

**Brief :** A new range of gyms is being proposed by the company, 'NRG'. NRG is hoping to attract people to make healthy lifestyle choices and engage in sports and fitness activities. Initial market research has identified that people are looking for a gym that is welcoming, bright and encouraging with images of healthy, positive role-models.



## Analysis

The company 'NRG' want a variety of designs, to promote their new gym. As part of a design task, I must model a reception desk. 'NRG' are looking for a style that reflects their aim, to promote a healthy lifestyle. The reception desk must include a drawer component, and must look sleek and professional. It must express a welcoming, and bold atmosphere, and appeal to a mixed gender, fit and positive target market.

## Environment Style



The 'NRG' gym and reception environment should attract the target market, and encompass the positive healthy aim of the gym. The reception environment must let in a lot of light, in order to capture a bright and welcoming atmosphere. The reception desk will be the centre piece and must fit in with its surroundings.

## Target Market



The 'NRG' gym is targeted at people who follow a fit and healthy lifestyle. It should be a bright and welcoming environment, encouraging a positive mindset, and a strong work ethic. The desk must be sleek and modern, while taking into account ergonomics and safety. Aesthetics will play a large part in my design.

## Promotional Display Item

I looked at sketches of wall-mounted, tabletop and floor stand promotional display in order to see how they fitted together, and each separate panel. Existing display stands already on the market gave me ideas for layout and colour. The display item must again appeal to the target market, and promote a positive and healthy lifestyle.



## Typeface & Logo

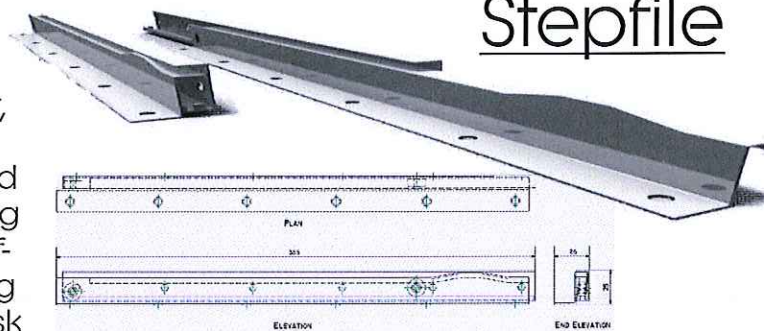


The logo of 'NRG' was provided in the brief, and must be kept exactly the same in all designs and layouts. The typeface that was provided - 'Birth of a Hero' was unavailable on the software, so I picked a similar font, to capture the mood the brief was looking for. The font I chose was 'Beatnik SF'

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The reception desk must include a drawer component, working on runner, which were supplied in the brief. The sizing of the runners will affect the overall sizing of the reception desk



## Colour

These are the colours provided by the brief, and therefore will be the running colours throughout my desk, promotional display and environment.



## Task List

Research

Brief - TM - Typeface - Products - Environments

Concept Ideas

3D Sketches showing how 6+ Parts fit together.

Manufacturing

2D & 3D Sketches to inform manufacture (Loft & Sweeps) - Render to show materials

CAD Pictorials

Assembled -Exploded - Components

CAD Rendering

Show realistic reflection, shadow and representations of texture and material

CAD Illustration

Create packaging using Serif - Include CAD illustration of model

Environment

To enhance product in a situation (shop/room etc)

DTP Display

Promotional display to advertise the gym, wall mounted, tabletop or floor stand

## Existing Market



I explored the existing market of reception desks, to gather together ideas for this particular aspect of the design task. I researched a variety of modern designs, looking at shape, colour and texture.



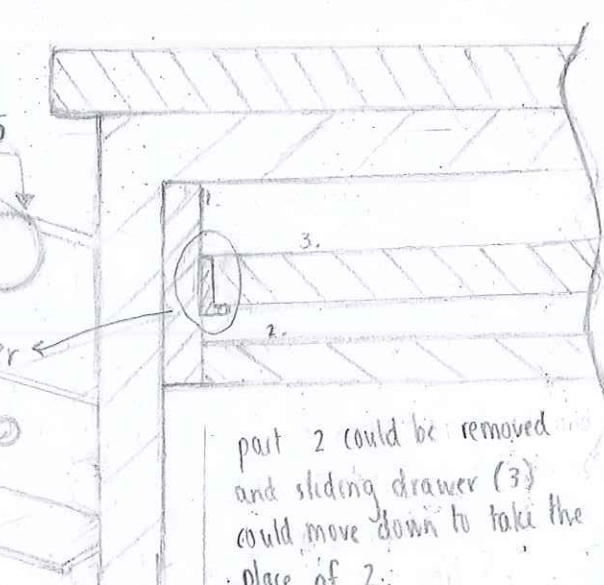
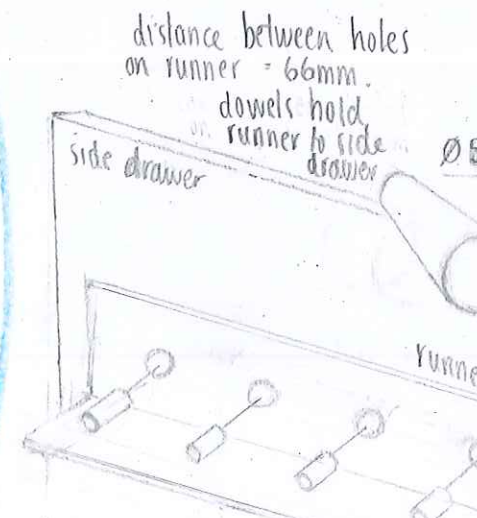
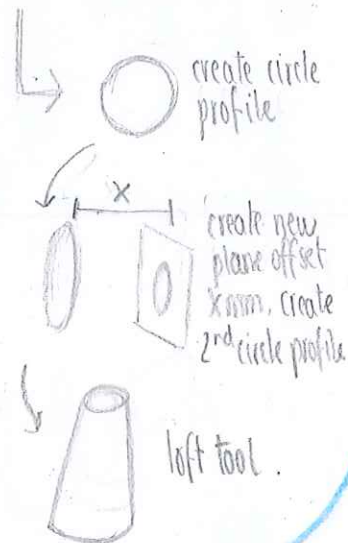
# NRG Concept Ideas



