

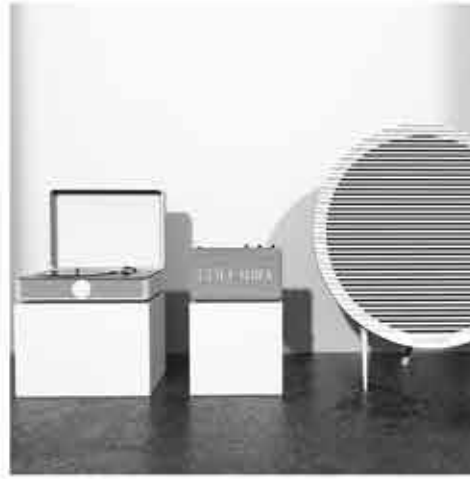
JOSEPH CONLON

DESIGN  PORTFOLIO

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flo

Flo is the result of my final year major university project. I began by investigating various types of pollution and found the high levels of air pollution in urban areas to be both worrying and motivational. **I therefore decided to focus on designing a solution which could improve air quality in urban environments.**



Air pollution is responsible for 4.2 million deaths worldwide each year through a wide variety of serious illnesses which it causes including **cancer, asthma, heart disease and dementia.**

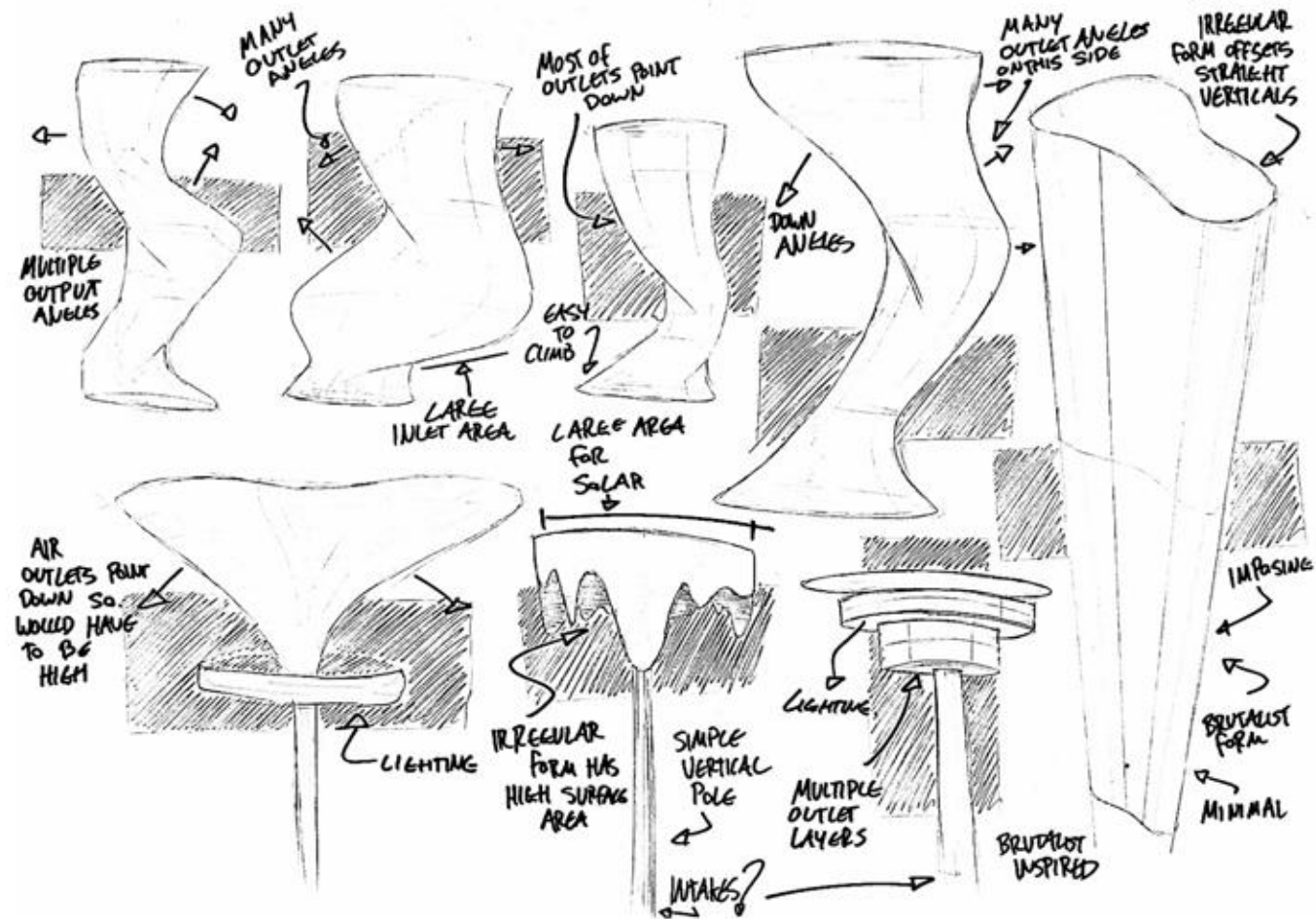
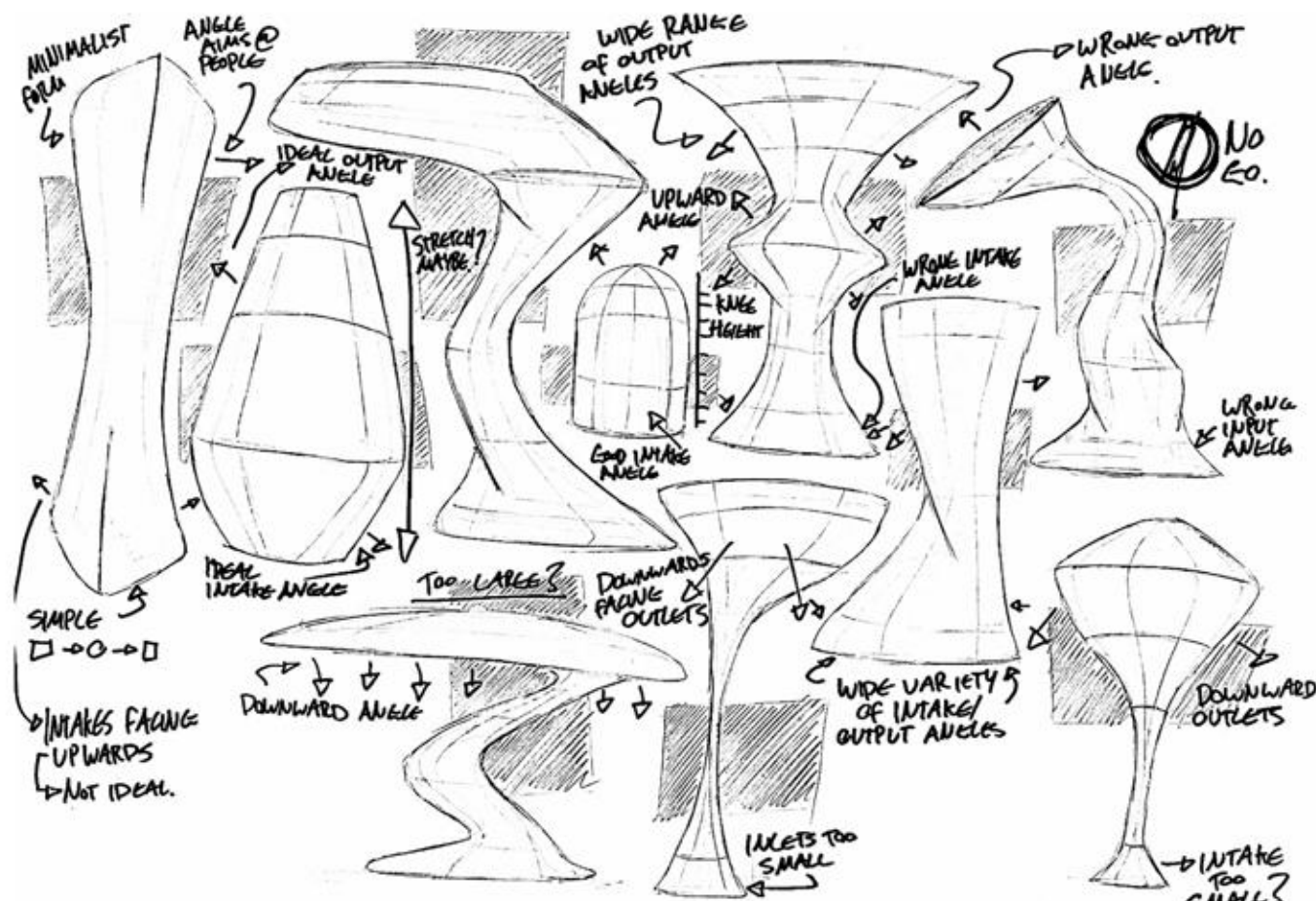


The annual cost of air pollution is \$2.9 trillion. Innovation in the field could help to lower these costs. Even a small improvement could result in huge savings.

