty, who are interested in beauty, skin care, and good performance results. This is a performance line product; effective, yet affordable, selling at \$65, given the \$35-\$100 range. Enhancement details such as emboss, silver ink, and gloss are used on the packaging. The layout is kept simple and clean on metallic paper to present an elegant and sophisticated look.



adidas
 Anti-Aging Moisturiser
 Hydratant Anti-âge
 Immediately reduces the signs of aging
 Réduit immédiatement des signes de vieillissement
 30 mL

Ingredients/Ingrédients
 Aqua, Homosalate, Isopropyl Salicylate, Steareth-2, Octocrylene, Butyl Methoxydibenzoylmethane, Ascorbyl Glucoside, Cyclopentasiloxane, Styrene/Acrylates Copolymer, Butyltrimethylammonium Chloride, Steareth-21, Behenyl Alcohol, C30-38 Diethyleneglycol Maleate/MA Copolymer, Caprylyl Glycol, Bisabolol, Dimethicone, Squalane, Retinol, Magnesium Aspartate, Zinc Gluconate, Copper Gluconate, Carbomer, Dimethicone Crosspolymer, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, PEG-8 Laurate, Polyorbital 20, Laureth-23, Polyorbital 60, Laureth-4, Sodium Acrylate Copolymer, Disodium EDTA, Sodium Hydroxide, BHT, Tocopherol, Ascorbic Acid, BHA, Phenylethanol, Methylparaben, Ethylparaben, Propylparaben, Potassium Sorbate, Parfum, CI 77019, CI 77261

Direction
 Apply a thin layer on face and neck. For best results, use twice daily, morning and night.

Results
 Alivia Anti-Aging Moisturiser targets multiple visible signs of aging. Its highly moisturising formula significantly reduces the early appearance of wrinkles, firms skin, and provides immediate radiance to soften the look of brown spots. It delays the signs of aging, leaving you feeling beautiful, young, alive, with softer looking skin.

Mode D'emploi
 Appliquez sur le visage et le cou. Pour les meilleurs résultats, employez deux fois par jour, le matin et la nuit.

Résultats
 Le Hydratant anti-âge, Alivia, cible les signes majeurs du vieillissement de la peau. Sa formule hydratant fortement réduit l'aspect tôt des rides, raffermi la peau, et fournit le rayonnement de manière immédiat pour ramollir le regard des tâches brunes. Elle retarde les signes du vieillissement, laissant de te sentir beautiful, jeune, et vivant, avec de la peau visiblement plus molle.

Testé par des dermatologues pour la sécurité.





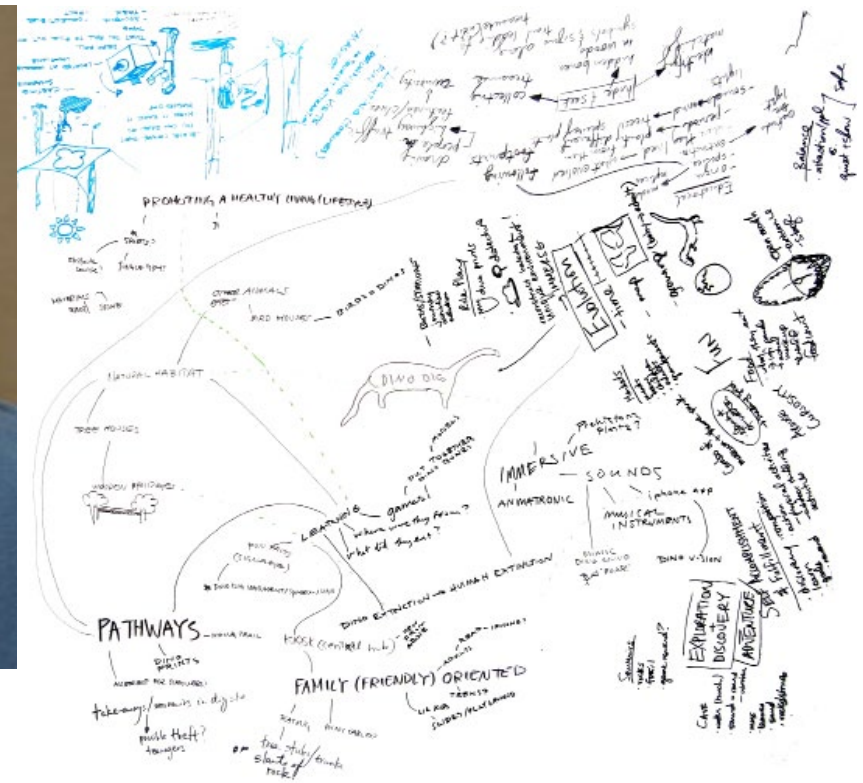
DATA GATHERING
 Inspired by the valuable insights from interviewing the residents of the Batawa community, it is learnt that people had a lot of fun when they were exploring the area as a kid.

PROBLEMS
 limited draw, no replay value, small age range

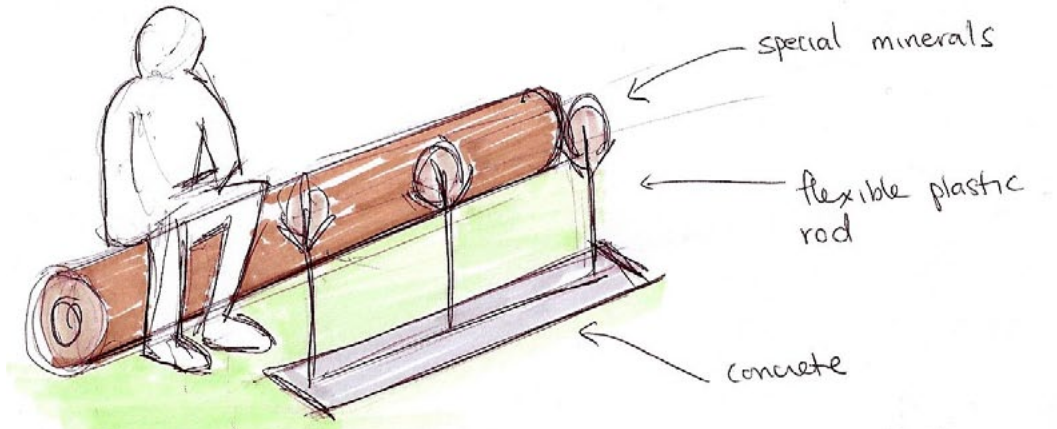
DESIGN CONSIDERATIONS
 cost efficiency, returning visitors, vandalism, safety, maintenance, sustainability, community, accessibility