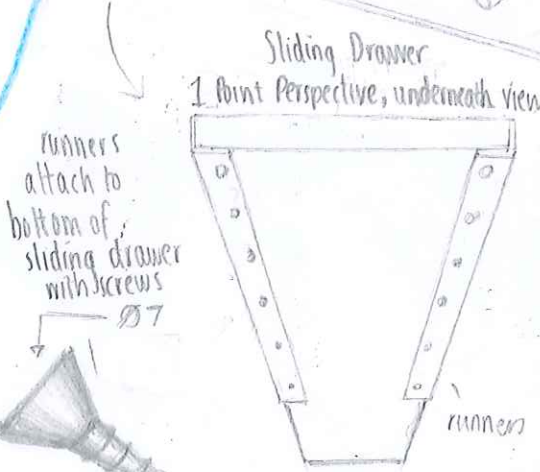
## Idea 1

exploded sketch to display how legs fit into desk

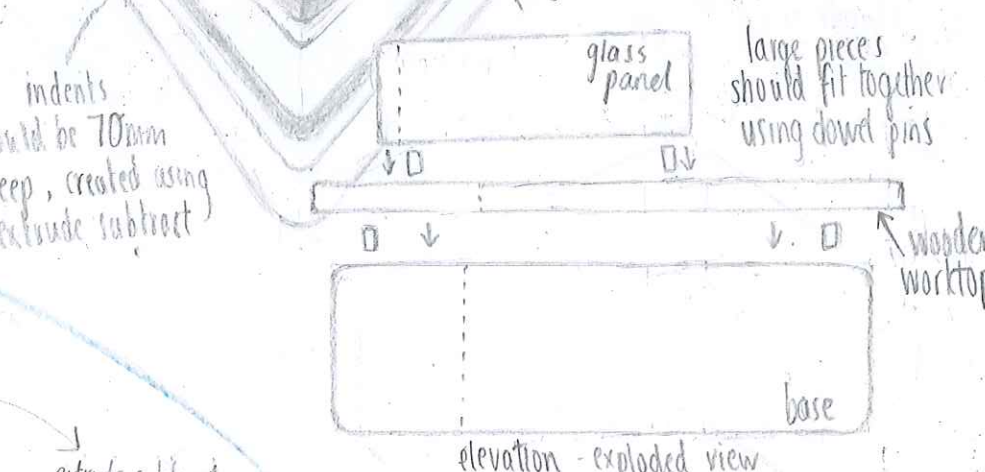
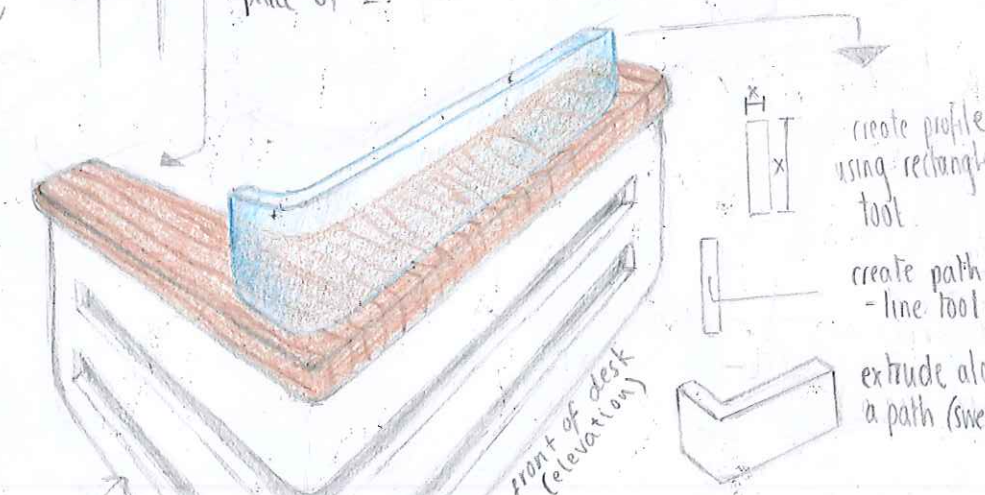
design could involve loft by making legs wider at bottom than where they fit into desk



drawer component within desk made up of 4 parts, 3 depicted in part sectional, runner for sliding drawer, keyboard sits on top, pieces should fit together with dowel pins



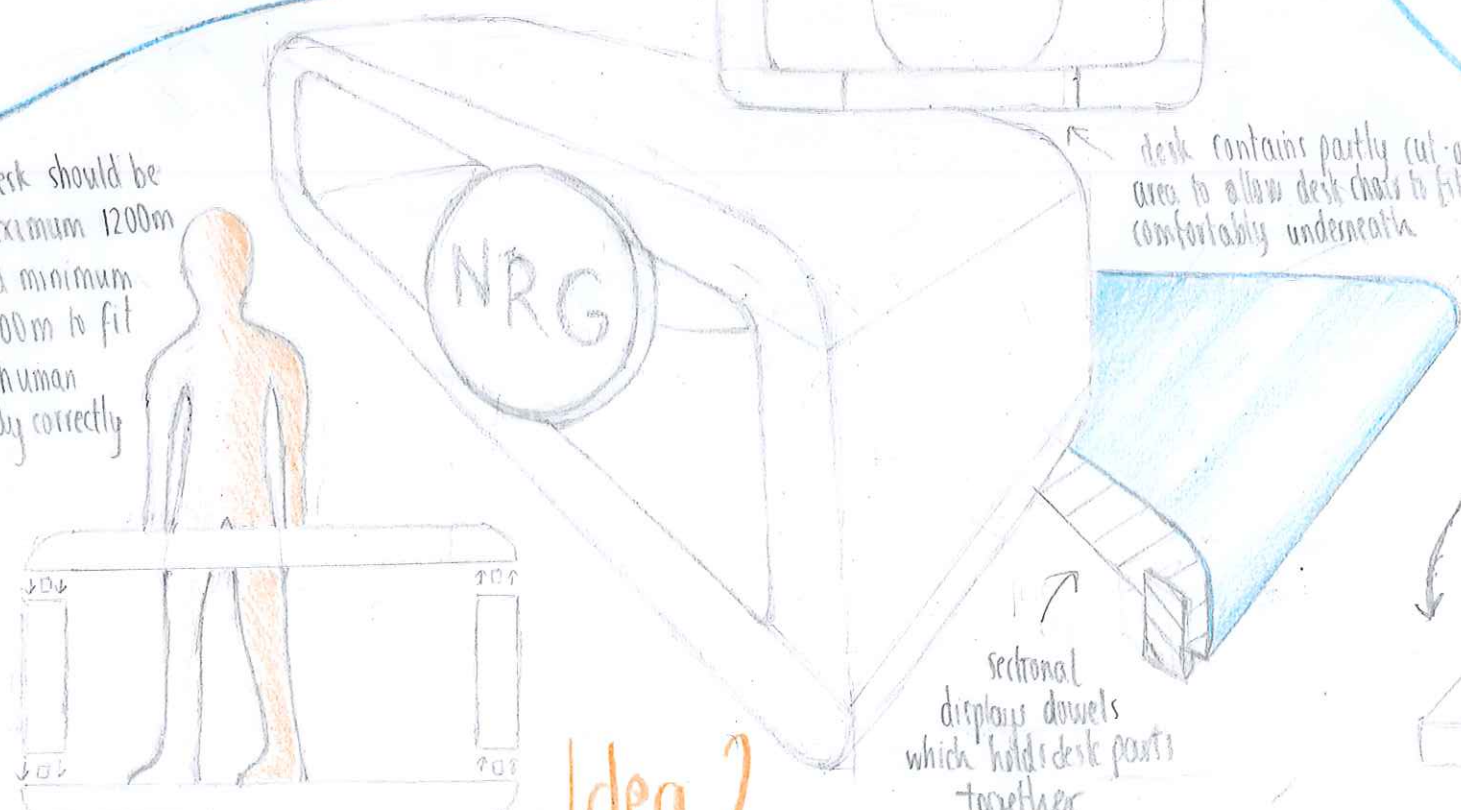
sliding drawer must be at least 430mm wide to comfortably fit leg board