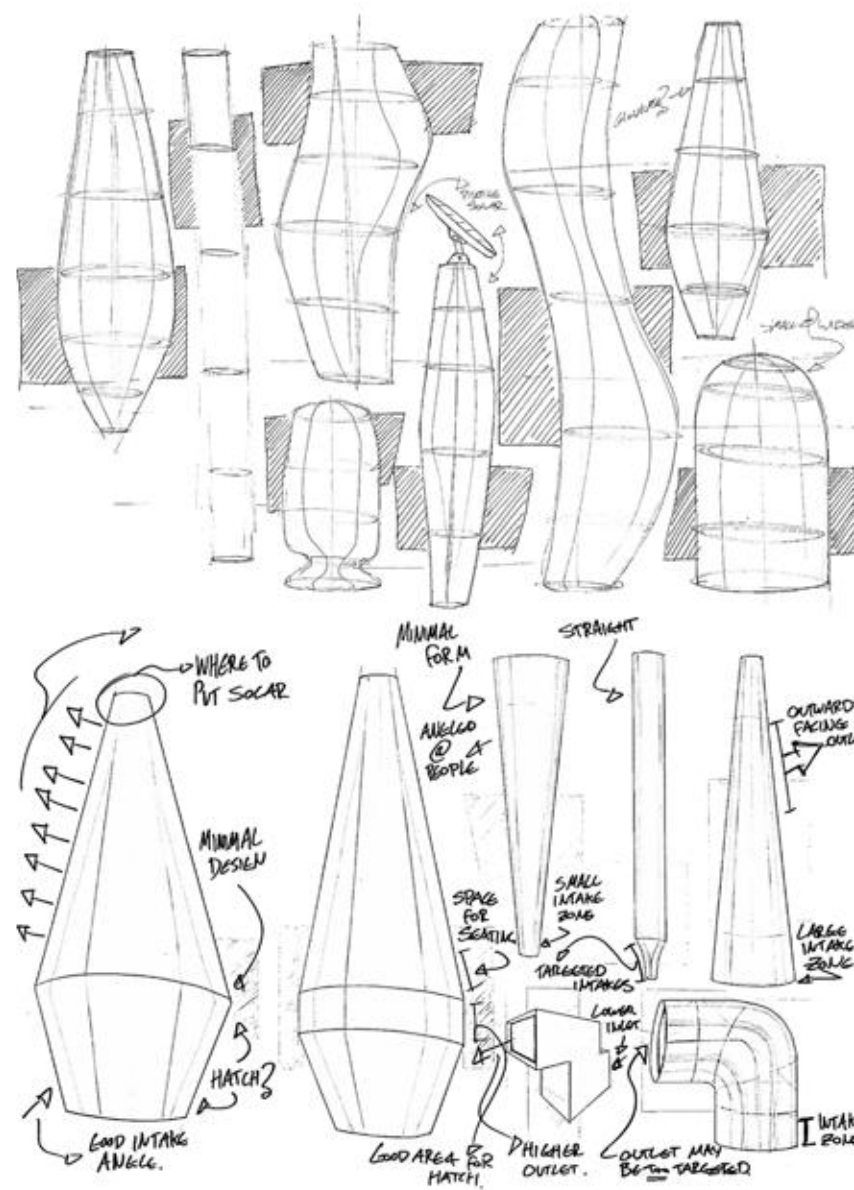


75% of the United Kingdom has illegal levels of air pollution. Whilst long-term legislation has been introduced in order to correct this, there are few shorter-term measures in place to try and improve this very current issue.

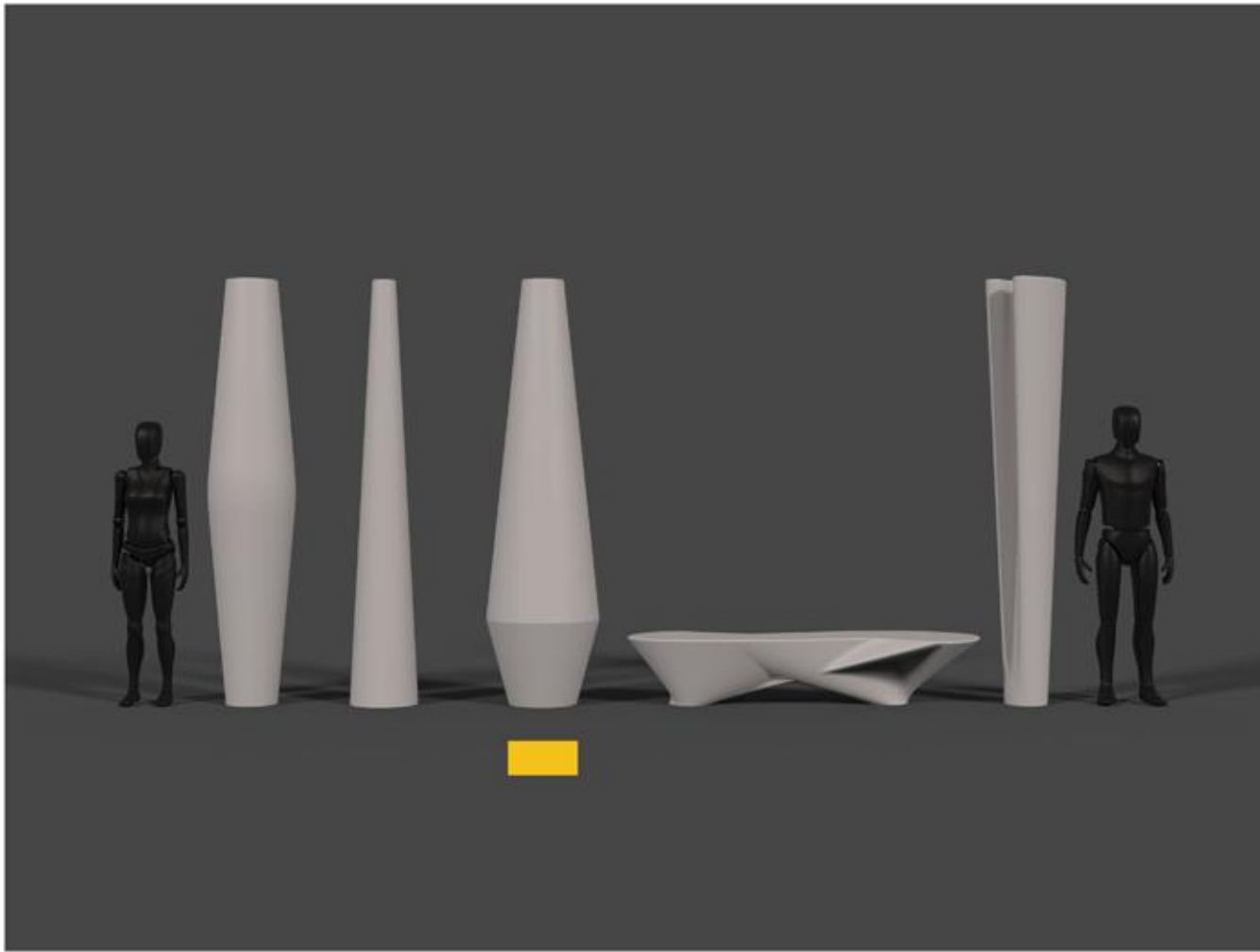
flo



Architecture was my main form of inspiration and so after compiling a number of moodboards, I set about experimenting with form. I wanted Flo to be minimal and clean in its design as the intention was for it to be used in a wide range of urban settings, so it needed to be designed so as not to clash with existing architecture.



flo

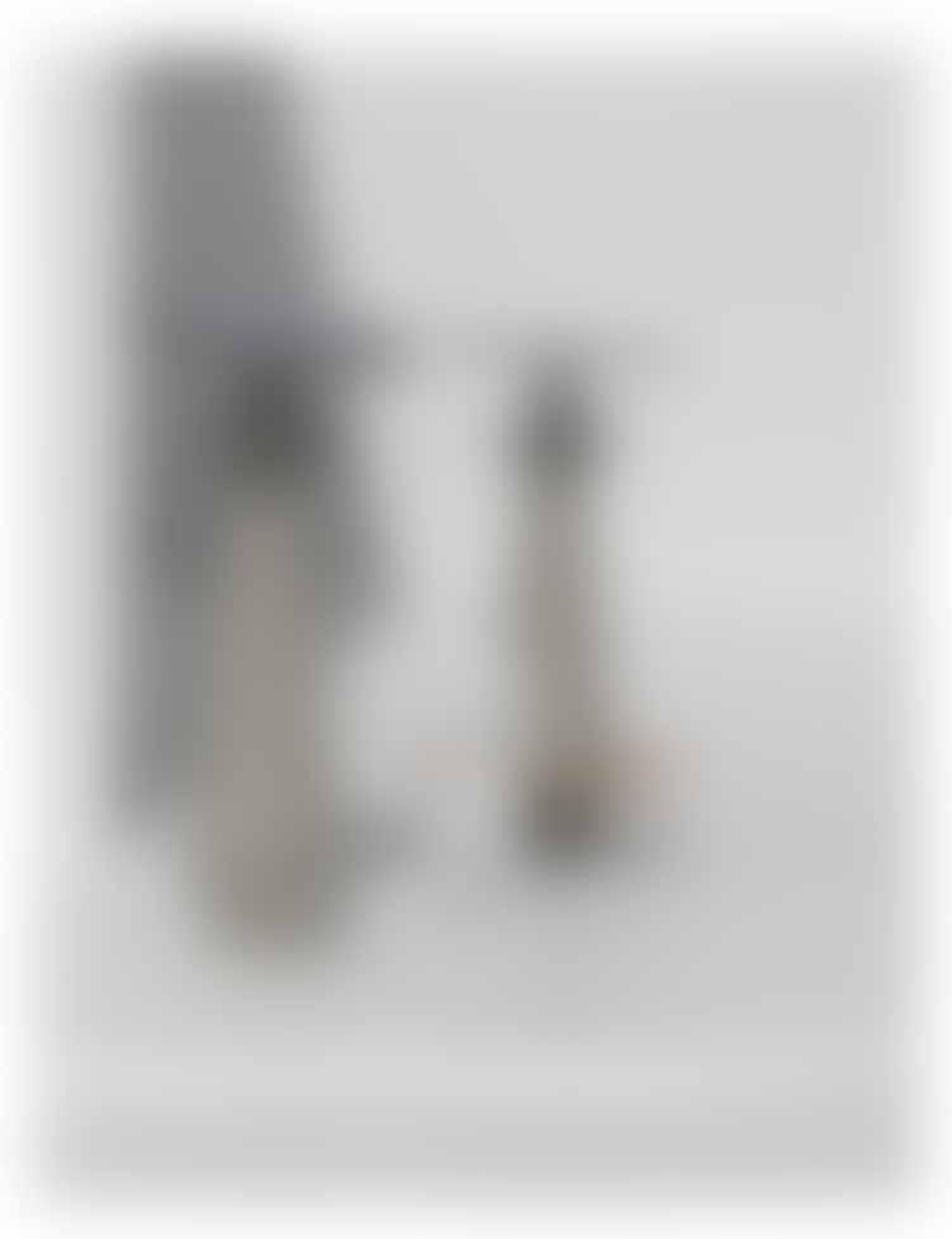


The next stage was to develop the form further. I created a shortlist of forms informed by a series of hall tests and used CAD to see them in 3D. I then used further hall tests and my own design opinion to decide on a final basic form to develop further. This form is underlined in yellow.