DEFINING DESIGN CRITERIA AND FINDING VALUE
 As a group we analyzed our data and developed our themes of fun, adventure, and learning after some ideation.



OBJECTIVE
 To transform the Batawa Dino Dig sand pit and its surrounding area into a family-oriented destination that promotes educational and recreational activities. The goal is to provide a feasible concept that incorporate the existing Dino Dig sandbox feature with numerous activities that addresses the themes of fun, adventure, and learning. These ideas are to be developed within a sustainable and healthy vision that represents the natural beauty of Batawa.



Rocks and Minerals Identification

- hardness test
- colour
- luster
- relate school curriculum



Curt-up like Baby Dino

feel surface pattern



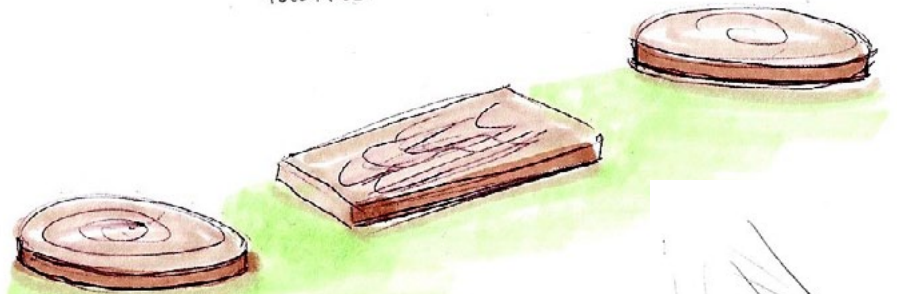
Eggs + Nests

- piles of egg surround by soil & debris
- arranged pattern
- egg ready to hatch = footings
- lay dozen eggs