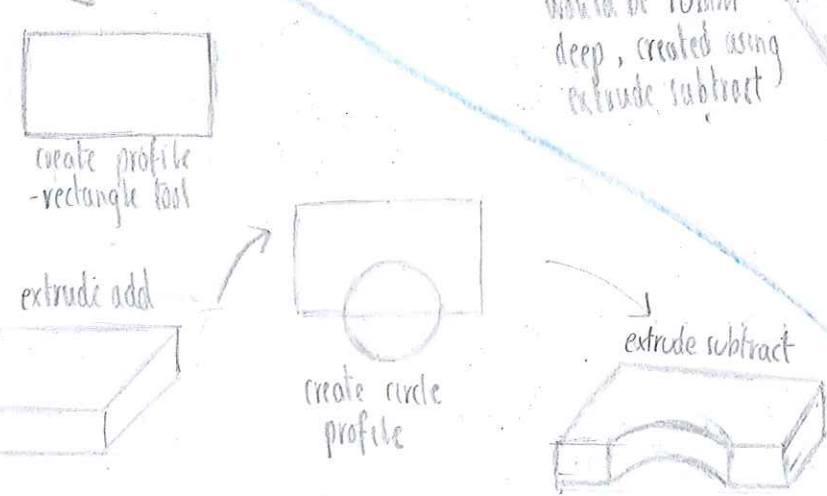
## Idea 3

## Idea 2

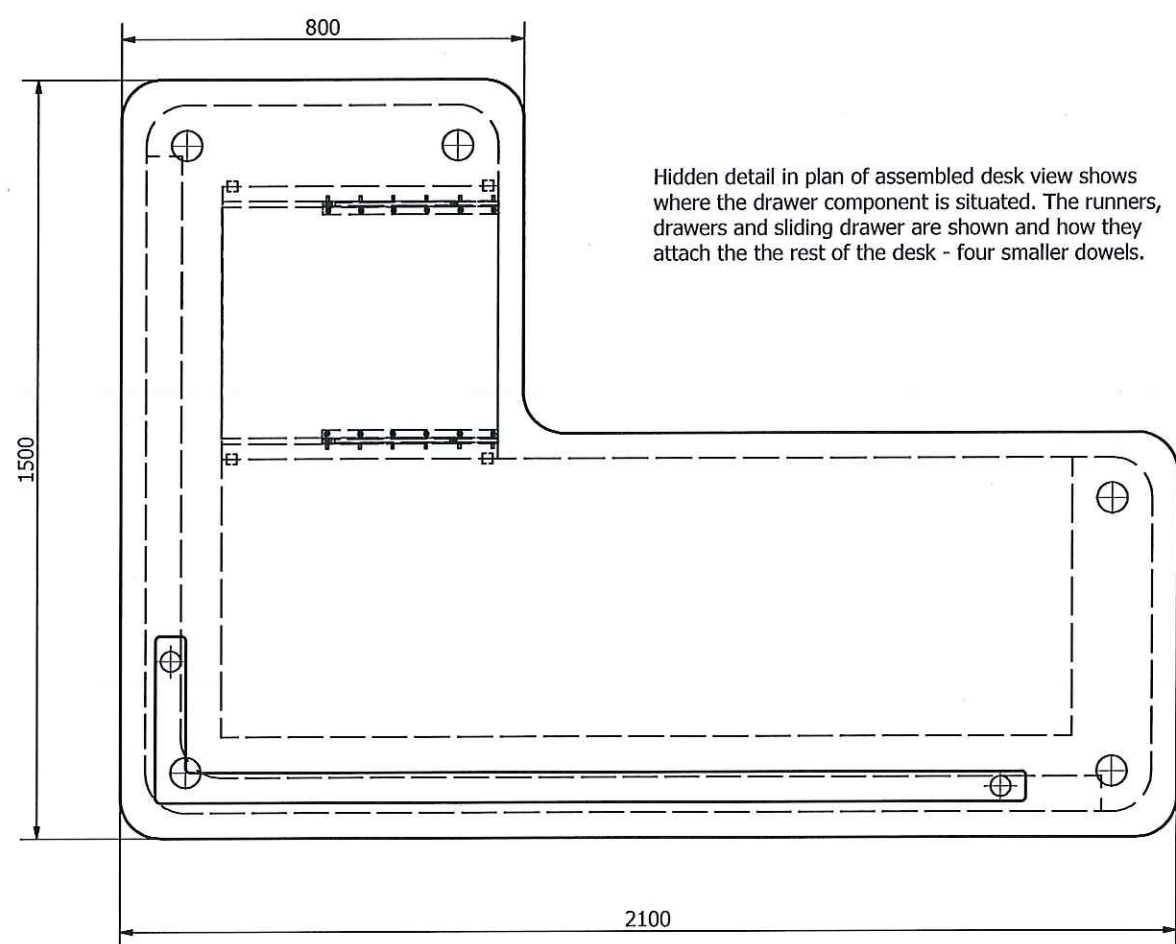
desk should be maximum 1200mm and minimum 1000mm to fit to human body correctly



desk contains partly cut-out area to allow desk chair to fit comfortably underneath