I then moved towards the more technical areas of the development process such as material and component selection and performance characteristics.

flo

The final design for Flo has been registered and as such, the final images have had to be redacted due to significant commercial promise and interest.



easton

Columbia Records was founded in 1889 as a manufacturer of phonographs. Since then the brand has seen amazing growth becoming one of the world's biggest record labels. With the recent growth of the once dying vinyl market, a gap has emerged in the market for *Columbia* to begin manufacturing audio hardware. **The task is to design a vinyl record player along with a small tabletop speaker and a large, standing speaker to target all aspects of the home audio market.**



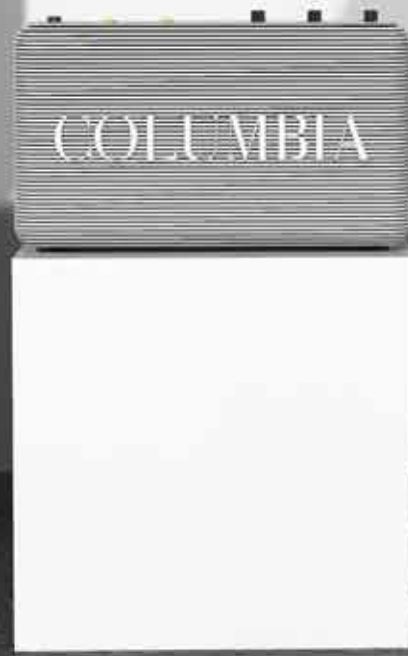
An example of a popular modern-day record player. Quite often these provide style over substance.



A selection of higher-end, mid-size speakers. They often have bluetooth and AUX connectivity as well as multiple adjustment dials.



A selection of popular standing speakers. They often have a high-end aesthetic achieved through the use of quality materials.



COLUMBIA





easton

Columbia Records are a brand who are centred wholly around music. Music is at their core. Therefore, in trying to design a piece of hardware in keeping with their brand it seemed logical to make the music the main feature.

I wanted to make the user experience as intuitive as possible. I did this by keeping controls uncomplicated to allow the user to get the most out of the player by allowing the drivers to take centre stage.

The outer casing of the turntable has been designed with the intention of being as unobtrusive as possible when not in use. This is achieved through the soft forms and finishes which absorb any harsh light.



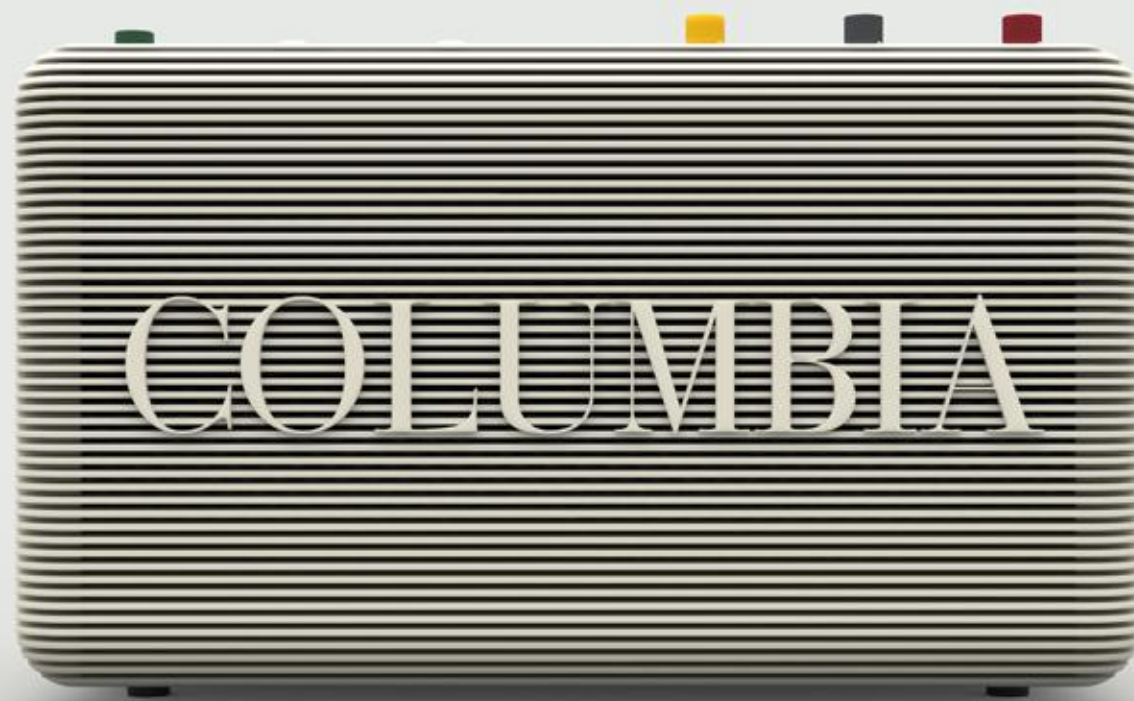
easton

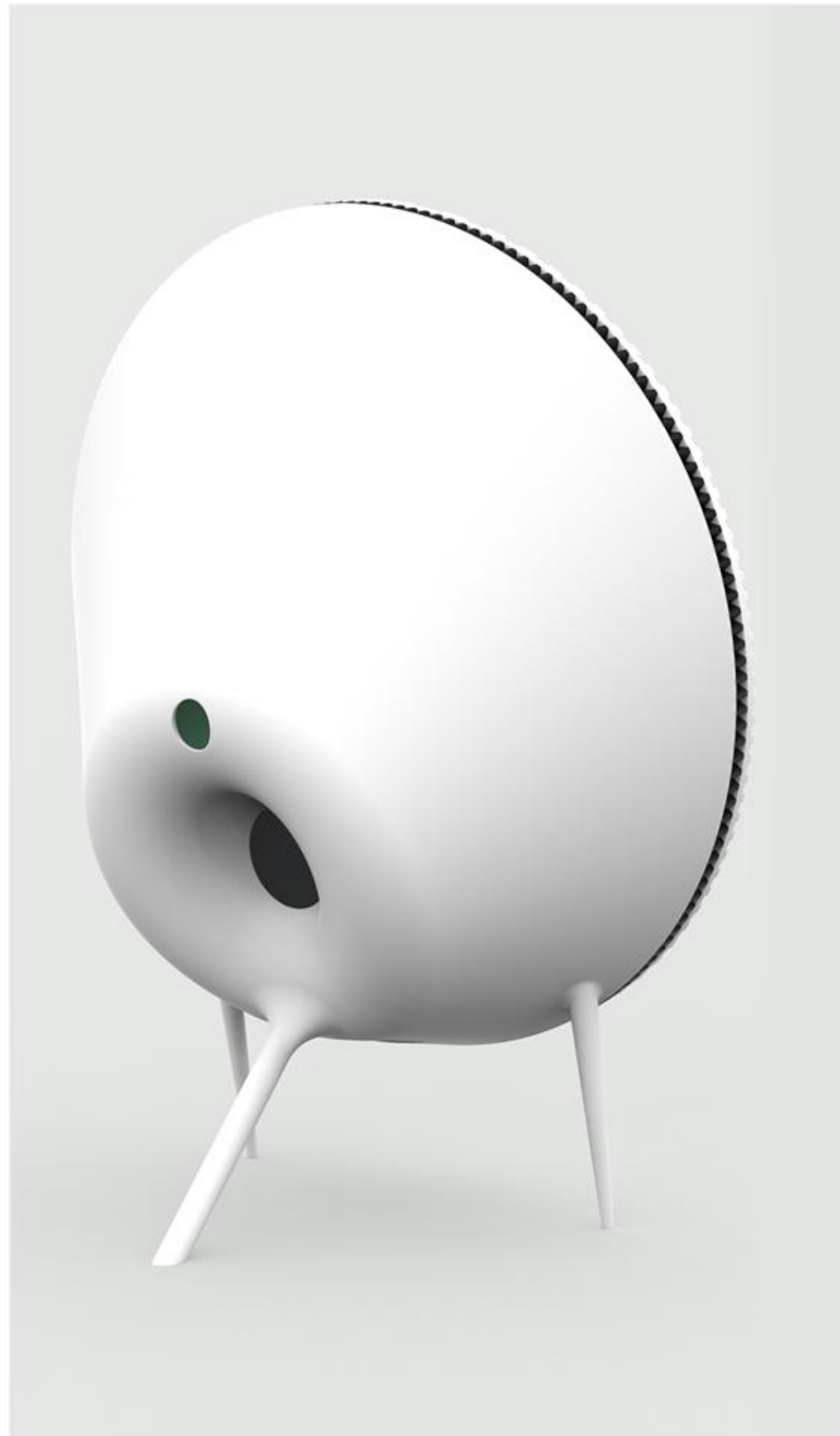
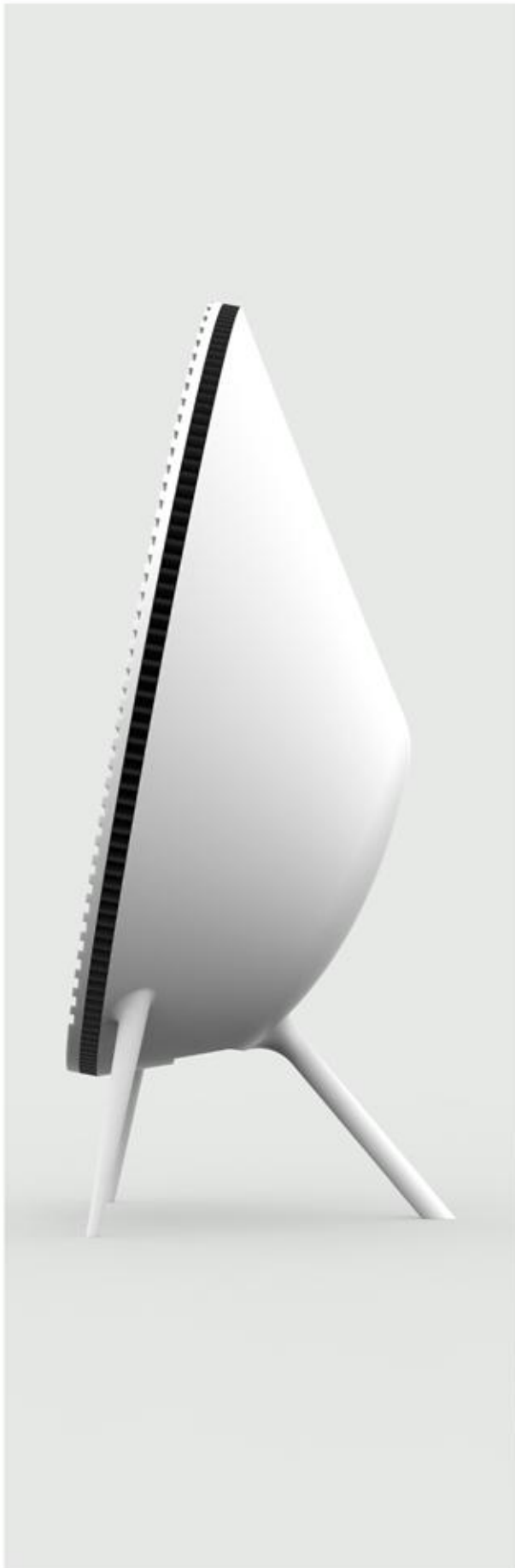
For the Bluetooth speaker, I wanted to design a beautiful item with audio abilities to match its aesthetic qualities.