SKIN

fossil texture skin tactile



Wood Panels

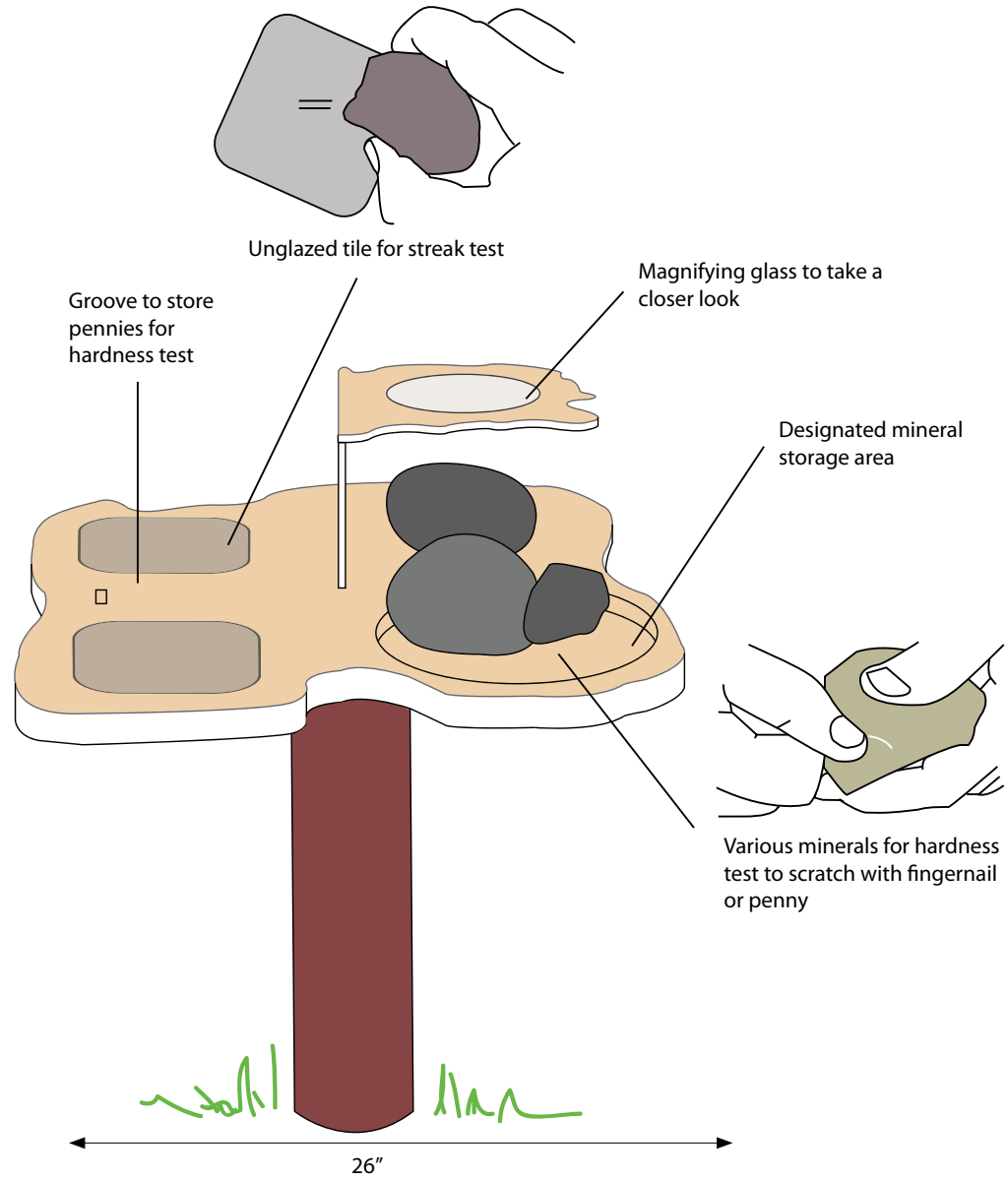
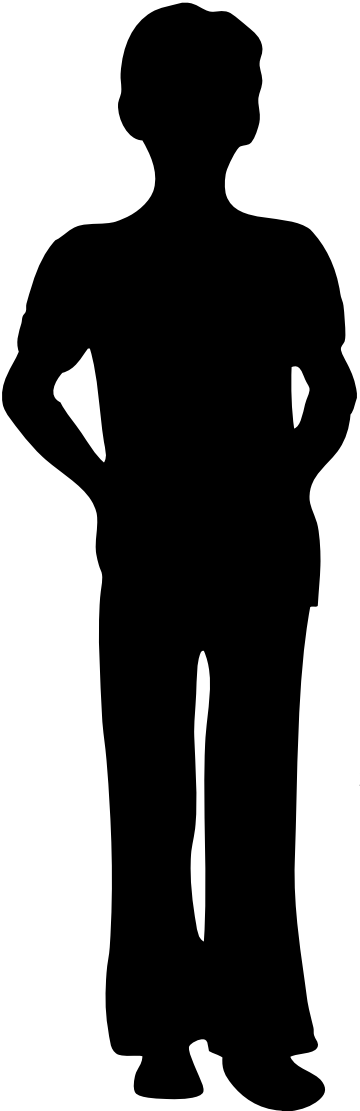
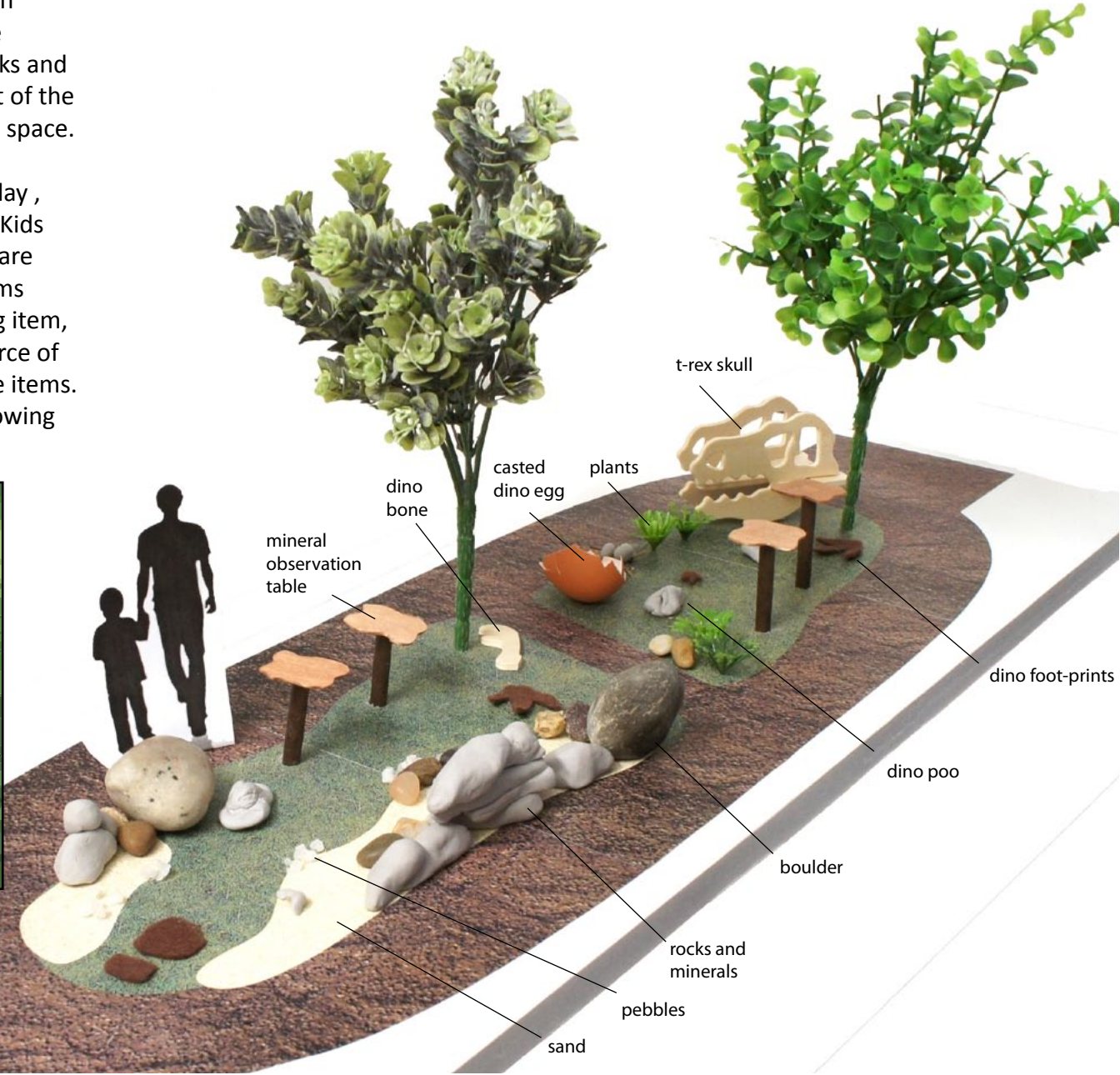
- analyse wood pattern + grain
- identify



Stepping Stone

The goal is to expand the Dino Dig experience into an exploration trail where kids are encouraged to make discoveries and learn more about dinosaurs and rocks and minerals. This open trail concept features a segment of the trail that provides a natural environment with green space.