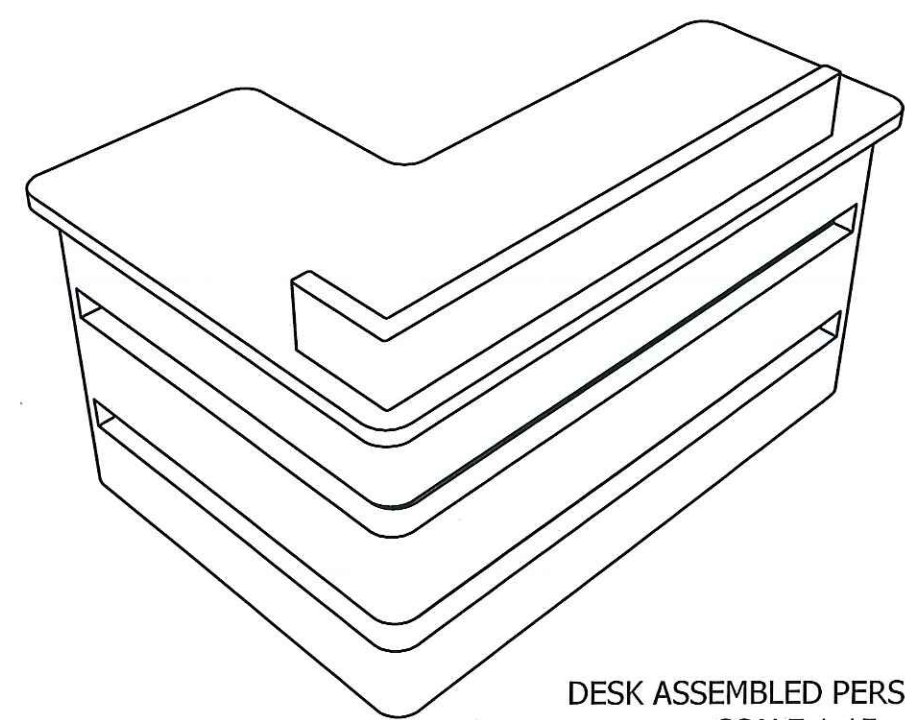




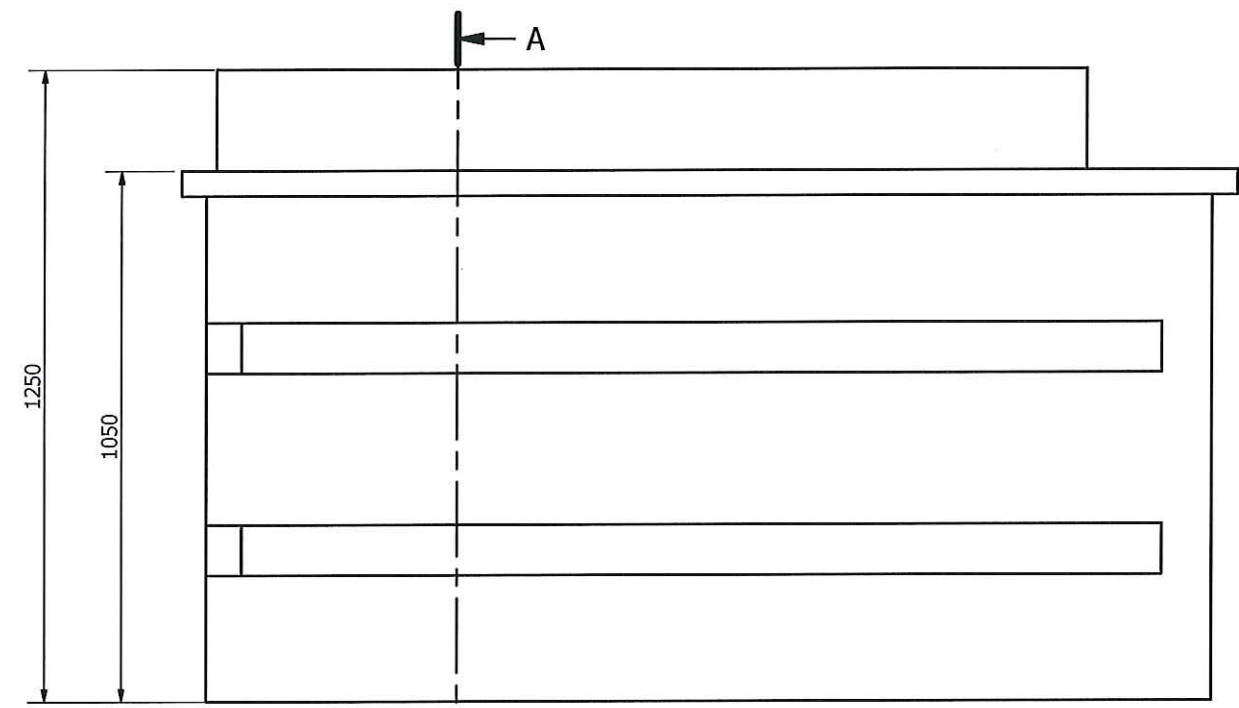


Hidden detail in plan of assembled desk view shows where the drawer component is situated. The runners, drawers and sliding drawer are shown and how they attach the the rest of the desk - four smaller dowels.

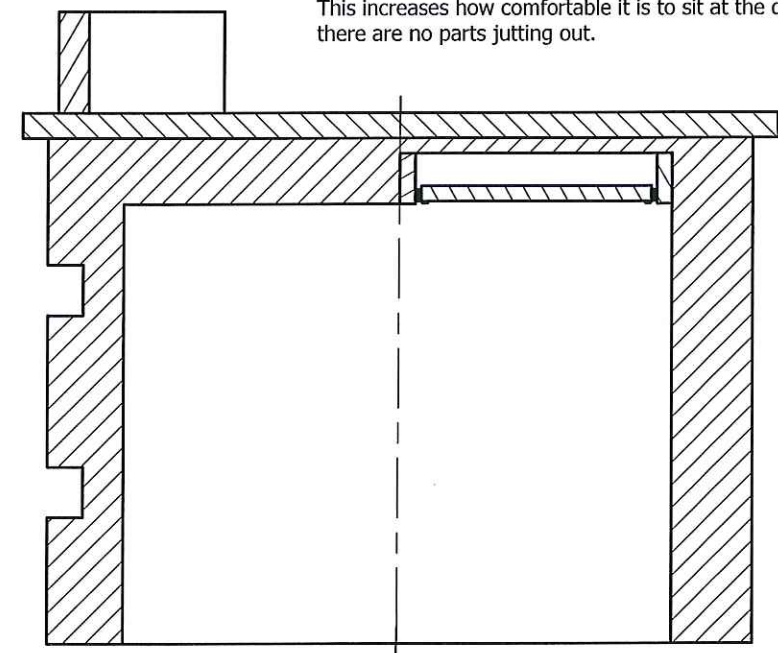
PLAN



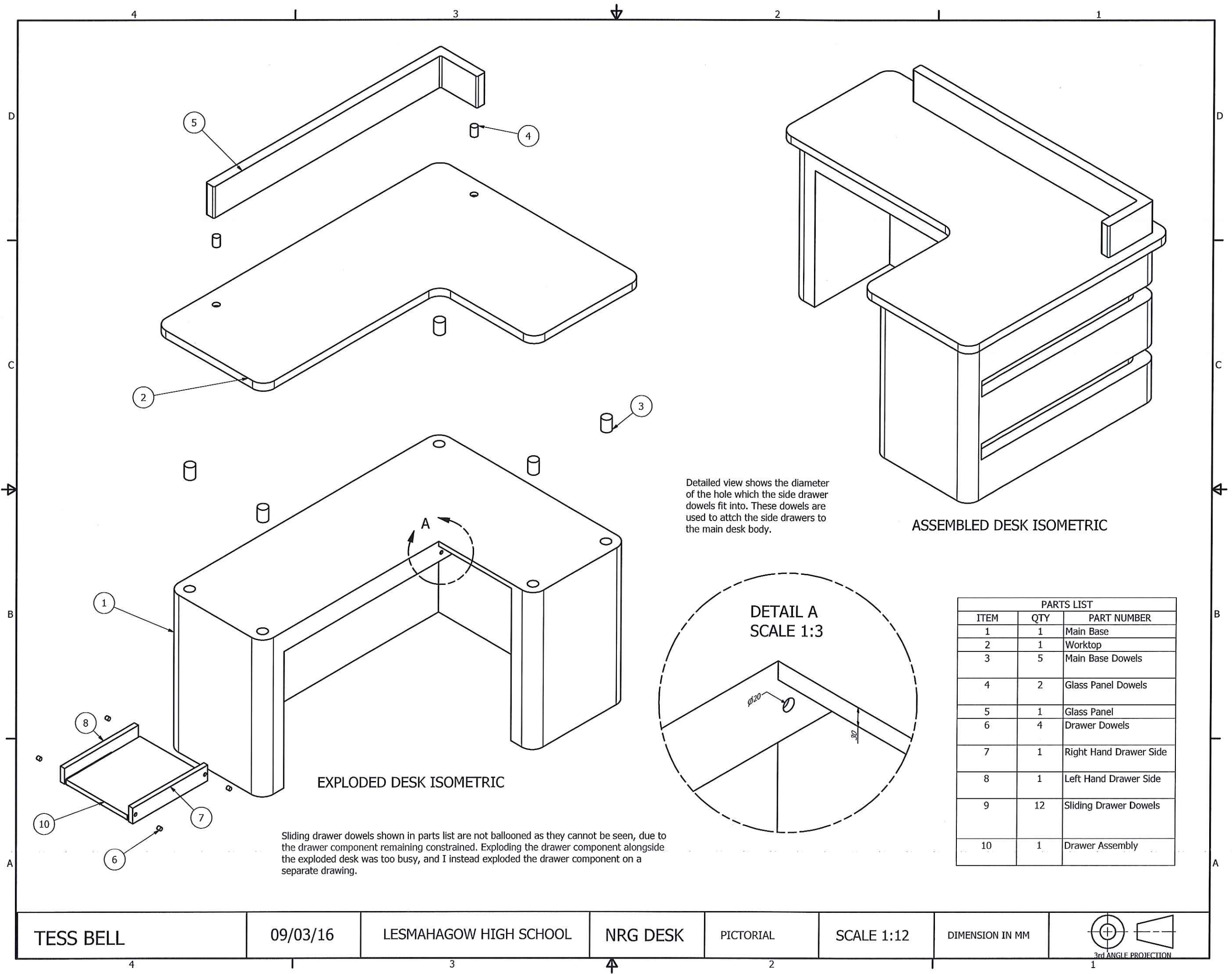
DESK ASSEMBLED PERSPECTIVE  
SCALE 1:15



ELEVATION



SECTION A-A



Detailed view shows the diameter of the hole which the side drawer dowels fit into. These dowels are used to attach the side drawers to the main desk body.

DETAIL A  
SCALE 1:3

EXPLODED DESK ISOMETRIC

ASSEMBLED DESK ISOMETRIC

Sliding drawer dowels shown in parts list are not ballooned as they cannot be seen, due to the drawer component remaining constrained. Exploding the drawer component alongside the exploded desk was too busy, and I instead exploded the drawer component on a separate drawing.