The speaker features front facing drivers along with a large rear-mounted subwoofer. This allows the production of an impressive range of frequencies.

The controls of the speaker are intuitive yet powerful, giving the user the ability to tailor the settings to any given song without over complicating.

The retro grille design of the speaker pays homage to the history of Columbia whilst the minimalist style and technological standard speaks of the future.





easton

A standing speaker needs to be able to make an impact. The sound produced should be able to fill the entire room. The Columbia Records standing speaker manages this through its large drivers which project the audio up and out. There is also a class-leading subwoofer to the rear which allows the speaker to emit the lower frequencies adding depth to the music. Volume is controlled by the large ring which circulates the grille.

Due to the speaker being a large piece, it has been designed to be as unobtrusive as possible. Making a big statement when in use, but sitting back when idle.

As a luxury item, it is important that the speaker be able to last both in terms of build quality but also in terms of style. I have therefore taken inspiration from the past in the form of the grille front, but also the future in the form of the sweeping, natural forms. These combine to create a minimal silhouette which aims to last.

kazoku

Muji is a Japanese retailer of minimalist household products. Since being founded in Tokyo in 1980, Muji has proved an international hit with over 600 stores across the globe. **To celebrate Muji's 40th anniversary, you must design a product which celebrates a Japanese designer. The product must not only reflect the work of the chosen designer, but must also be inkeeping with Muji's brand values.**



A collection of existing Muji products displaying the design language and values of the brand.



Japan is a country famous for its tableware, therefore I have decided to design a set of plates, bowls and cups.



I decided to choose *Kengo Kuma* as my chosen designer. He is an architect known for his contemporary takes on the use of traditional Japanese materials and techniques. His projects often use soft, neutral tones offset by striking, angular forms. I aim to reflect this style in my work.



kazoku

The brief was to design a product for Muji to celebrate their 40th anniversary. I designed a set of tableware consisting of: a shallow bowl, a deep bowl, a plate, a carafe, a glass and a sake set.

I took inspiration from acclaimed architect Kengo Kuma. This is reflected in the angular slices along with the neutral colour palette.

This resulted in a minimalist, cohesive set which represents both the values of Muji along with the design DNA of Kengo Kuma.



chōchin

Japanese apartment kitchens are infamous for being small in size. It is therefore important that every inch of space is used intelligently. **The task is to design a rice cooker specifically to be used in a small Japanese city kitchen.**



An example of a Japanese kitchen. Although small in size, the space can often be over-equipped as normally these apartments house only one person. Therefore the existing equipment takes up too much of the already limited space.



A popular Japanese rice cooker. Despite its small capacity, the device still holds a relatively large footprint meaning it takes up more space than is essential. It also has a complicated user interface with a fiddly button system.



For the form of the rice cooker, I was inspired by the *chōchin* lanterns which are found outside *izakayas* (japanese bar/restaurants). The form of these lanterns would be ideal as they have a small footprint but a large capacity.

chōchin

The form of Chōchin, inspired by the lanterns which indicate a Japanese Izakaya, has a very small footprint, meaning it will take up a minimal amount of space on a countertop.

The experience has been designed to be as simple and intuitive as possible with 3 simple dials which activate when pressed. The digital interface also means that Chōchin can be programmed into a wide variety of different languages for different markets.



holborn

The brief for this concept project was to **design a special edition watch for a collaboration between Swatch and Transport for London.**

The watch should target TFL enthusiasts as well as watch enthusiasts. I was aware when beginning to tackle this brief that the project could end up looking very tacky, very quickly!

To avoid this I decided to instead aim for an abstract representation of TFL and in particular, the London Underground.



Harry Beck's London Underground map was my main source of inspiration



Swatch watches tend to be simple yet bold in design and often have a look of fun to them, they don't take themselves too seriously. Despite this, the quality of materials and overall product is still very high.



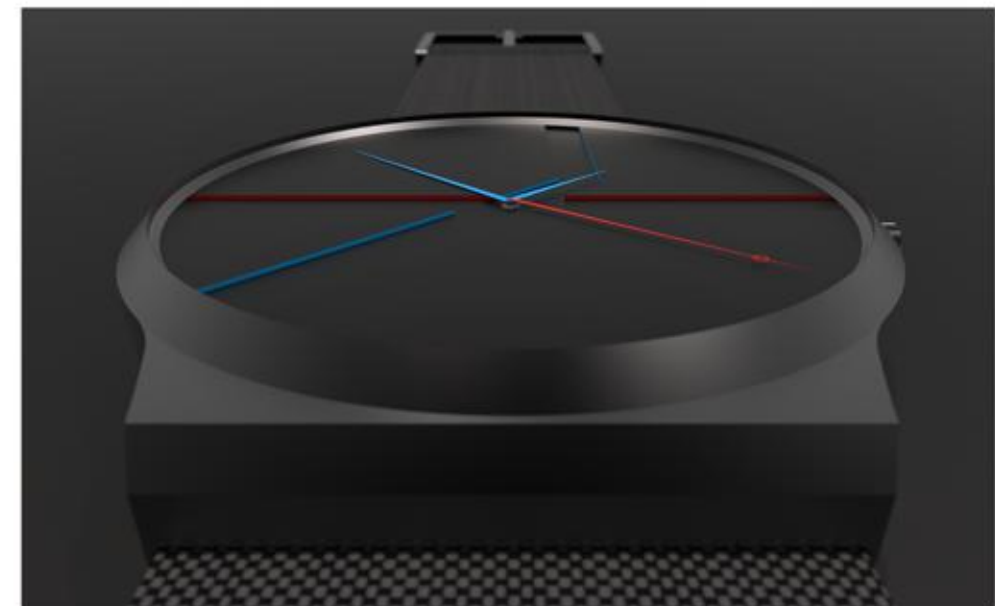


holborn

I decided to focus the design on Harry Beck's famous Tube Map. The Holborn watch is just that, an abstract representation of Holborn tube station, explicitly how it is represented on the tube map.

The tube lines have been milled into the steel dial of the watch and the edges have been painted with the colours of the tube lines they represent, namely the Piccadilly and the Central lines. The famous Underground logo is also included on the second hand as well as the crown.

This is housed in a sleek, minimal case coupled with an interchangeable fabric strap to allow for personal customisability for the user.



uaine

This is the resulting product from a commercial project conducted through my creative studio, KOSMO. I was approached by a makeup start-up called Sìor-Uaine. **They wanted to develop a new lip gloss which would reduce plastic waste and have reusable elements.** *Please note, some aspects of this project have had to be redacted due to ongoing patent applications.*



Sìor-Uaine means 'evergreen' in gaelic. The client said that they would like to **incorporate an element of 'green,'** be it literally in colour, or more symbolically.



I was inspired by the growing forms of emeralds. These natural yet geometric columns catch light beautifully. I decided that this would be an ideal way of symbolically incorporating 'green' into the design.



I conducted some research into existing products and found that many lip gloss canisters and lids follow the same form, with the vast majority of these being cylindrical. **This appeared to me as a potential area for innovation, and so I decided to focus on creating a statement lid.**

uaine

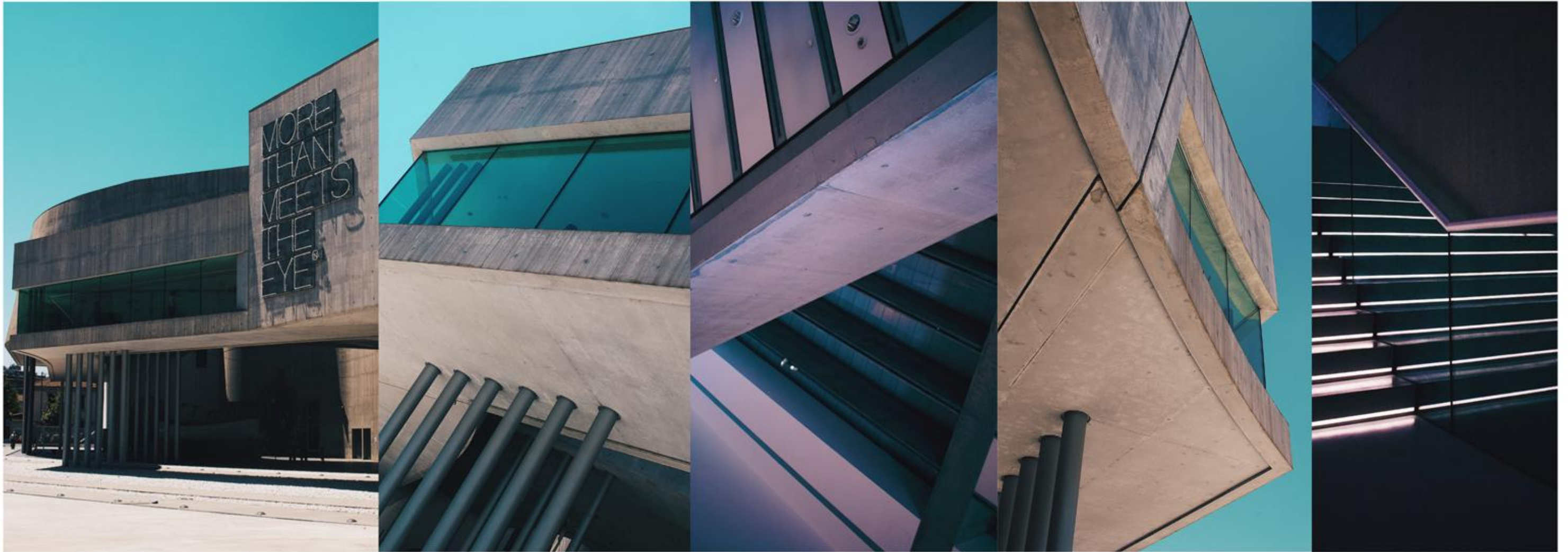
This is the resulting design from the collaboration with Sior-Uaine. The lids have been inspired by the natural growing formations of emeralds and feature a purposely imperfect hexagonal section which also displays the minimal branding. The lids vary in finish to complement the colour of the gloss within.