This concept provides kids the opportunity to role play, allowing their adventure to be different every time. Kids are free to run sporadically and spontaneously, and are encouraged to explore, discover, and investigate items along their way. When stumbled upon an interesting item, kids flip through their mini Explorer's guide as a source of information and tries to identify and learn about the items. A unique feature is that all items are interactive, allowing people to see and touch.



OBJECTIVE
The station, in conjunction with the Explorer's Guide, teaches kids how to identify minerals from physical properties: colour, lustre, hardness, texture. This is integrated with the school curriculum nearby, targeting kids ages 7-12. This is the perfect station for individuals or groups who want to take the time to analyze and identify minerals through the hardness test, streak test, and observing through a magnifying lens.

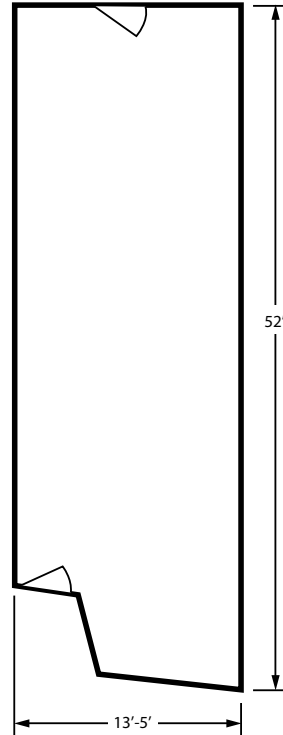
FORM
Rounded edges of an organic form allow for better flow when kids are working around the station. In addition, it prevent accidents from occurring.

SECURITY
The minerals used are common and inexpensive. The large size prevents people from stealing. In addition, the designated storage area encourages people to place them back to where it belongs. This works based on an honour's system.

MATERIALS
Wood is used to maintain the natural feel throughout the environment. Cedar wood is selected for its durability and its resistance to rot and insect pests. A clear finish will be applied to seal and protect the wood. A trunk is used for the table leg.

Panache is a store which provides quality personal grooming equipment that caters to professionals and everyday consumers to meet their purposes with expert advice.

As a group, we were given an existing floor plan of the French Baker Store in the Glebe area of Ottawa. We had to determine and develop brand identity, products sold, consumer market, product display, traffic flow, display heights, materials, and the overall essence of the store.



We want to implement an open concept, clutter-free and welcoming environment that incorporates modern trends and simplicity. The large glass windows in the store front creates an open feeling that attracts the curious passer-bys as they could easily see an excited customer testing our products in the demonstration area. The store will be efficiently and effectively organized by having our grooming products organized according to function. To prevent congested traffic flow, 4ft wide aisles are incorporated.



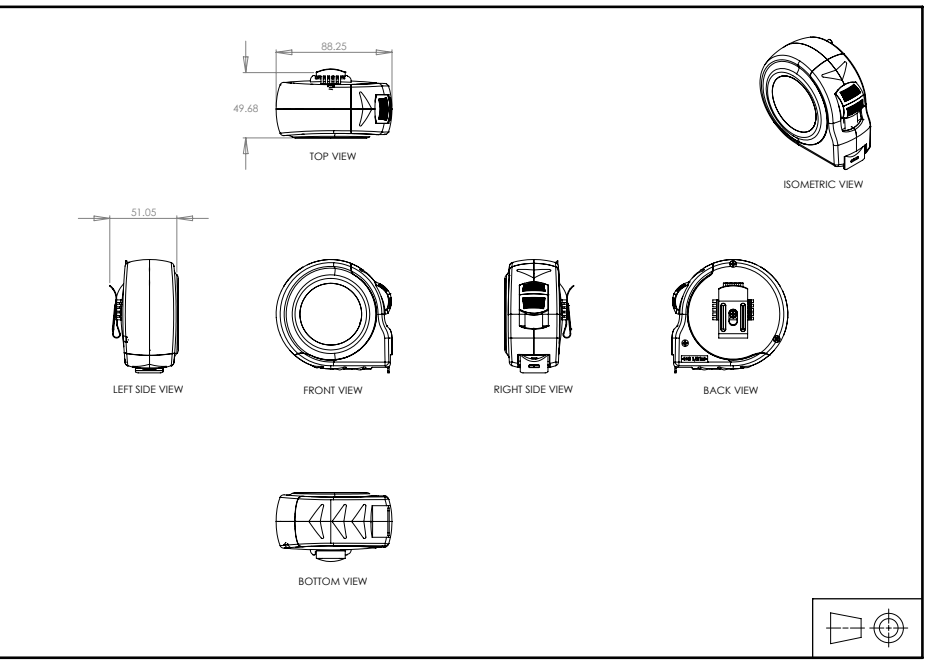
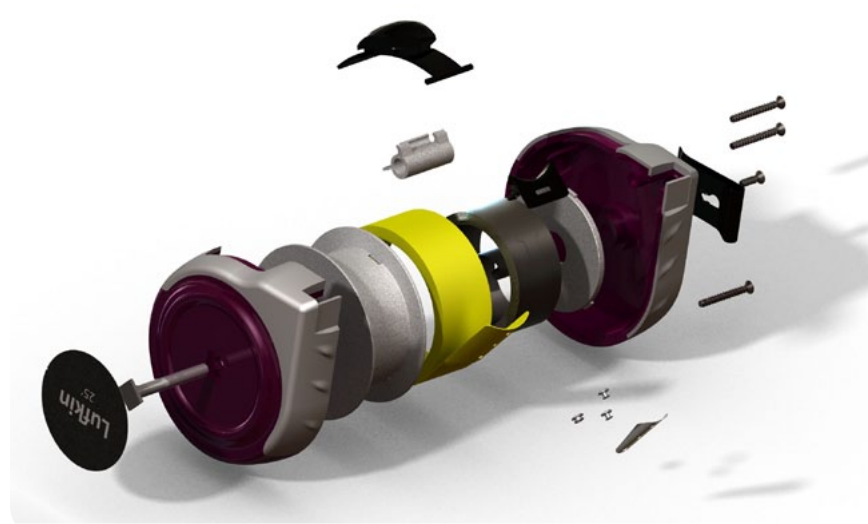
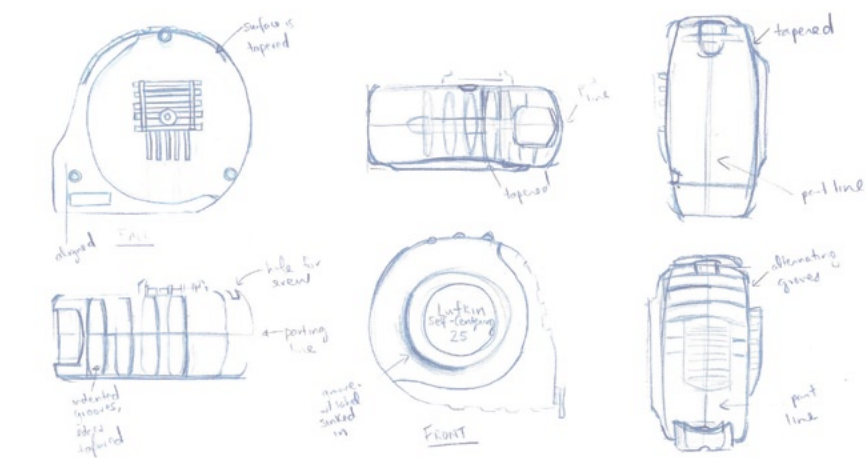


