

main ideas

3

Solid

+

Satisfying

+

Dark

=

Chocolate Mansion

(big idea)

=

**Chocolate and its packaging –
both equally as satisfying**

Message

+

Relationship

+

Messy

=

Gold infused whipped cream

(big idea)

=

Whipped cream with added bling

Simple

+

Comfortable

+

Nightmare

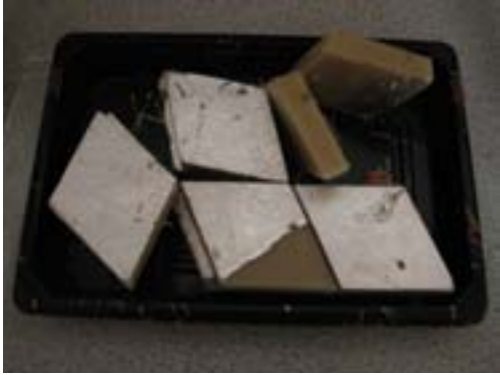
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Exploding pillow

(big idea)

=

Pillow

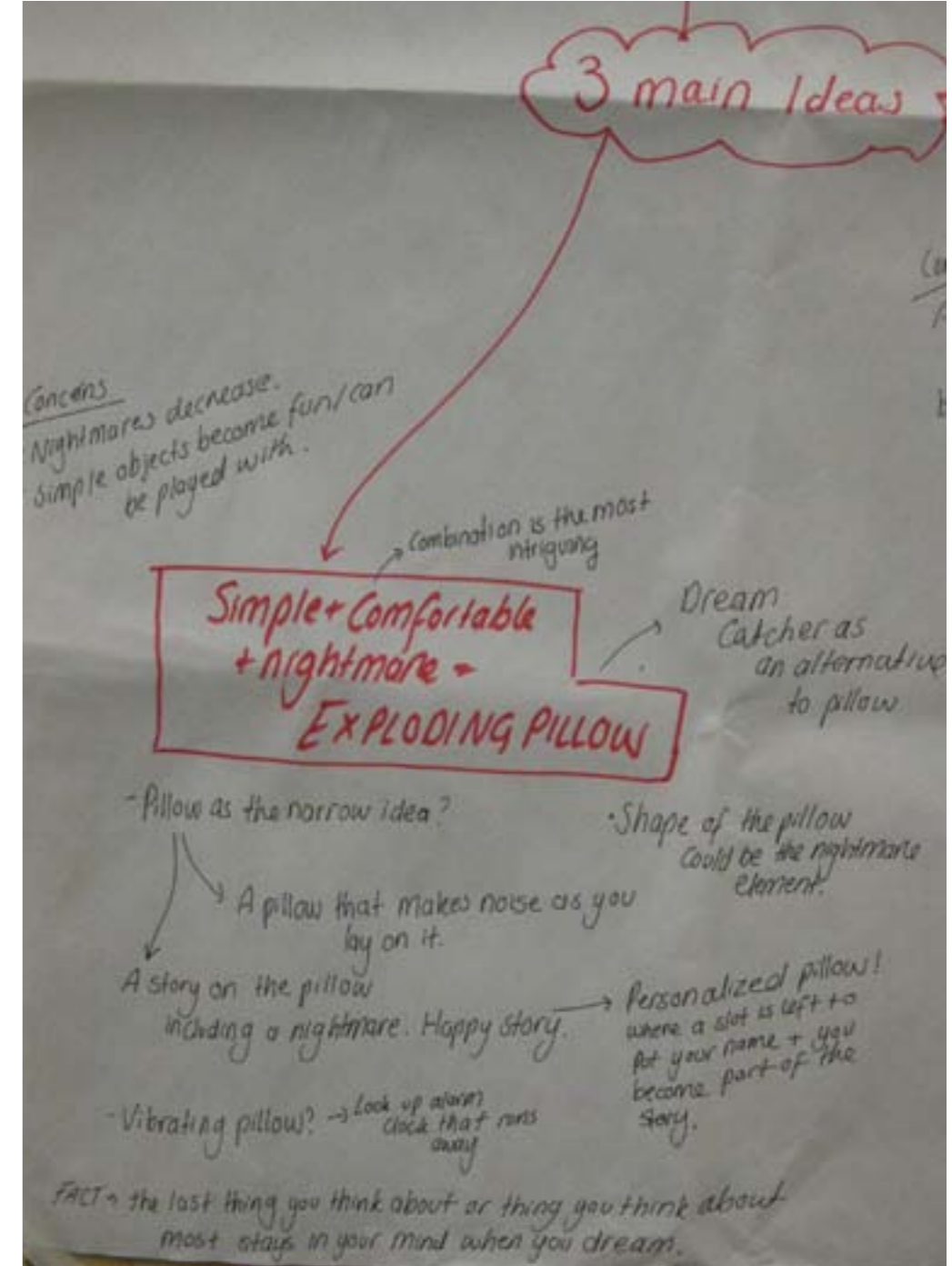
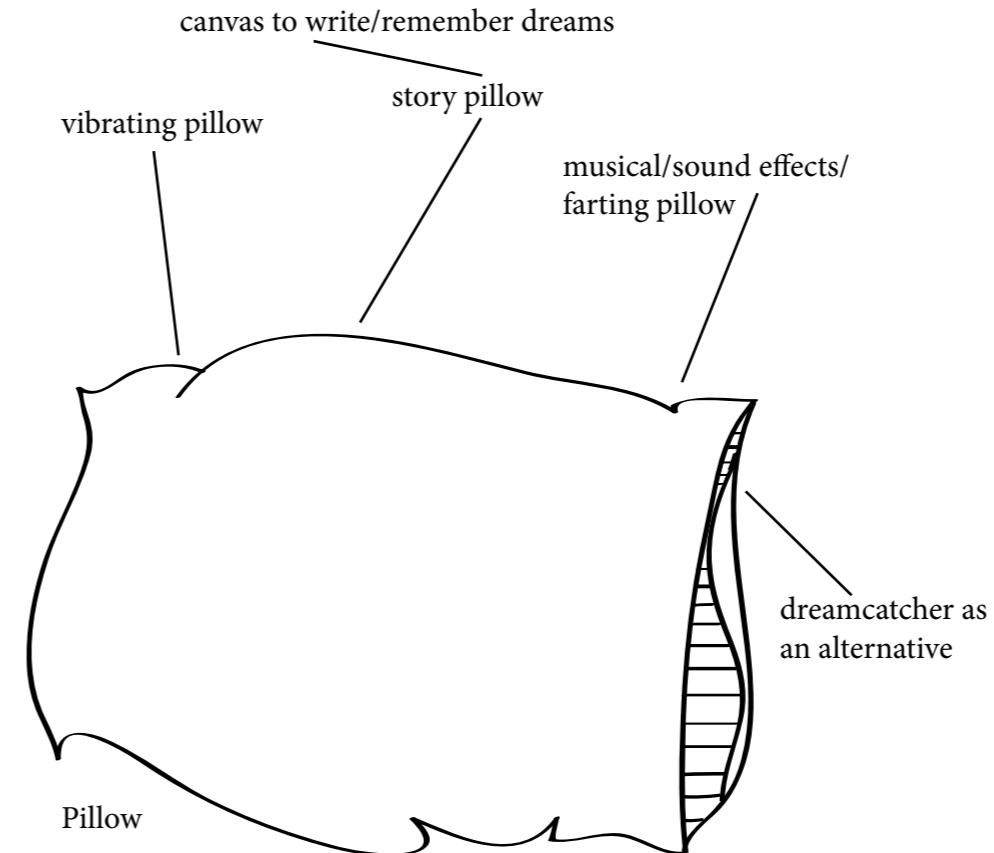


Experimenting with whipped cream:

The packaging chocolate idea was said to be not that original, and it was the pillow idea that was favoured. The whipped cream idea was liked to, so I experimented with adding value to whipped cream...gold(because gold and silver edible sheets was hard to source) became glitter, to add sparkle, instead of infusing gold. The outcome didn't look that glamorous, and when working with cream, it would have to be eaten within a certain amount of time anyway – I'm happy to leave this idea behind.

Simple + Comfortable + Nightmare

Dreams usually come from things you have deep in your mind, think about, or from the last things you look at. This process equally has the ability to develop nightmares. I want to produce something that aims to decrease nightmares, comforting in its message (or the product itself), somewhere you could write down the dreams you have, and use the product as a trigger that allows you to remember your dream.