The canister section has a luxurious matte finish which provides an excellent handfeel and limits the visibility of scratches. This means the product can last a substantial amount of time without losing its attraction.

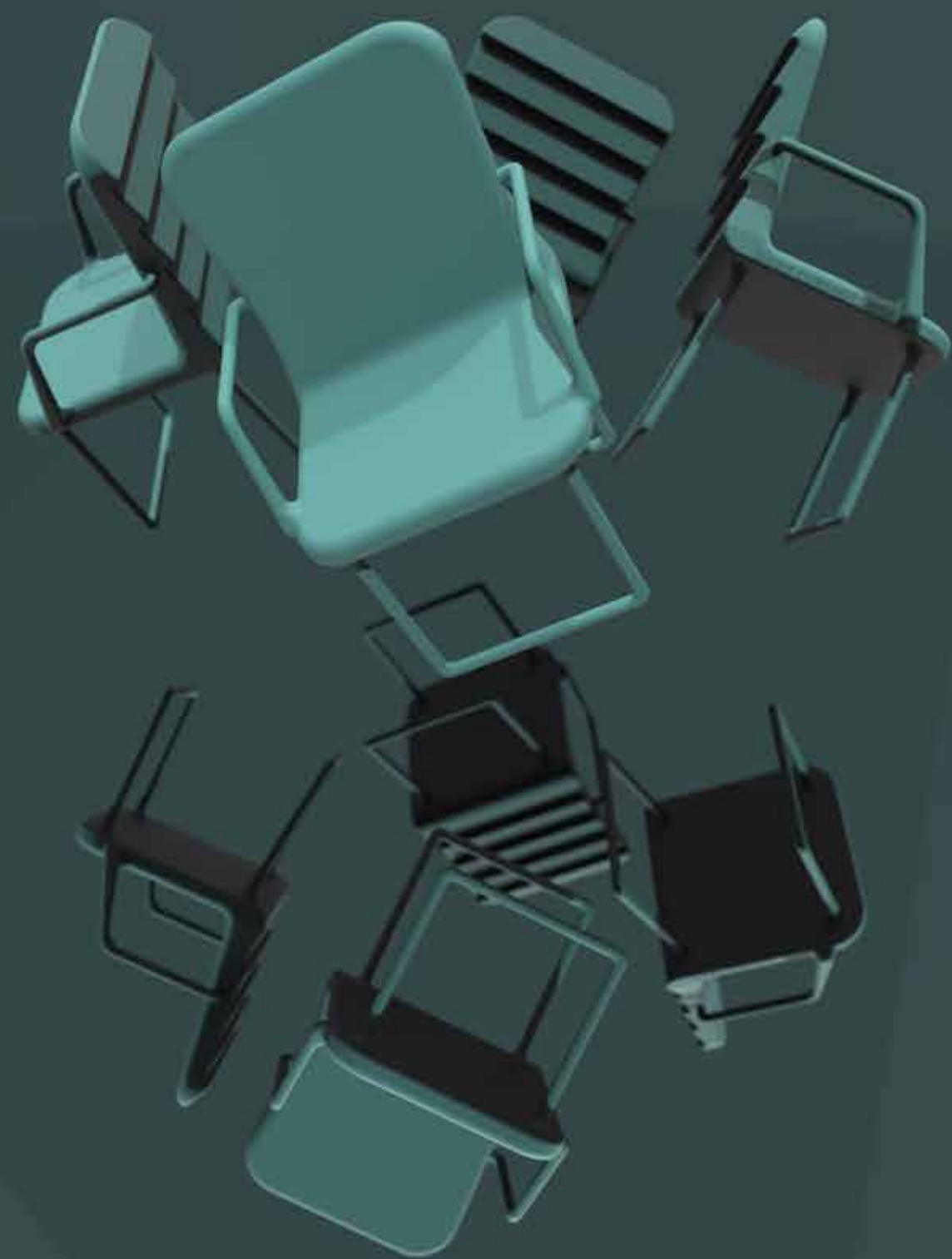


zaha

Zaha Hadid was a british Iraqi architect. She was described as 'The Queen of the Curve' in reference to the organic shapes she used so well in her work. One of her most famous works is the award-winning MAXXI museum of art in Rome. **The task is to design a piece of furniture that is both inspired-by and complementary-to the museum.**



Above are a collection of photos I took whilst visiting the museum. I used these as inspiration to influence the form of the furniture.





zaha

The brief was to design a piece of furniture inspired by, and for use in, Zaha Hadid's MAXXI Museum in Rome.

I wanted to make sure that the chair I designed represented the style which Hadid was most famous for, the fusion of natural curves with more brutalist forms.

To achieve this, I gave the chair a rounded front silhouette and then offset this with classically brutal louvres on the rear inspired by the ceiling of MAXXI. The legs of the chair are inspired by the supportive pillars at the front of the museum.



cavo

The brief for this project was to **design an electrically-assisted city bike to be used by students and young professionals in urban environments.** The bike should be lightweight and easy-to-carry. However, it should also be comfortable and a pleasure to ride as well as safe and relatively inexpensive.

5%

of uk adults cycle 2.5 times a week

30-34

year olds cycle to work the most

4%

of commuting trips are cycled

741,000

workers aged 16-74 cycle to work

Students

are the most common cycling demographic

50,000

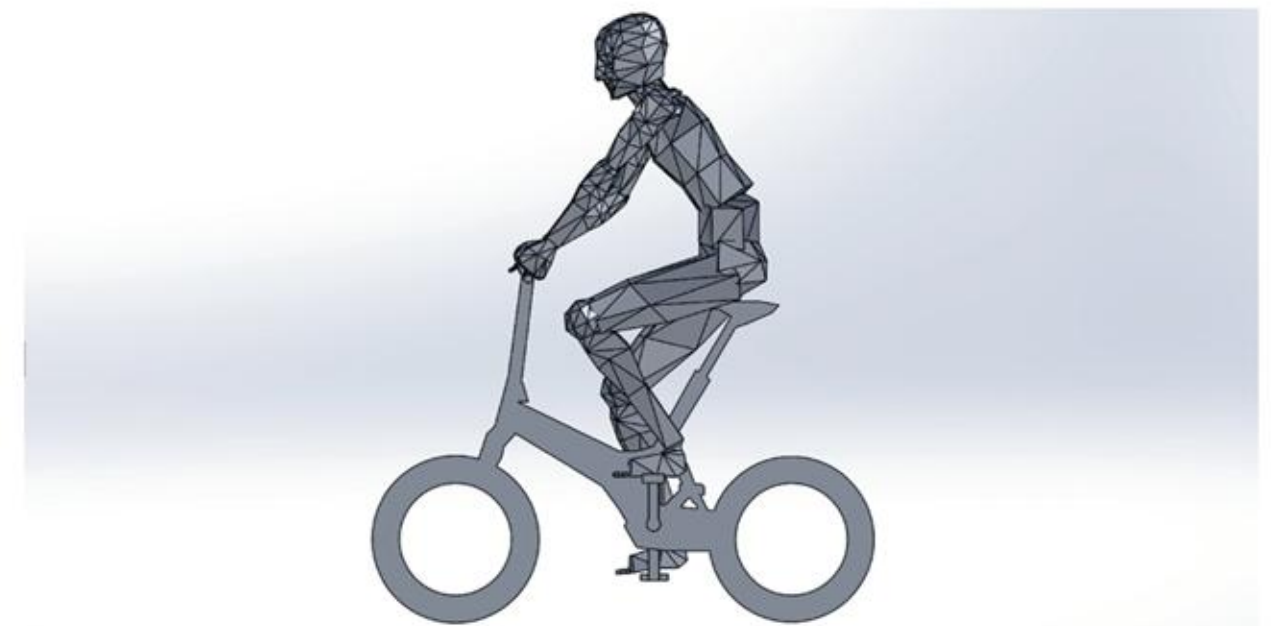
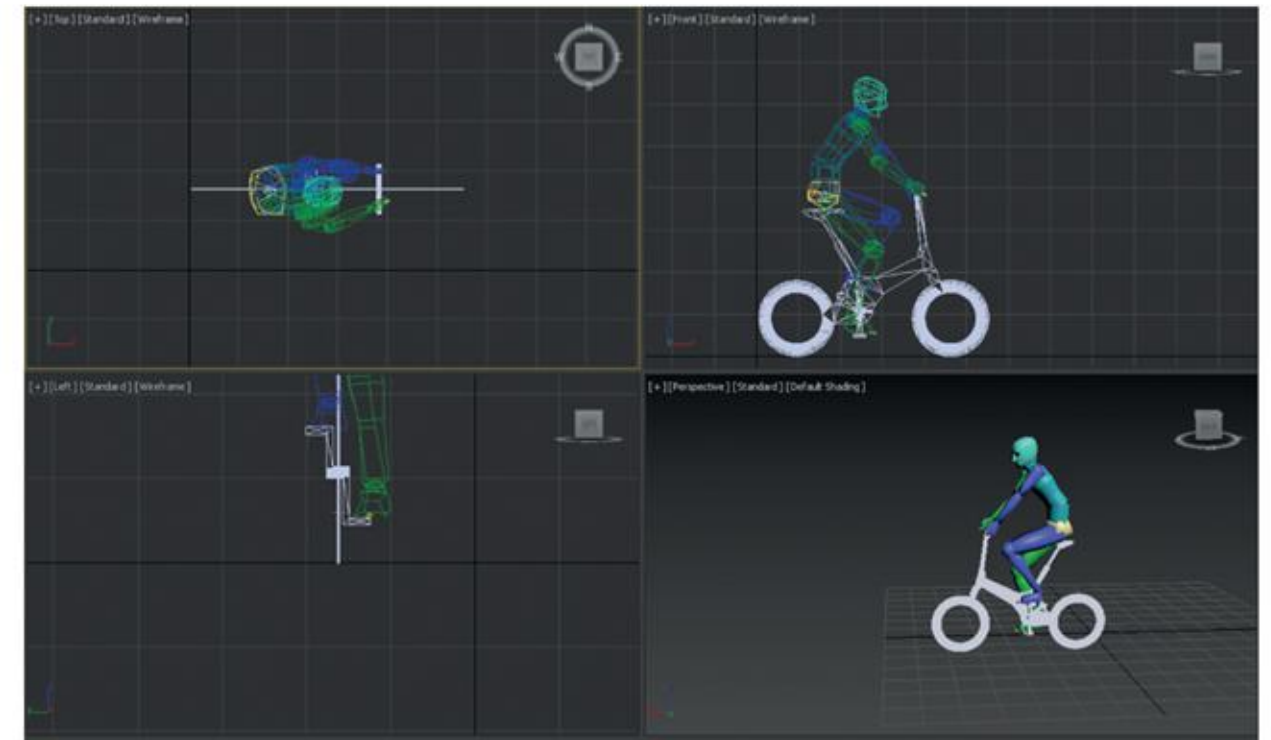
more cycle as part of a longer journey