Display case for jewellery. Features include decorative spline, side groove for easy access and transport, interior divider, and velvet lining.

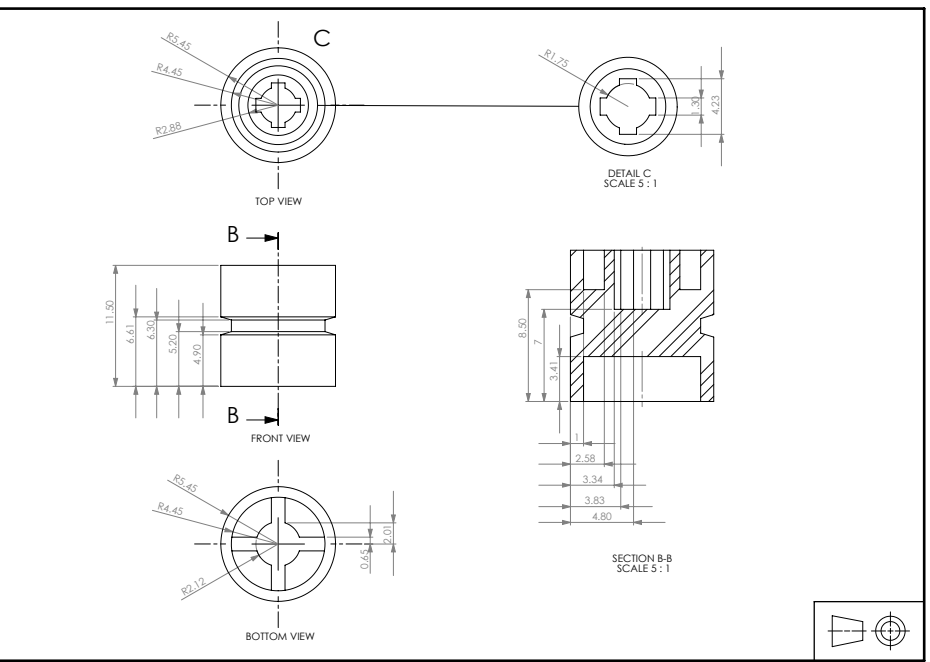


This simple, clean and sleek pen/pencil holder is designed for the general public to use on desks at homes or in offices. It is designed to store pens laying down horizontally, so that more can fit into one holder. Handle cuts are inserted to make it more welcoming and easier for the hand to in. The rounded edges of the base make it easier to take pens out. The 3 inches width helps make digging for pens easier.