Problems with the Pillow Idea

- I am expecting the user to do too much; to pick up and read the pillow, and then put it under their head to sleep on it.
- Expectation in writing on the pillow as well. It is a good idea. For the people that want to remember their dreams forever it can be permanent, for the people that prefer temporary, they can use washable pens. BUT on a pillow, the ink could go on your face if you fall asleep straight after or want to sleep again.
- Many people I asked prefer buying really comfortable pillows from shops like John Lewis – they would buy pillow cases; THINK about pillow cases.
- Pillow cases would still strike up the same issues above.
- Story on the pillow needs to suit a range of people. A slot left for personalising is a good idea. A PICTURE BOOK like outcome as a story on the surface instead or a proper story. That way each image can allow you to dream different outcomes. E.g – an image of a tree can lead you to dream about growth, dream about the outdoors, dream about travelling...the park, seeds, fruit, forests etc.
- Someone mentioned to add to my pillow idea, when you are tucked in bed you see the top on your duvet.

patchwork blanket



Senior Arame dolls



Worrydolls



<http://voodoooneworleans.com/talismans.php#thumb>

Solution taking feedback into consideration

A BLANKET:

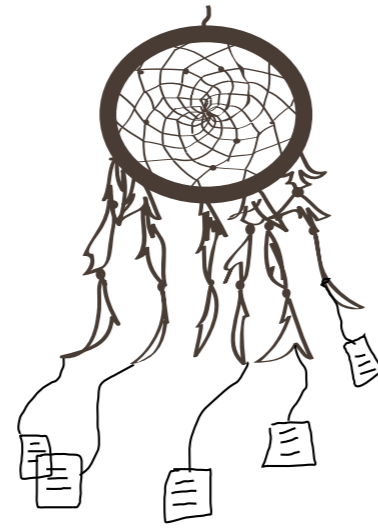
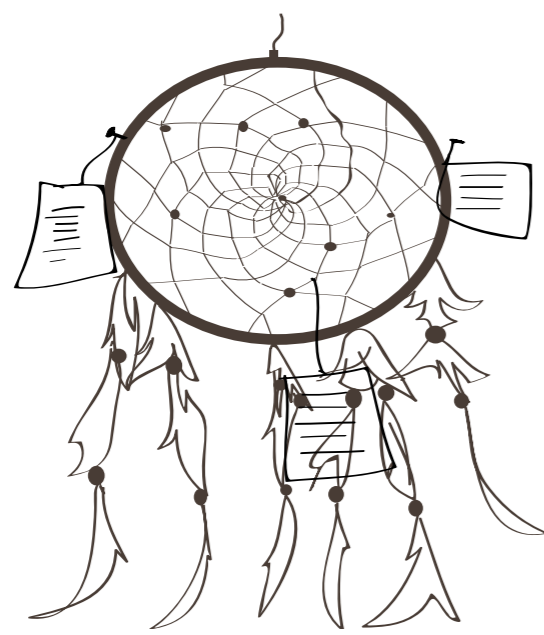
- Patchwork blanket as panels where each image can go. Patchwork/panels create a nice storyboard effect on the blanket. Empty panels wheres you can write your dreams down.
- Research into what people usually dream about, common nightmares so I can create happier versions to prevent them. Eg: “Many Dreams Are Universal – While dreams are often heavily influenced by our personal experiences, researchers have found that certain themes are very common across different cultures. For example, people from all over the world frequently dream about being chased, being attacked or falling. Other common dream experiences include school events, feeling frozen and unable to move, arriving late, flying and being naked in public.”
<http://psychology.about.com/od/statesofconsciousness/tp/facts-about-dreams.htm>
- Ink, most likely won't get on your face on a blanket. Think about how you will screenprint...black and white, multicoloured (harder?).

DREAMCATCHER:

- User will know what to do with it already; no expectations.
- Think about the materials and design. Friendly opposed to voodoo looking.
- There are alternatives to dreamcatchers, eg Senior Arame dolls and Worrydolls.
- Doesn't give space to write your dreams, but could write dreams on paper and pin them on the boarder of the dreamcatcher or on the body of the dolls.



I decided to make a quick, stapled 'blanket', to see the size that works best. Experimenting with people of different sizes and lengths, I worked out a 4x4 square grid would work best.



Dream catcher that catches bad dreams, leaving way for good ones, and works as a canvas where you can write your dreams down?
Add in charms with the beads so each has it's own story

A worry doll – can be placed under your pillow at night. You can pin/ stick dreams onto it when you remember them?