TESS BELL

09/03/16

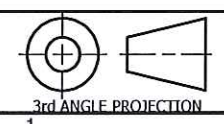
LESMAHAGOW HIGH SCHOOL

NRG DESK

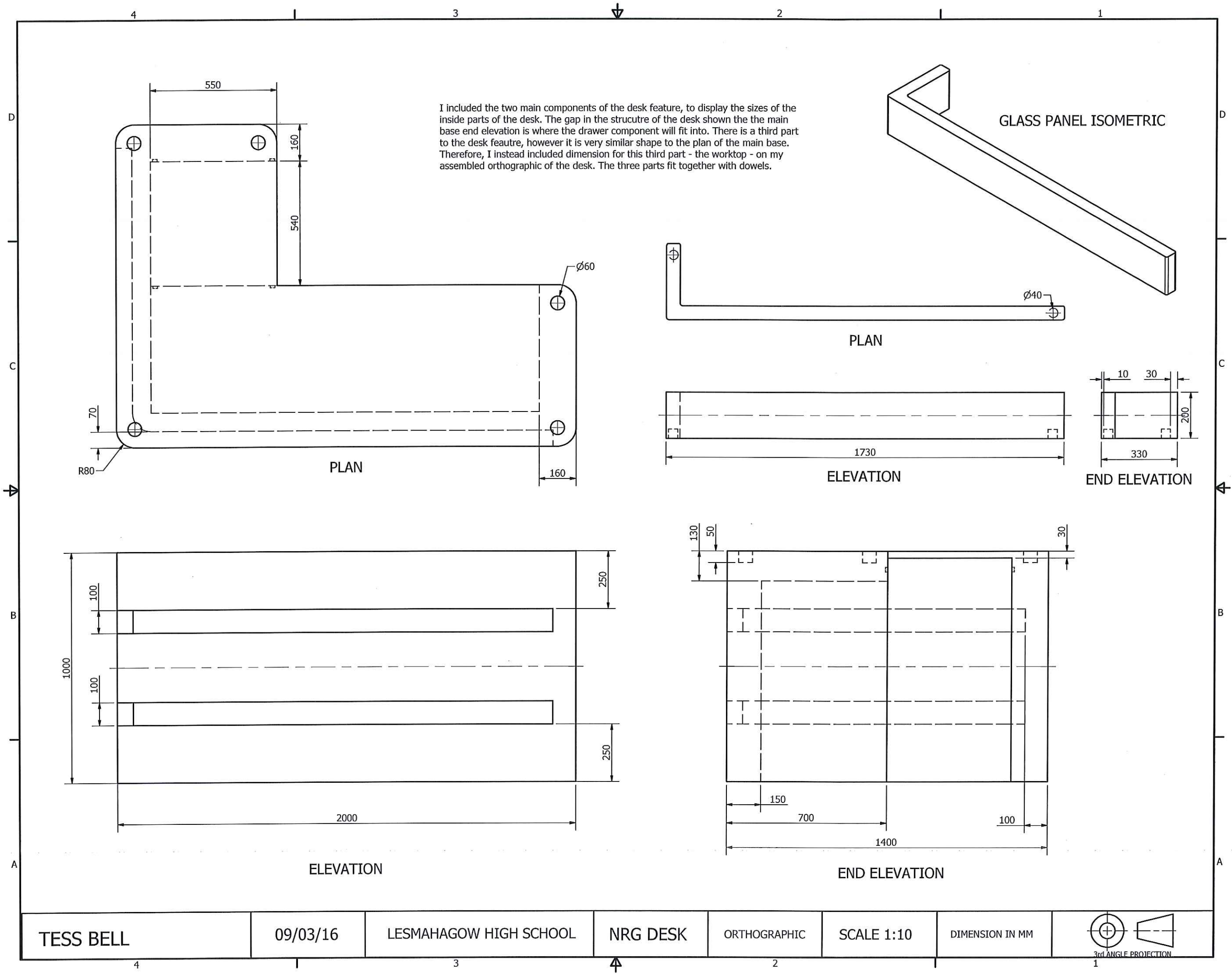
PICTORIAL

SCALE 1:12

DIMENSION IN MM



3rd ANGLE PROJECTION



TESS BELL

09/03/16

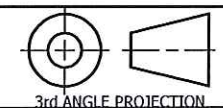
LESMAHAGOW HIGH SCHOOL

NRG DESK

ORTHOGRAPHIC

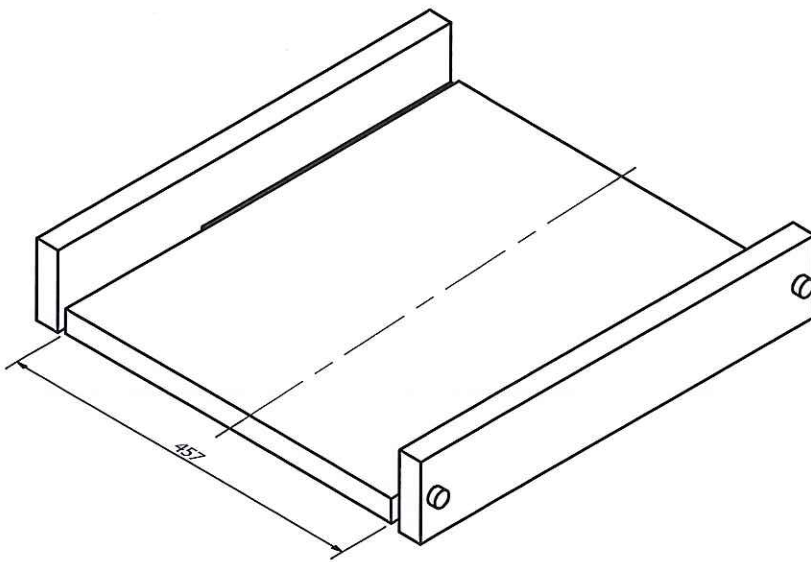
SCALE 1:10

DIMENSION IN MM

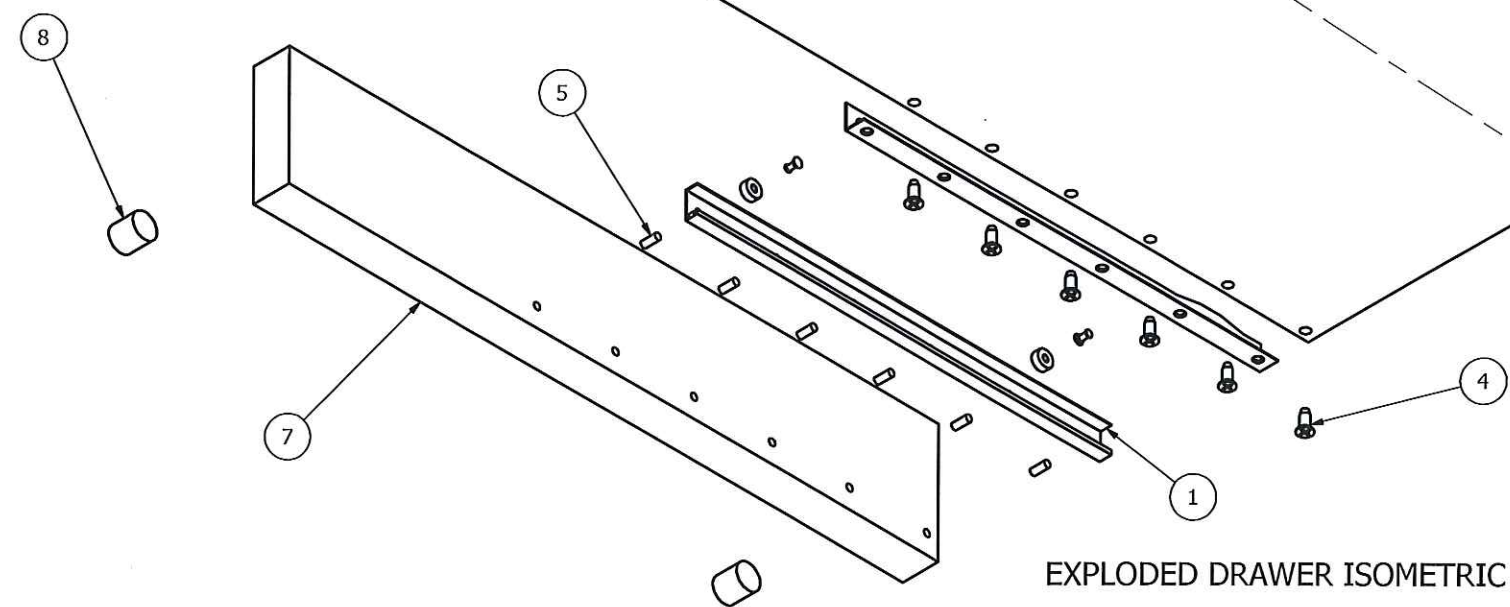


3rd ANGLE PROJECTION





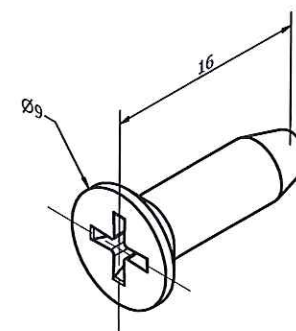
ASSEMBLED DRAWER ISOMETRIC  
SCALE 1:5



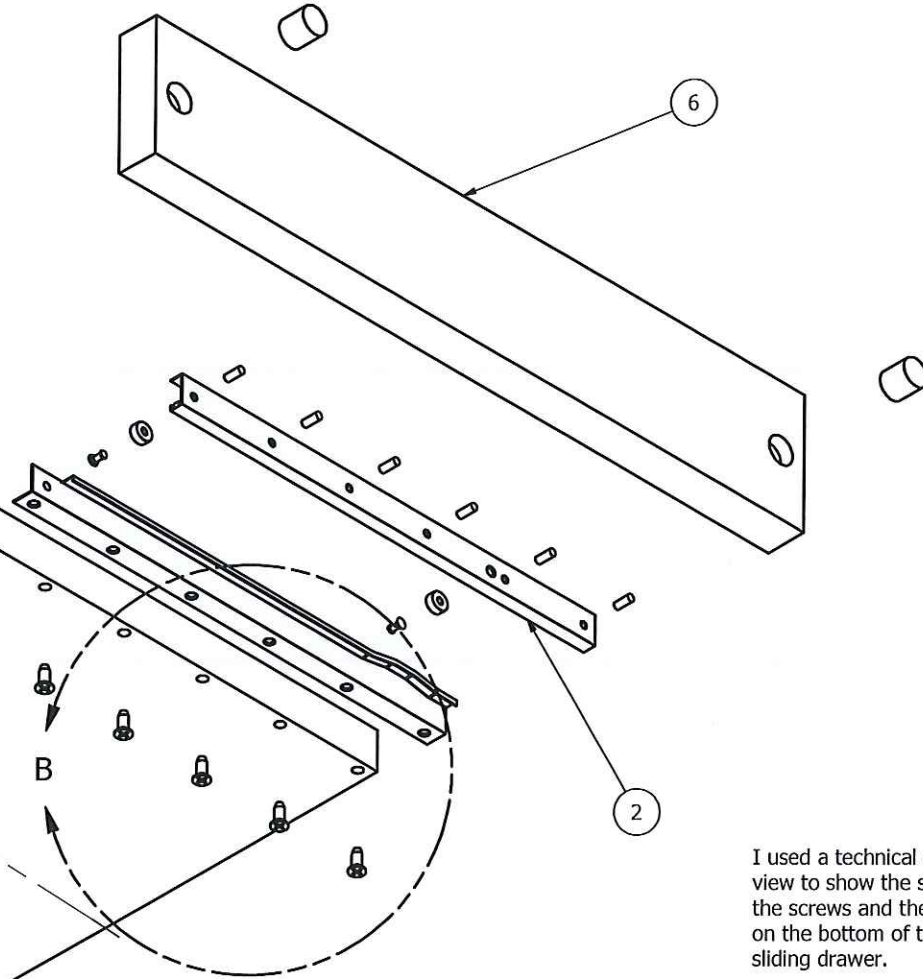