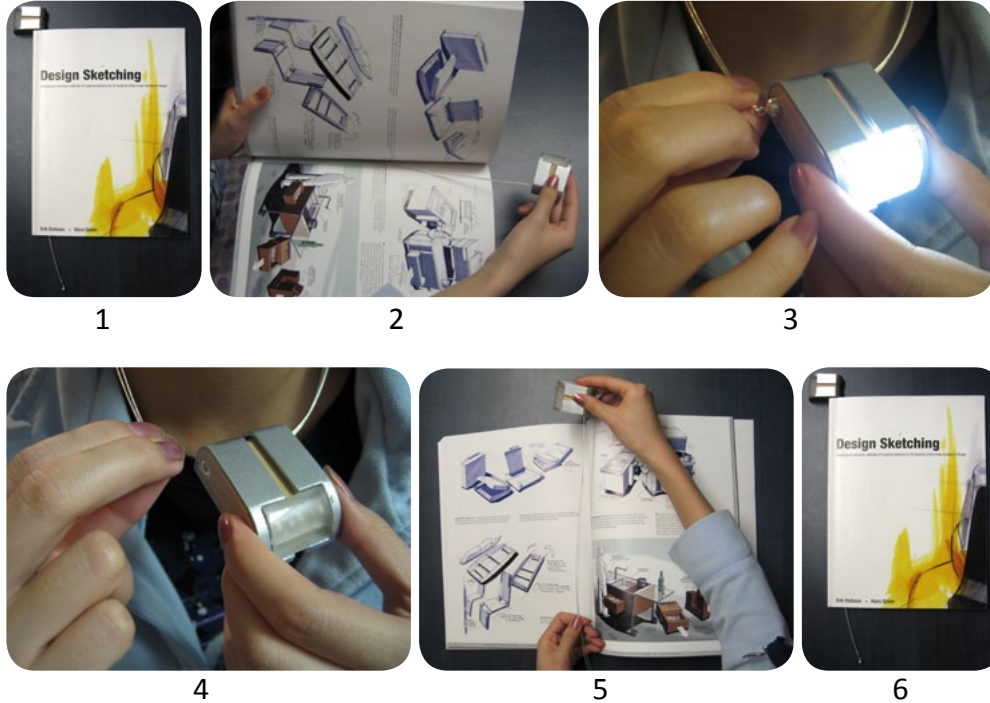
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|--|----------|
| DRAWING NUMBER 100003 | |
| DRAWING TAPE MEASURE | |
| 11" x 17" | |
| DIMENSIONS mm | |
| UNDECAHED DIMENSIONS 4:1 UNLESS NOTED | |
| UNDECAHED ANGLES 30° | |
| SCALE 1:2 UNLESS NOTED | |
| Name | Date |
| Design | Draw |
| Check | Quantity |
| SCHOOL OF INDUSTRIAL DESIGN CARLETON UNIVERSITY 1100 KENNEDY DRIVE OTTAWA, CANADA K1S 5B6 | |
| DRAWN: SHIRLEY TRAN DATE: 08-15-10 | |
| CHECKED: M. KHALLOUF DATE: 08-15-10 | |
| CLIENT: TEST PROJECT | |
| PROJECT: TAPE MEASURE | |
| DRAWING NUMBER: 100003 | |
| Sheet: 1 of 2 | |
| DRAWING: TAPE MEASURE | |



| | |
|--|----------|
| DRAWING NUMBER 100003 | |
| Sheet: 2 of 4 | |
| DRAWING: 804 | |
| 11" x 17" | |
| DIMENSIONS mm | |
| UNDECAHED DIMENSIONS 4:1 UNLESS NOTED | |
| UNDECAHED ANGLES 30° | |
| SCALE 4:1 UNLESS NOTED | |
| Name | Date |
| Design | Draw |
| Check | Quantity |
| SCHOOL OF INDUSTRIAL DESIGN CARLETON UNIVERSITY 1100 KENNEDY DRIVE OTTAWA, CANADA K1S 5B6 | |
| DRAWN: SHIRLEY TRAN DATE: 08-15-10 | |
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| PROJECT: TAPE MEASURE | |
| DRAWING NUMBER: 100003 | |
| Sheet: 2 of 4 | |
| DRAWING: 804 | |

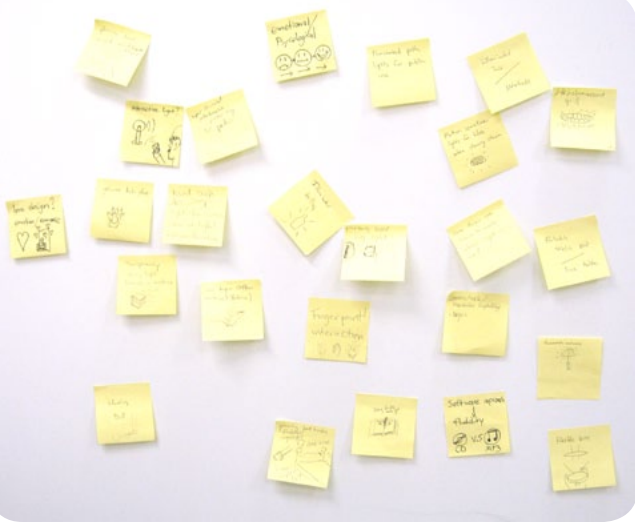


The Elixor booklight is small, light, and portable; perfect for reading in the dark whether you are at home and on the go. Being easy to find when it is not in use, Elixor is conveniently stored away like a bookmark. It is designed as a necklace resting on the collarbone to the best level of comfort and lighting angle, that accomodates for all reading positions. Being the handsfree product, it is compatible with all types and sizes of books.