Proposal:

My idea/what I want to do –
I want to create a product that helps decrease nightmares/allows you to have nice(r) dreams, and works as a place where you can add dreams that you remember. Usually the dreams you remember exciting/vivid/worth sharing or remembering but are quickly forgotton. By adding the dreams you remember, they are written down, and kept forever.

Form + Material – if going ahead with the blanket, it will involve figuring out the i mages I want to use early. If I am going to use text or not, and organise the panels. It will be screenprinted, most likely in black and white, though dashes of colour would be nice.
Outside cotton, inside I haven't decided yet, but something soft and nice on the skin. 4x4 grid of 205x230cm.
If I go with the dreamcatcher, I'd use beads; either pony beads or seed beads, leather lacing(thin suede strips), charms, feathers, glue, embroidery floss or waxed floss and metal rings or hoop rings. For the writing down dreams bit, I'd include small post it note size paper.
If I go with the doll, materials would be Craft sticks, Glue, Straight clothespins, Yarn, Fabric scraps, Wire or metallic pipe cleaners.

Time plan:

Week 2 | 23-27 April | Proposal Sign off & Interim Crit 1

10.30-16.30 – Tuesday, Proposal Sign off: This proposal should include ideation sketches, experiments etc. as I would show at interim crit stage. Make a 5 min PDF presentation to your group which includes my timeplan.

Wed 25 April, 10.00am on Blackboard

Maybe pick Kira, but decide after Tuesdays presentation and feedback.

Meet to discuss preparation for pop up show? Read background info on how to go about making the product. Remember there has to be a reason for each decision made!!

10.30-16.30: Independent Working Day Friday

Meet with colleagues. Blog on your progress on the brief and feedback from your peers. If going ahead with blanket, book Screen printing room for week 4. Spend weekend making working models/prototypes for Monday.

Week 3 | 30 April - 4 May | Prototypes/ Experiments - Interim 2

10.30-16.30, on your Swap Tutor's teaching day, Interim 2:

Bring at least 2-3 options of working models or prototypes. No sketches or concept ideas will be discussed. Bring all concerns, so they can be nailed if making the blanket. If making the others, experiment with form and material and show a range. Test different things like size, colour, materials.

Wed 25 April, 10.00am on Blackboard

Sign up for a swap tutorial with a tutor .

Meet to discuss preparations for the Pop Up Shop

Make sure I'm constantly blogging.

10.30-16.30: Independent Working Day Friday. Meet with colleagues. Blog progress on the brief and feedback from your peers.

Week 4 | 7-11 May | Pre-Production Week

10.30-16.30, on your Swap Tutor's teaching day, Final 1:

Finished prototype ready for production. We will pay attention to details of, layout, functionality, material choice, etc. Bring recommended final version as well as the trials you have been working on during the past week.

Wed 9 May

Meet to discuss preparations for the Pop Up Shop

10.30-16.30: Independent Working Day Friday.

Meet with your colleagues to work on the brief. Blog on your progress on the brief and feedback from your peers.

Week 5 | 14-18 May | Production Week

10.30-16.30, Tuesday, Final 2:

At this crit we will talk mainly about how you package and present your work. You should have started producing your final work and be well on the way to adding only finishing touches. We will discuss the project statement and your final work during this crit.

Wed 16 May

Meet to discuss preparations for the Pop Up Shop

10.30-16.30: Independent Working Day Friday

Meet with your colleagues to work on the brief. Blog on your progress on the brief and feedback from your peers.

Week 6 | 21-25 May | Unit 7 Assessment

10.00-12.00, Monday 21 May, F204:

Portfolio hand-in of all your Unit 7 work. This includes process and outcomes for USE, SUSTAIN, PROVOKE, RESPOND/MAKE briefs as well as Phil's Compulsory Typography project

Week 7 | 28 May - 1 June | Unit 7 Feedback Tutorials

10.30-16.30, on your Group Tutor's teaching day

Academic Feedback Tutorial with your group tutor

Week 8 | 4-8 June | POP UP SHOP

10.30-16.30, man the shop on your Group Tutor's teaching day

Week 9 | 11-14 June | What's Next

Briefing in the lecture theatre about your final year. Also attend the Degree Show