£480

is the average price of a bike

I began by conducting some initial market research in order to inform my future design decisions and to gain a better understanding of the customer.

I also carried out some ergonomic tests in order to gain an understanding of the dimensions and ideal posture for the user.

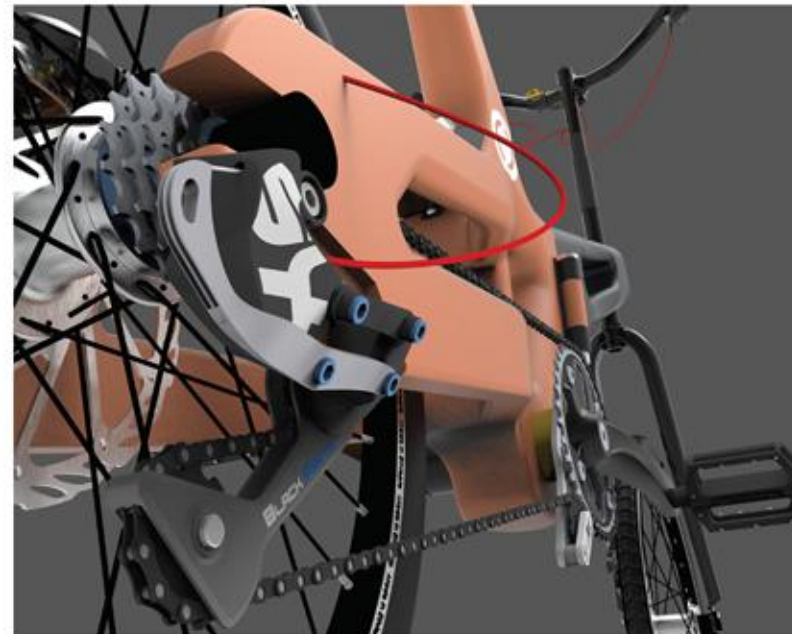




cavo

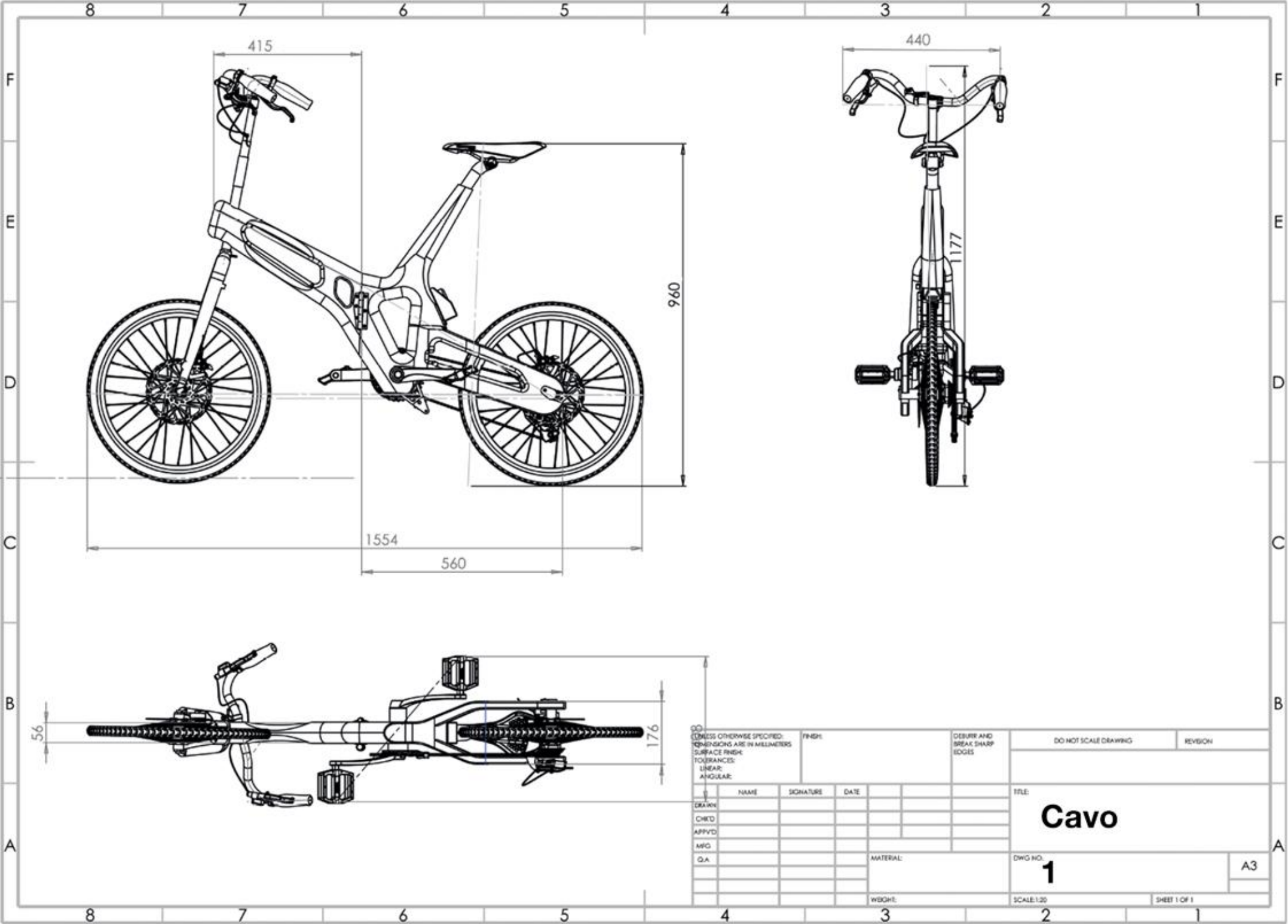
Cavo is the result of a university project to design an electric folding bike targeted at the urban cycling market and so included aspects such as front and back brakes as well as a front mounted, integrated headlight.

Cavo works with an electric drivetrain located around the pedal axel which allows a good amount of assistive power without adding excessive weight and bulk as the bike will likely be taken on public transport and so it was important that it was light. SolidWorks weight testing found that the frame weighs a very low 3.3kg.



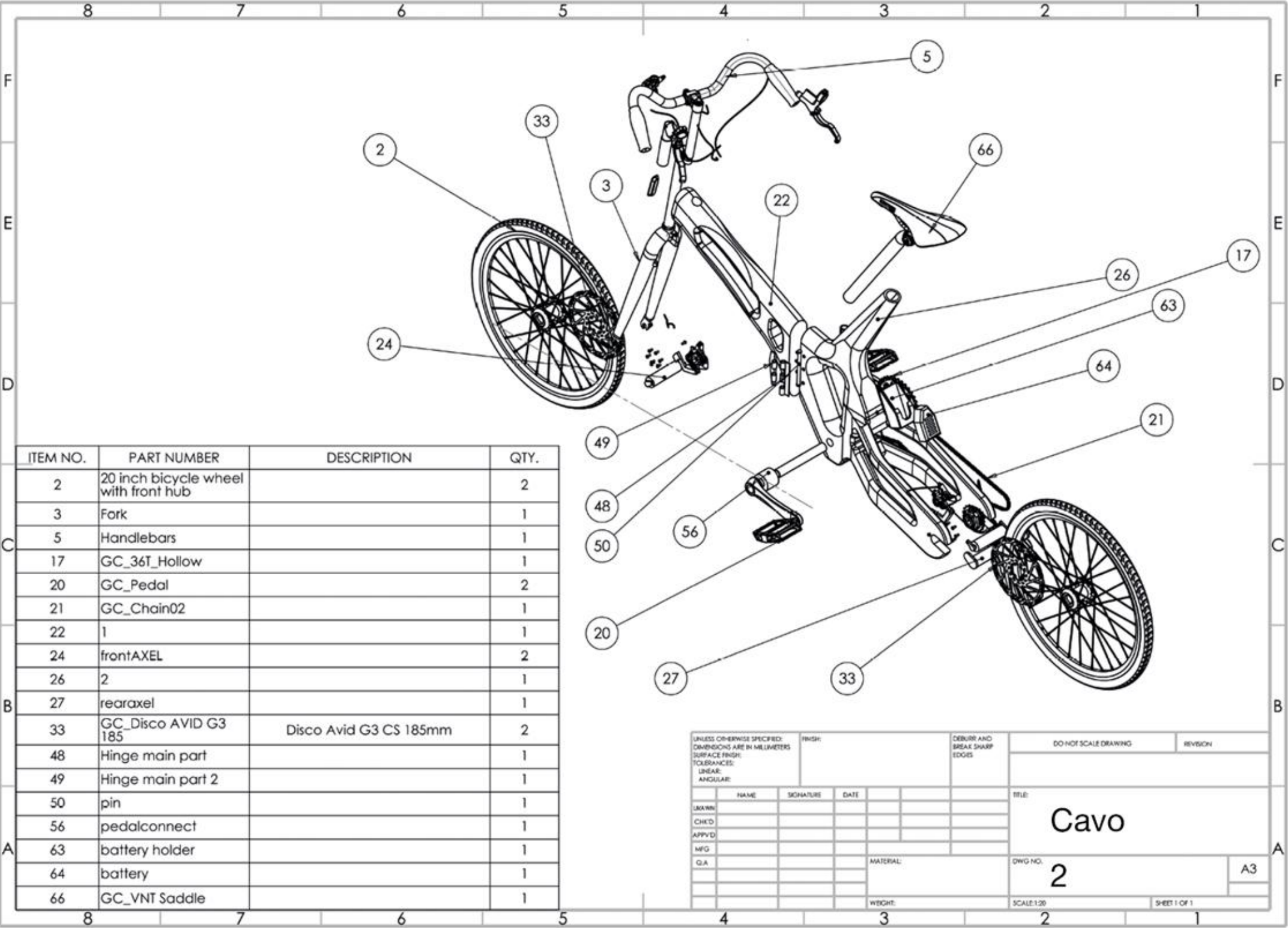
cavo

Below is the technical drawing for Cavo detailing all of the important dimensions.