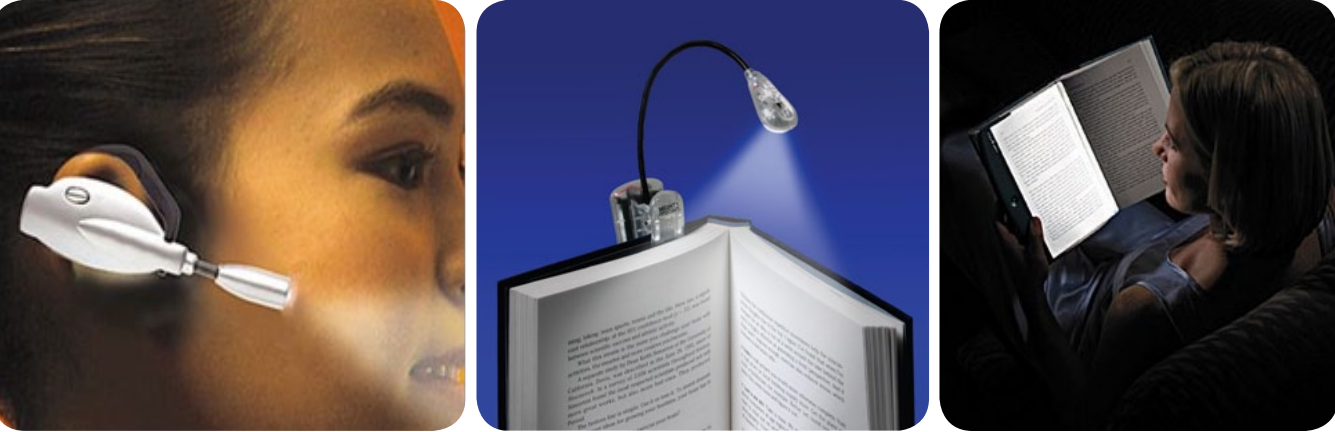
PORTABLE LIGHTING DESIGN

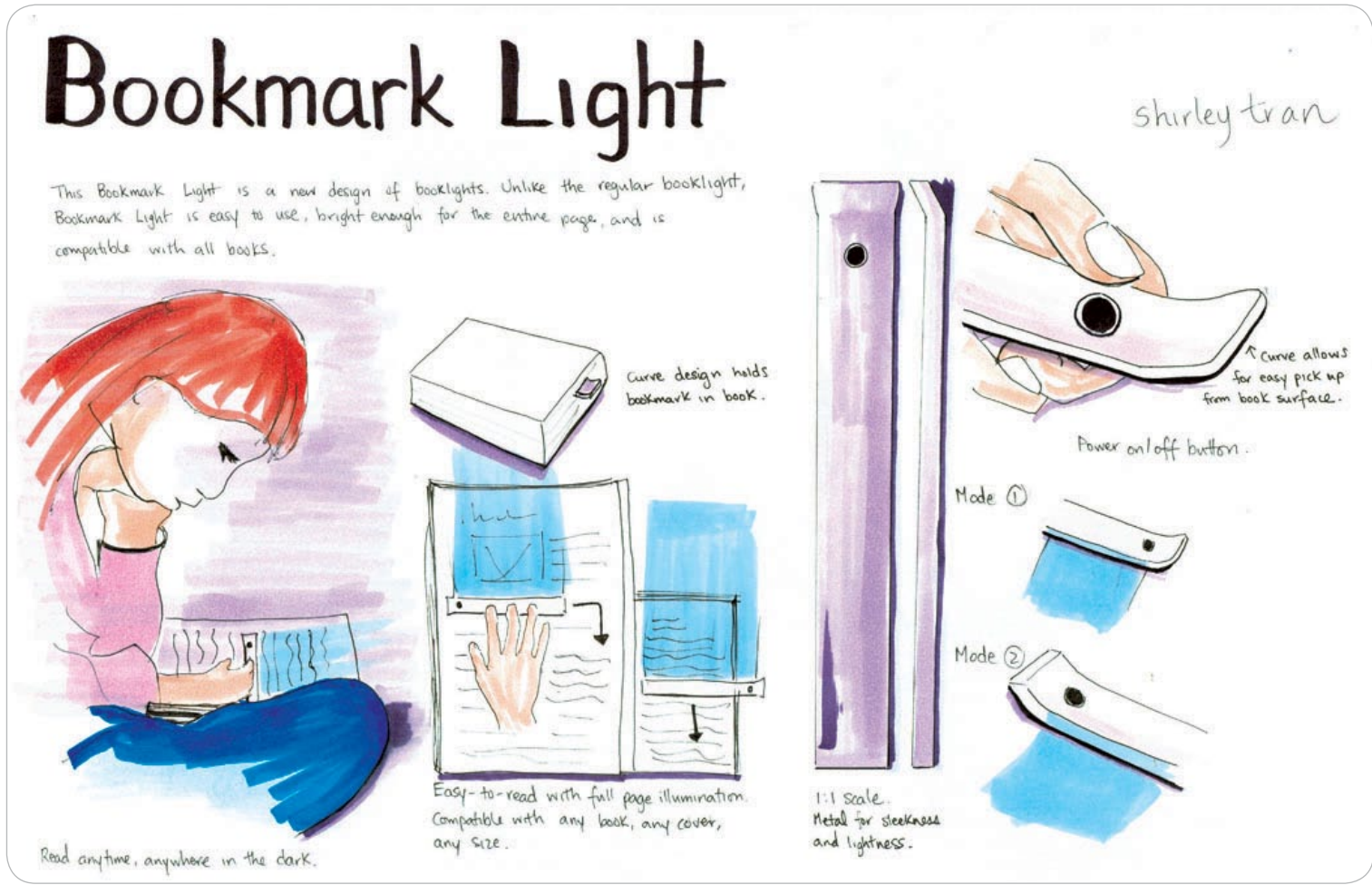
brain storming
idea generation
mind mapping



MARKET RESEARCH

The current book lights do not brightly illuminate both pages; thus, requiring a lot of readjustments. This causes frustration and unpleasantness for readers. Also, the book light clip does not attach well onto soft covered books.