EXPLODED DRAWER ISOMETRIC

PARTS LIST		
ITEM	QTY	PART NUMBER
1	1	Assembly of Right Bracket - Closed
2	1	Assembly of Left Bracket - Closed
3	1	Sliding Drawer
4	12	ANSI B18.6.5M - 6.3 x 1.8 x 16
5	12	Sliding Drawer Dowels
6	1	Left Hand Drawer Side
7	1	Right Hand Drawer Side
8	4	Drawer Dowels

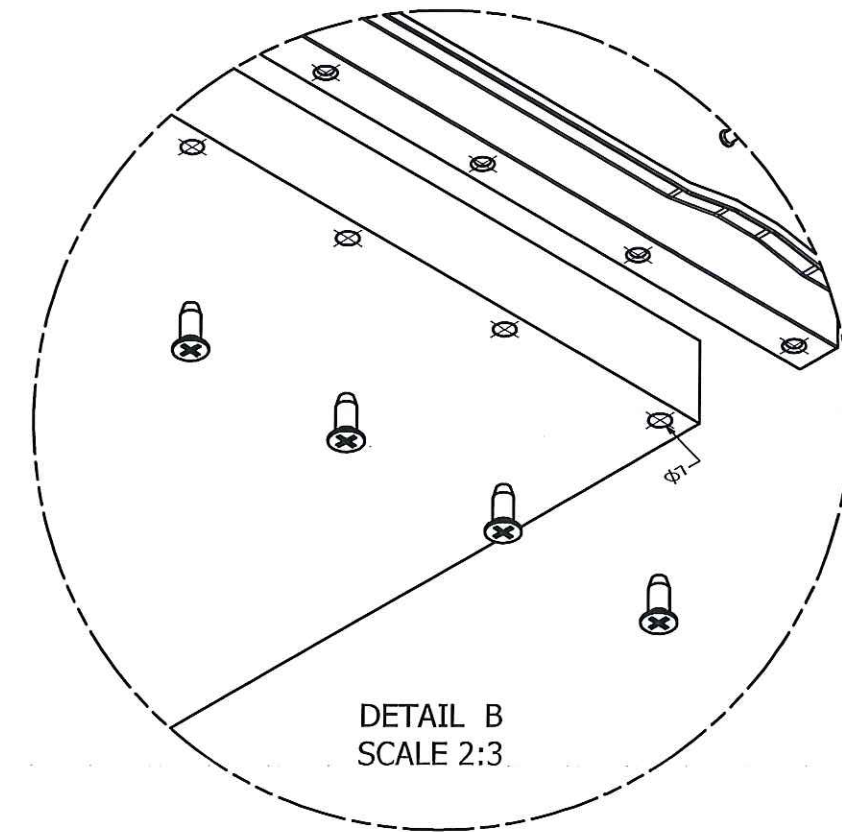
The screws I used to secure the runners to the sliding drawer were Cross Recessed Flat Countersunk Head Tapping Screw Type B - Type I. These screws were taken from the CAD Library. The dimensions of the screw are shown in the isometric view across.



