

# DESIGN DEVELOPMENT

Design development is progressing your design from an initial idea towards your final design.

It can be done through working in your sketchbook, through modelmaking, or however you like...

Once you have your key idea / theme / inspiration - we need to transform that into a workable design. It might be that you have a pretty fully formed idea already, or it might be that you have gathered some inspiration, images, brainstorm or a mood board, and now need to refine those ideas...

If you have a pretty clear idea already - try putting this into real life - either on paper or as a model - the goal is to make sure that what is in your head a) works, b) is as good as you thought it was, c) is the best version that it can be...

Use your brief to keep you on track - if you want to make something for a friend who has a relatively conservative style, you want to make sure that you don't get carried away too far going too large, or bright, you probably want to stay fairly subtle, you also need to make sure that, for example the piece isn't getting too heavy to wear, or too expensive to make.

Try different; -

**SHAPES** - pick different variations from your initial source material / idea to play with - try drawing or painting ideas from your research in different medium / different ways, try playing with a few of your favourite shapes / elements picked from your research

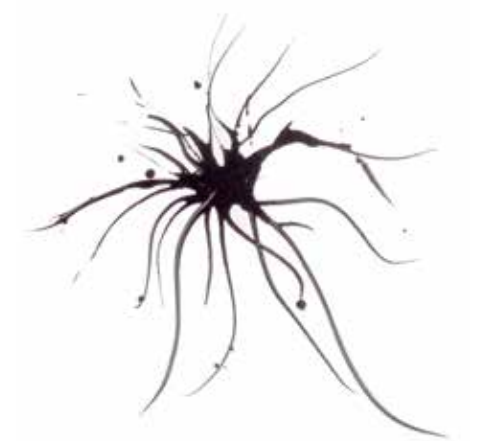
**SCALES** - from outrageously oversized to tiny and dainty - how does the size change the design

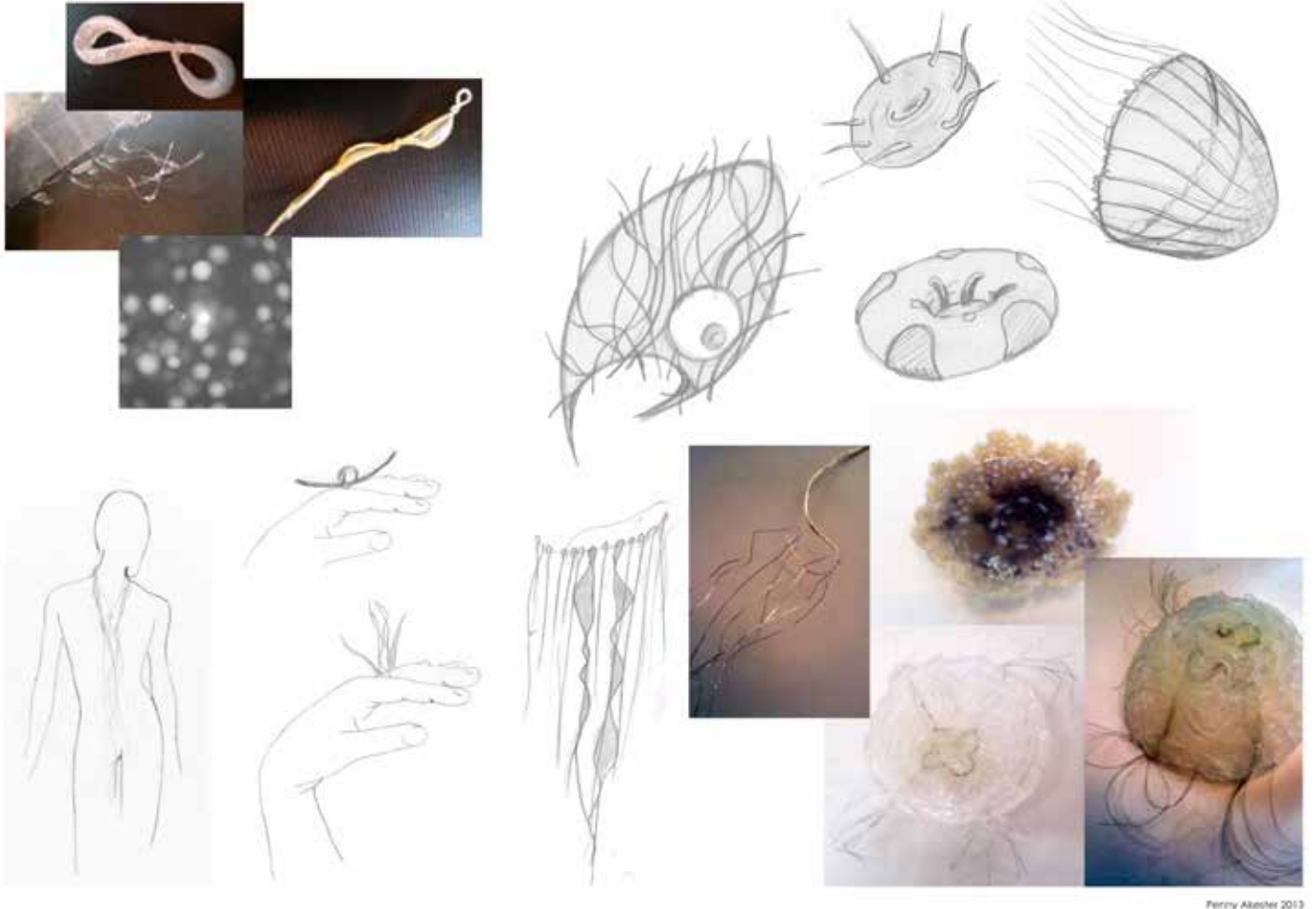
**PROPORTION** - how different elements of your piece relate to each other - if one part is oversized and another kept smaller, does that work better, or not

**REPETITION** - if you have a particular shape and repeat it, and add or layer them together in different ways - how might that work

**POSITION** - by placing your shape in different areas of the body, does it give you different ideas?

**MIRRORING, ROTATING** - what happens if you change





how you look at your shape - turn it around, repeat it at different angles - tracing paper can be helpful!

**DETAIL** - if you add in extra details, or remove some of the details - does this give you more / better ideas?

I find it easiest usually to start with drawing / doodling in my sketchbook, then branching out into 3D modelling, and from there, swapping back and forth between drawing and modelling, and then eventually testing or sampling with the actual materials that i decide to work with.

Once you get some initial designs / ideas down, then try thinking about making them - try experimenting with different materials, even if they are not necessarily related to your intended final material - if you have a line drawing, but try creating that form in clay, you'll get a different result and different options than if you try working in plasticine or clay...

The images on this sheet show a small snapshot of my development work for a particular project - from my initial brief, and mood boards, I identified jellyfish as a key inspiration for the designs. I went to an aquarium to draw jellyfish... I then at home experimented with modelling and painting imaginary jellyfish... Next, I went into my sketchbook to draw some ideas, and then played with materials - experimenting with silicone bath filler, wire, mesh, and threads to create my own jellyfish, then back to paper, to draw jellyfish forms onto the bod. Eventually this turned into a collection using rubber, coloured threads and silver...