cavo

Below is the balloon technical drawing for Cavo which identifies the component parts of the bike.



brewfitt

Brewfitt are a Huddersfield-based beer font manufacturer. This project is the result of a live university brief with Brewfitt. Brewfitt wanted us to **design an innovative bar font** which could potentially be used for a brand in the future to **increase sales**. The font needed to be targeted at **british millennials** and needed to work in a wide variety of establishments including pubs and clubs. In order for the font to work, there needed to be **enough room for the 50mm drink pipe to fit**. The font needed to have an integrated clamp. However, the actual tap didn't need to be designed as these are sold as a separate unit.



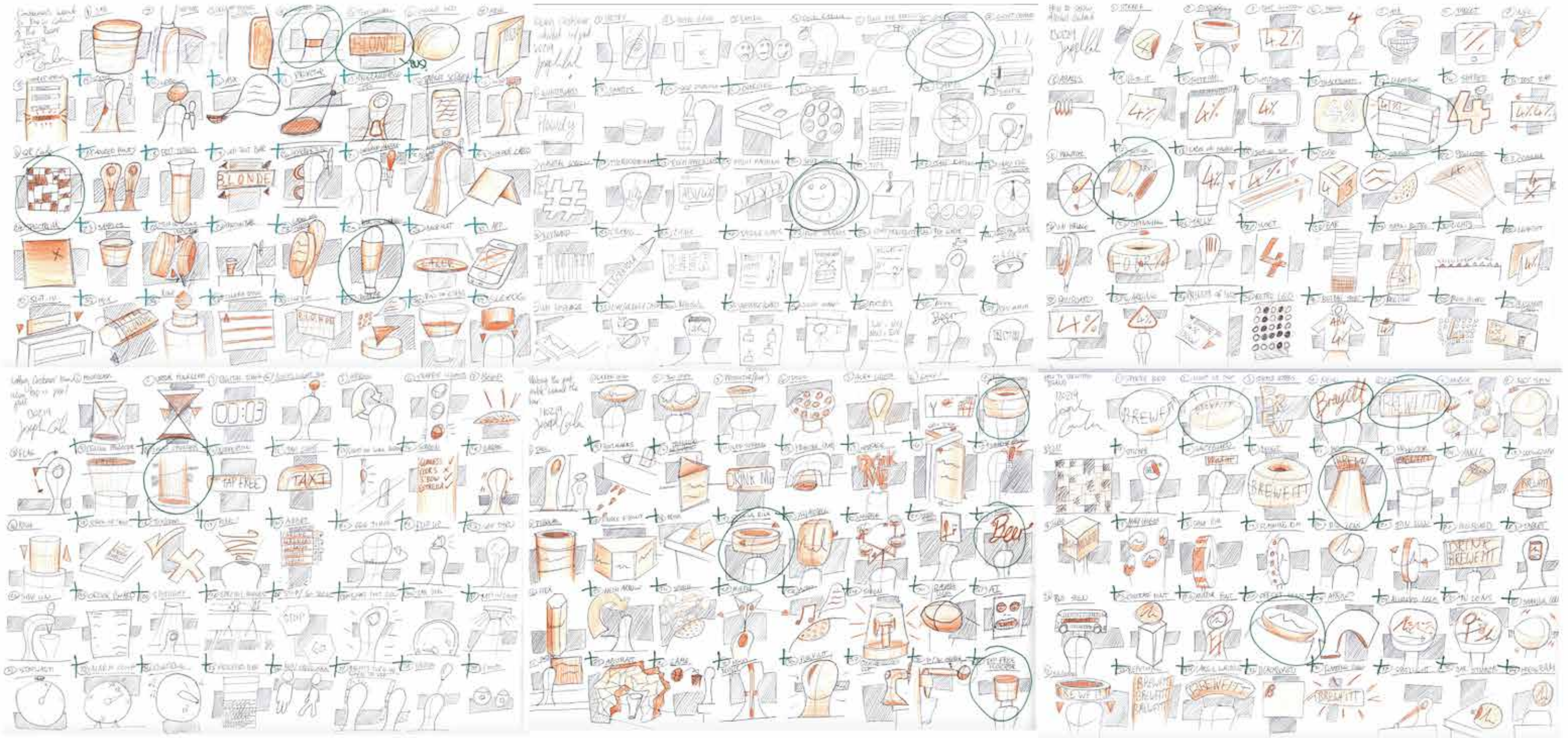
Some initial existing product research was carried out to identify competition and market trends

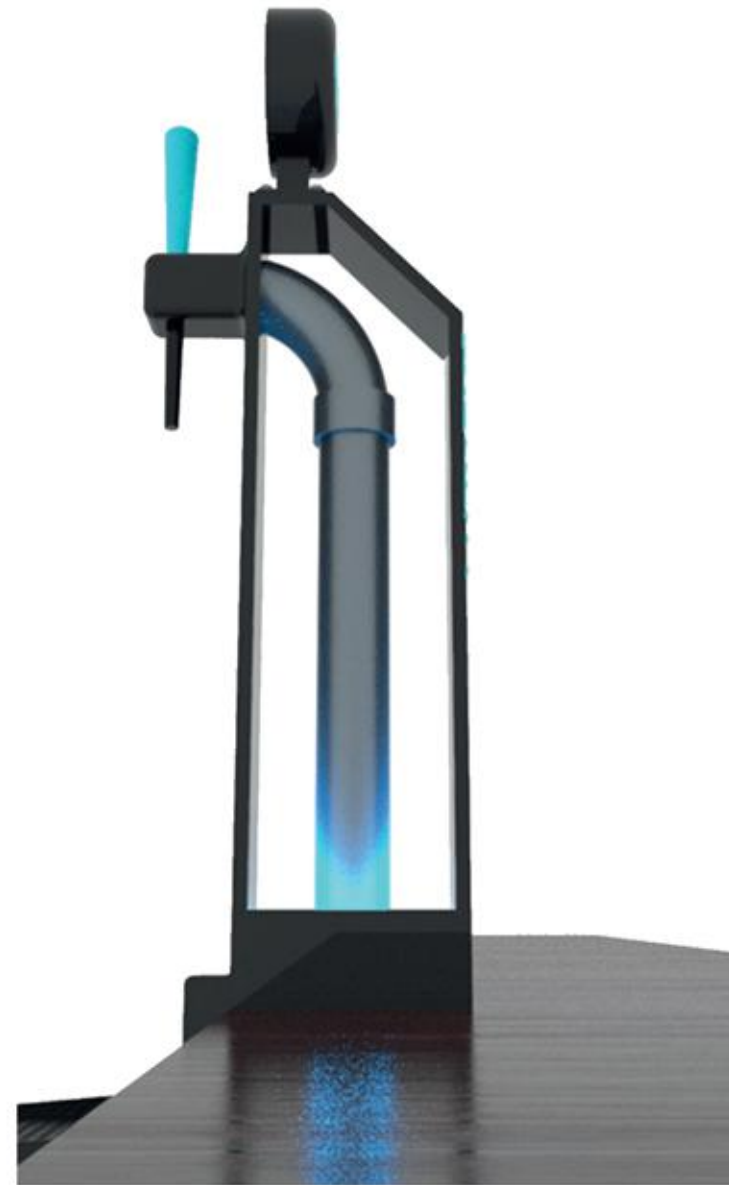


Research was also carried out into beer glass size as the font would have to be large enough to be able to fit all common beer glasses

brewfitt

Below are a selection of the drawings from the idea generation stage which yielded just under 400 separate ideas. From these, I then moved forward with a select few ideas to develop.





brewfitt

The brief for this project was to design an innovative beer font which could be used by a brand to increase sales.