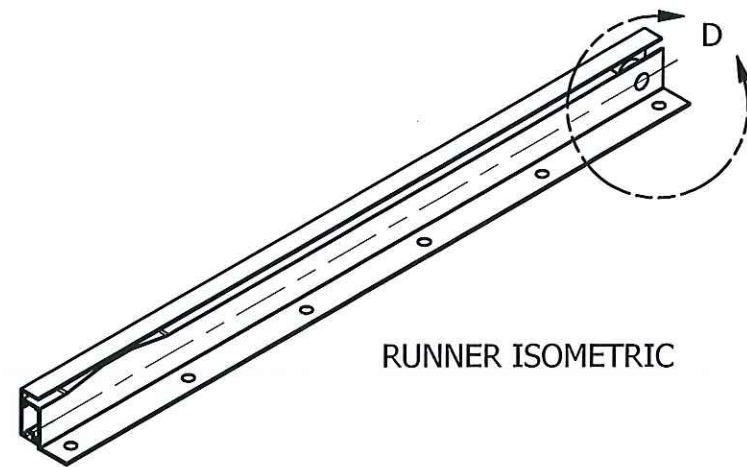
SCREW ISOMETRIC  
SCALE 3 : 1



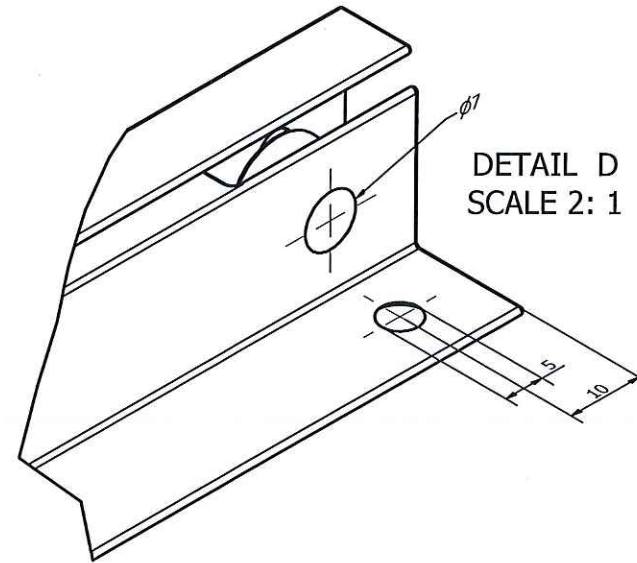
I used a technical detailed view to show the sizes of the screws and the holes on the bottom of the sliding drawer.



DETAIL B  
SCALE 2:3

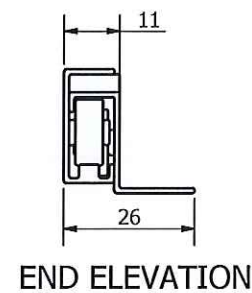


RUNNER ISOMETRIC

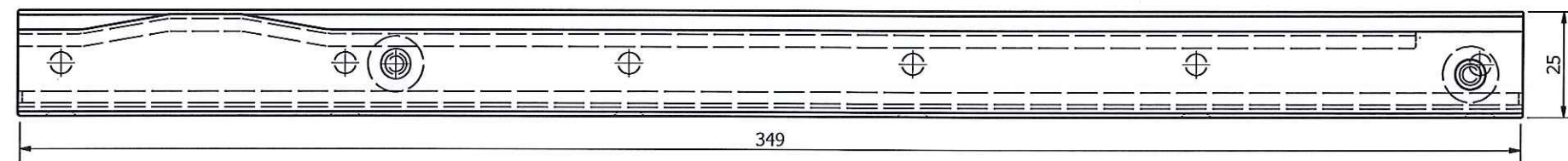


DETAIL D  
SCALE 2: 1

I included a detailed view of the runner to show the diameter of the holes that are used to attach the runner to the side drawers, and the holes that are used to attach the runner to the sliding drawer on which the keyboard will sit. I used screws to attach the sliding drawer.

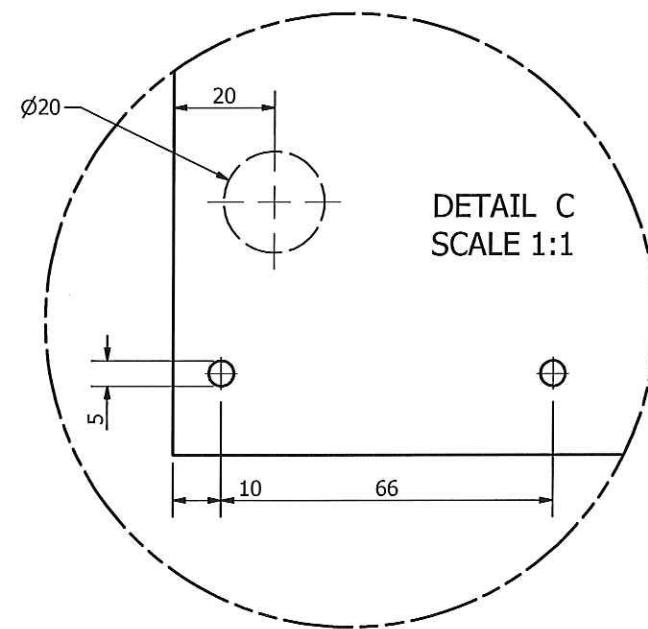


END ELEVATION



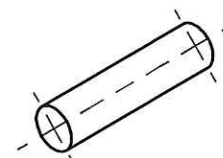
ELEVATION  
SCALE 1 : 1

RUNNER SIDE VIEW

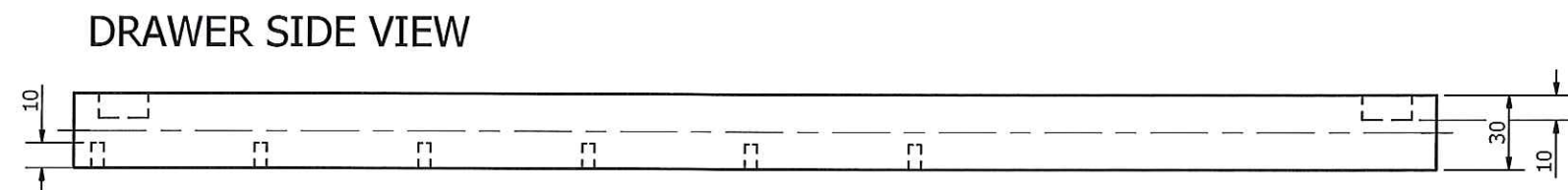


DETAIL C  
SCALE 1:1

I used these dowel to secure the runners to the left hand side and right hand side of the drawers.