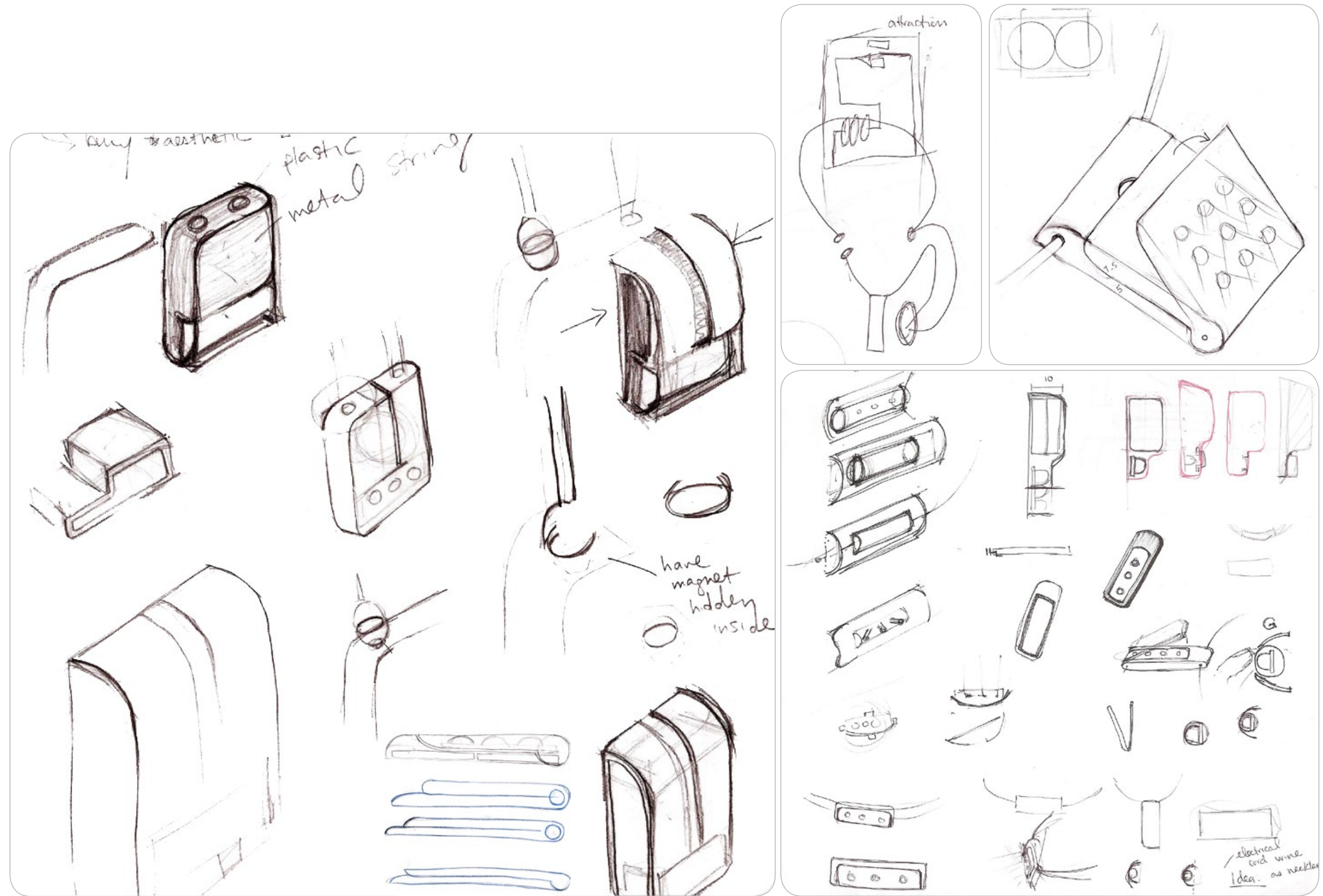




BOOKMARK LIGHT CONCEPT

The bookmark light is a new design of the current book lights, which provides light for users to read a book or magazine. A selling feature of the bookmark light is that the light acts like a bookmark, thus having a convenient, designated storage place in the book. Unlike the usual book light, bookmark light is very versatile because it is compatible with all types and sizes of books. It is also light, small, and portable; perfect for reading at home and on the go.

Design Criteria includes portability, storage as a bookmark, versatility (working with any book), hands-free product, and accomodating all reading positions.



Light Quality Testing

LEDs should be diffused to illuminate a 2 page spread surface area. However, the light intensity also needs to be strong, this calls for super bright LEDs. Sandblasting helps diffuses light. Also, the farther the light source from the paper, the more diffused the light becomes.



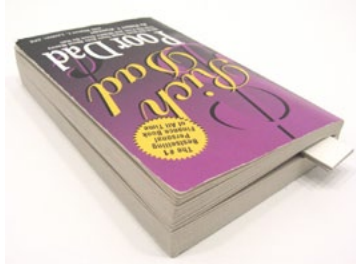
Placement Position Testing

LEDs arranged linearly provides greater illumination upon a horizontal surface area. Generally speaking, placing the booklight above chest area provides best lighting angle for reading. However, it needs to be stationary to prevent swaying when laying on stomach. Also, the light needs to pivot at various angles to accomodate for all reading positions.

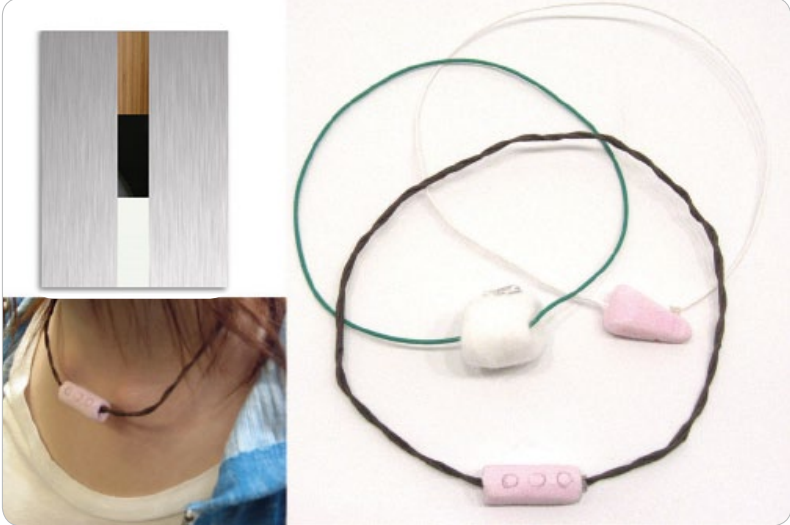


Other Testing

Components size and maximum thickness are also tested.



LOOKS LIKE MODELS



WORKS LIKE MODELS



MATERIALS

Thin necklace string material such as satin cord, leather, tubing, electrical wire, chains, and jewellery wire were explored.

String is soft and flexible, connoting the traditional comfort and warmth of reading. In the end, jewellery wire was chosen for its conductivity property and sleek appearance.



Knots

Various adjustable knot tying techniques were explored to accomodate for wrapping around different sized textbooks for storage. As well, this accomodates for the different sized necks between individuals.