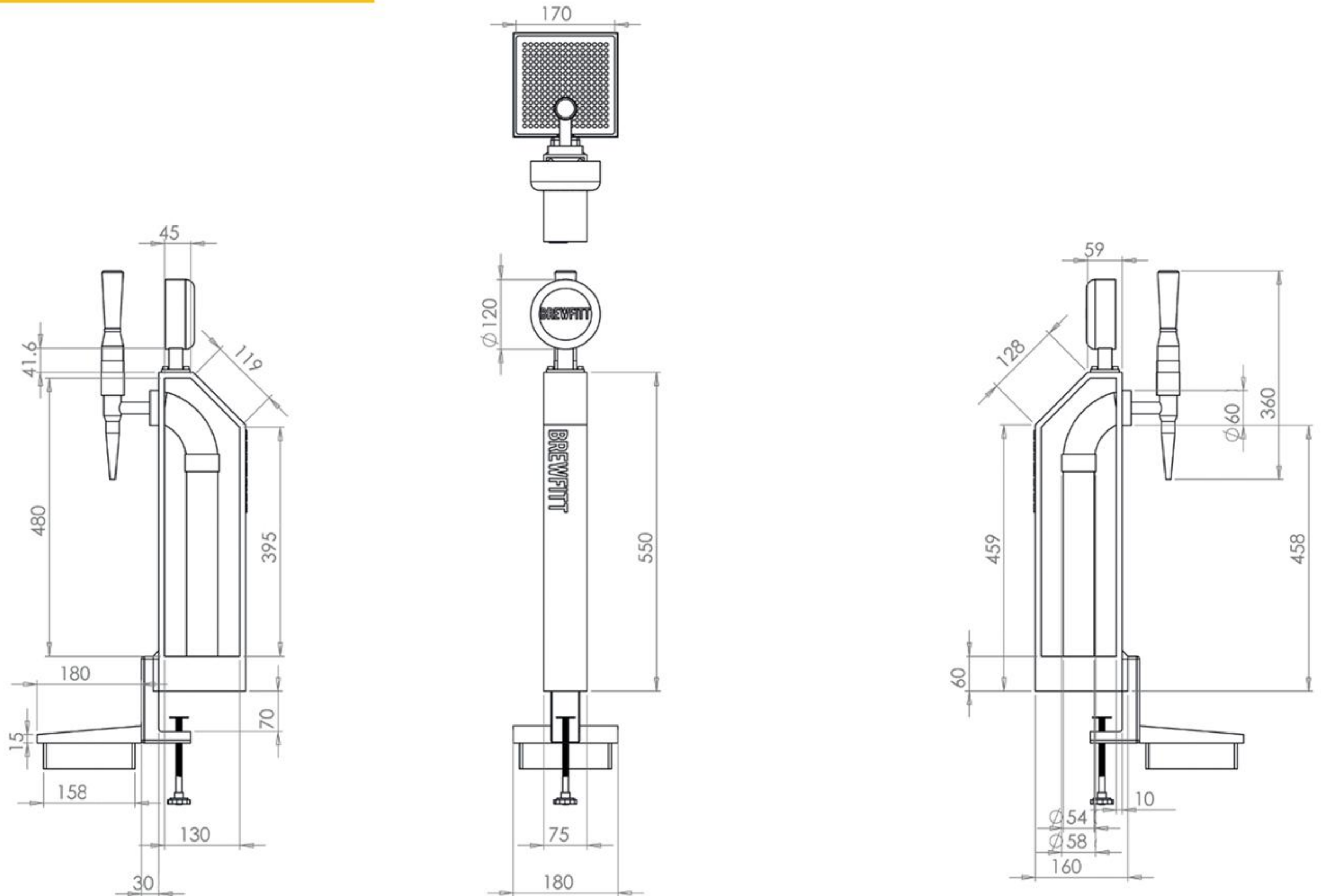
I decided to focus on the idea of cold. Specifically, ways of making the beer appear cold and refreshing to the consumer, as I found through research that this was the main attribute which attracts someone when ordering a beer.

I went for an industrial aesthetic with an 'exposed' pipe in a chrome effect which would allow for condensation build-up from the cold beer within. As most beer fonts are present in low-light venues, I also included a turquoise upright which would illuminate the pipe in a cool tone and further accentuate the cool condensation.

A model was produced in order to be able to test the dimensions and ergonomics, as well as visibility of the font on a bar

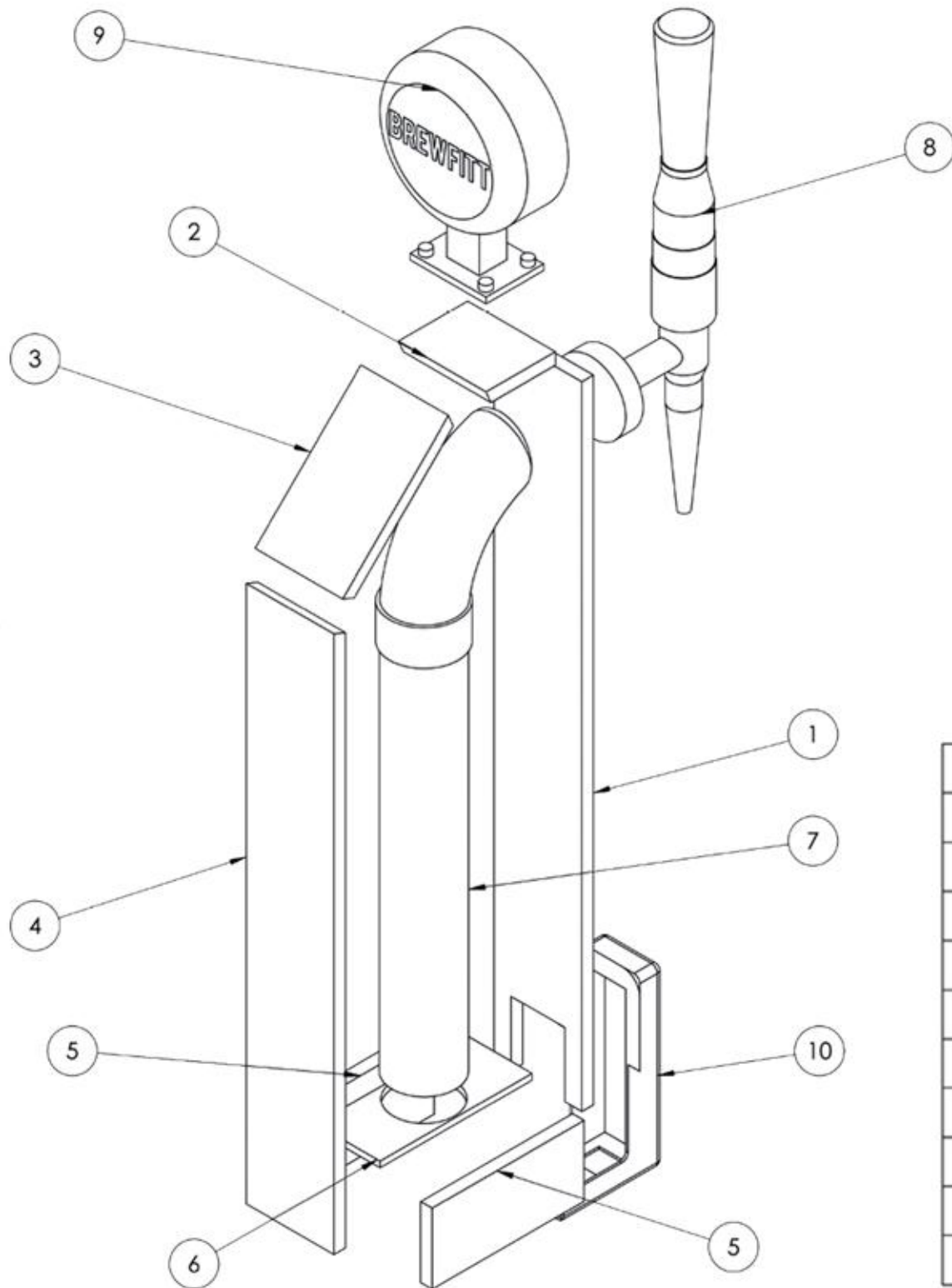
brewfitt

Below is the GA drawing detailing the dimensions of the font.



brewfitt

Below is the balloon drawing for the Brewfitt font which details the separate parts for construction.



ITEM NO.	DESCRIPTION	QTY.
1	Frame Back Piece	1
2	Frame Top Piece	1
3	Frame Top-Angled Piece	1
4	Frame Front Piece	1
5	Frame Bottom Pieces	2
6	Frosted Light Cover	1
7	Tubing	1
8	Tap	1
9	Badge and Badge Holder	1
10	Clamp	1

polarpak

Carrying excessive weight when hiking can be a major problem. It puts hikers at an unnecessary risk of back pain as well as reducing the enjoyment of the experience. **The task is to design a product which will make carrying equipment when hiking more enjoyable and put the user at less risk of injury.**



A person should carry no more than 10% of their bodyweight when hiking. This equates to 8kg for the average englishman and 7kg for the average englishwoman.



The recommended water intake is **1 litre every 2 hours** when hiking. This means that on long hikes, a large proportion of the weight can be taken up by hydration as 1 litre of water is equal to 1 kilogram.



88% of hikers said that carrying weight was a major problem when hiking. The issue is that all of the weight carried is at the rear of the hiker, in a backpack, and so this can put great strain on the back. By transferring some of this weight, the dangers could be lessened or avoided altogether.

polarpak

The testing phase was very helpful in this project. By creating some initial sketch models, I was able to test the concept of transferring weight to the front of the hiker to create a balance with the weight in the backpack.

I then created a photorealistic model to test the form and ergonomics of the product. This stage allowed me to properly visualise the product and test the attachment method.



Photorealistic model



Initial sketch models





polarpak

The brief was to design a product which would make hiking more enjoyable. To achieve this, I decided to tackle the issue of weight distribution. Polarpak holds 2l of water and mounts onto rucksack straps using velcro loops. This means that 2kg that would have been held in the rucksack, putting strain on the user's back, is now front-mounted, thus improving the distribution of weight and reducing the strain on the user.

Polarpak is constructed from polyurethane which gives it a flexible yet durable finish. The strap system means that Polarpak can be used on any hiking backpack making it accessible to the whole market. The colourway has also been designed to blend in with a wide variety of backpacks so as not to damage the existing aesthetic.

graphic

Below are a collection of commercial graphic design and branding projects which I have carried out.



This is a logo which I designed for a scientific conference at the University of Copenhagen. Logos for events such as this are often uninspiring and bland and so I wanted to create a bold and playful image to challenge this standard. To do this I coupled a cartoon-inspired pictorial element with a strong typeface in a series of vivid colours.

The client was very happy with the result and said that the against-the-grain style of the logo really stood out and helped it to get noticed.



This is a logo I designed for an independent knitwear brand based in Copenhagen. I decided that an origami-style sheep pictorial logo would be an effective means of showing the artisanal craft and skill at the heart of the business. Finally, I coupled this with a minimal sans-serif font to create a contemporary brand which speaks to the modern take on a traditional technique which Paper Sheep represents.

graphic



This is the result of a brand consultancy project with German company Werbat. They came to us after receiving some negative feedback from salespeople in India and Nigeria. The feedback said that the current label on their products (top image) came across as looking very cheap and 'unprofessional.'



We told them that this was most likely due to a difference in cultures as in India and Nigeria, minimalism is anything but stylish. I then carried out some research into colour connotations and found that red and yellow are both very attractive and meaningful colours in these cultures and that black should be avoided at all costs.

We translated this information into a new label proposal (bottom image) which is now being used by Werbat in these markets to great success.

links



freelance design studio

<https://www.thisiskosmo.com>

photography

<https://vSCO.co/josephfconlon/gallery>

<https://www.instagram.com/josephfconlon/>