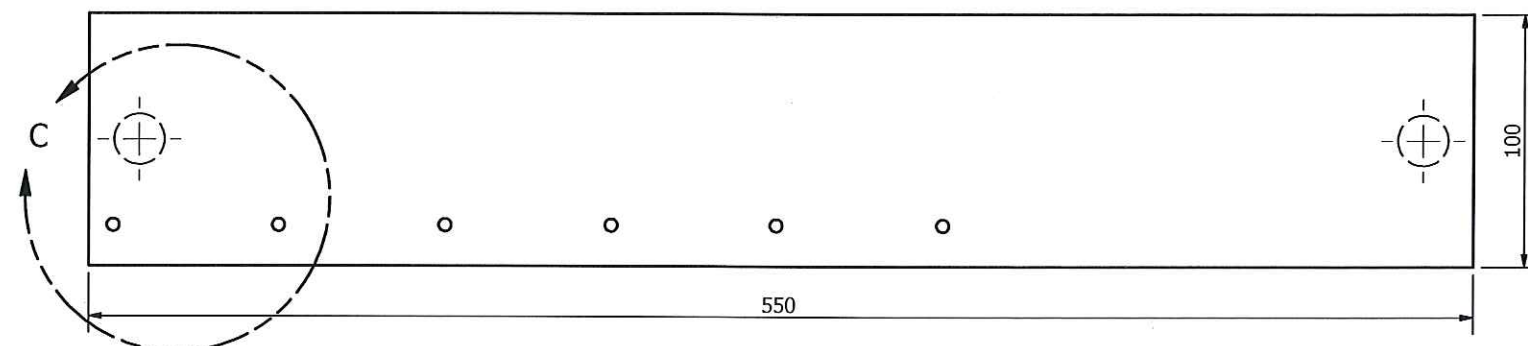
RUNNER DOWEL ISOMETRIC  
SCALE 2:1



DRAWER SIDE VIEW



PLAN

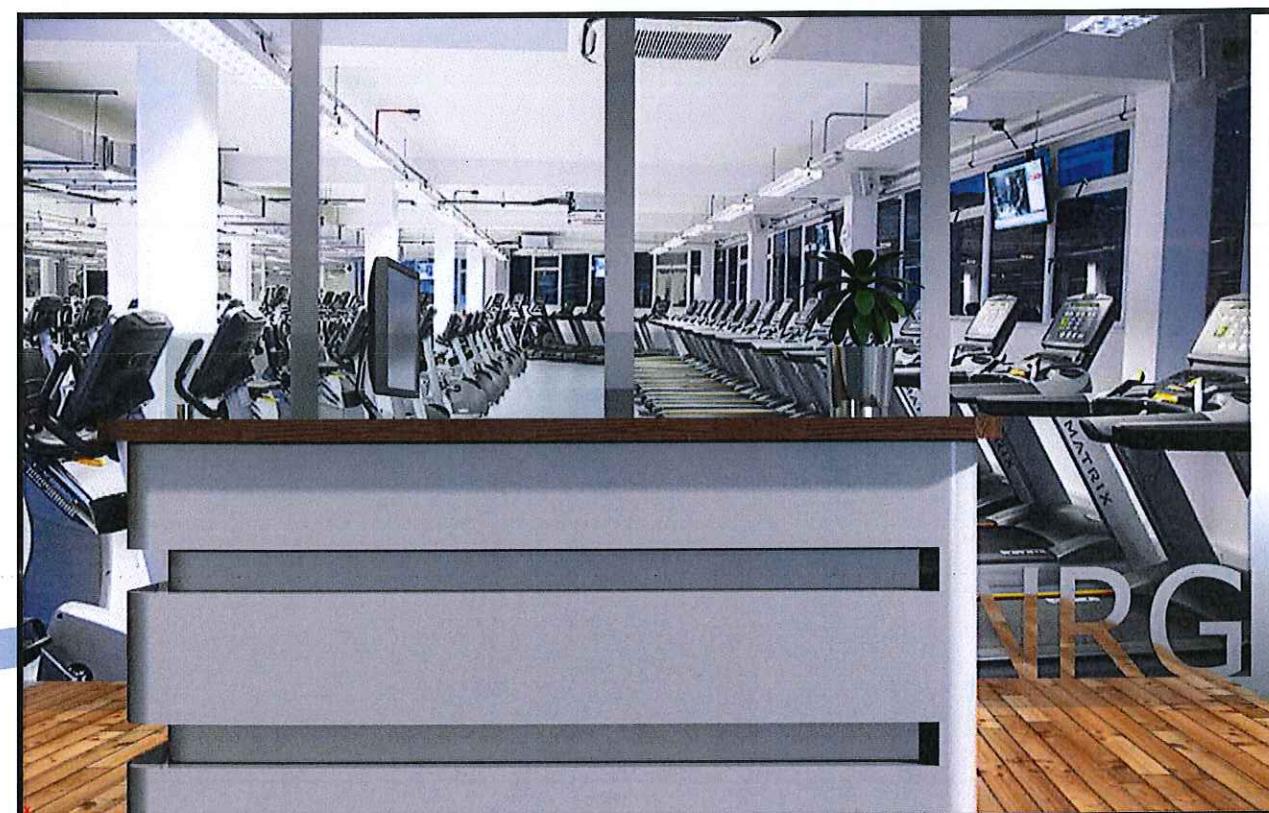
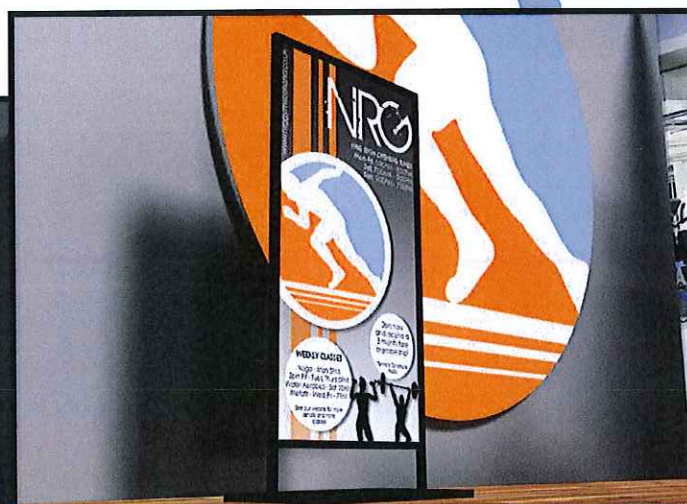
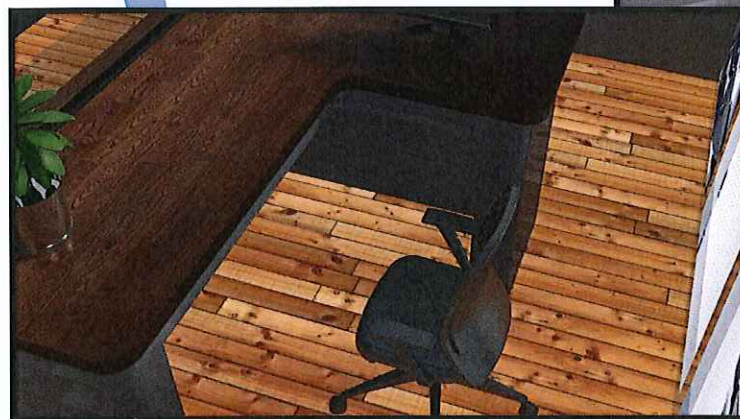


ELEVATION



# NRG

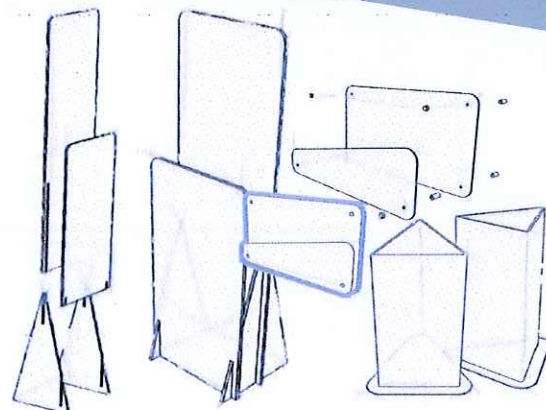
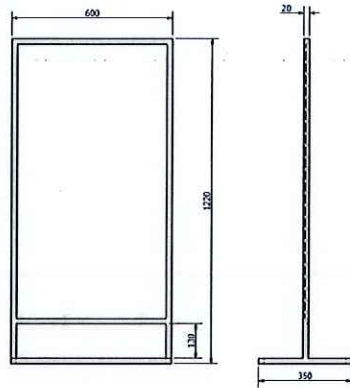
# Environment





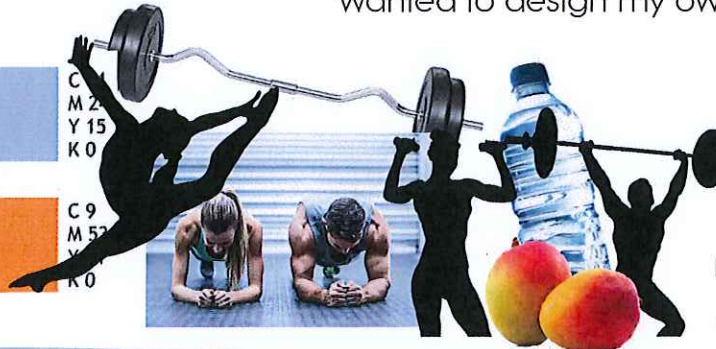


# Promotional Display



I chose to create a floor stand promotional display for the NRG gym, and created this particular design. The sizes will affect the sizing within my desktop publishing.

The brief from NRG supplied three possible promotional display design - a floor stand, a tabletop stand, and a wall mount. I chose a floor stand display, but wanted to design my own stand frame.



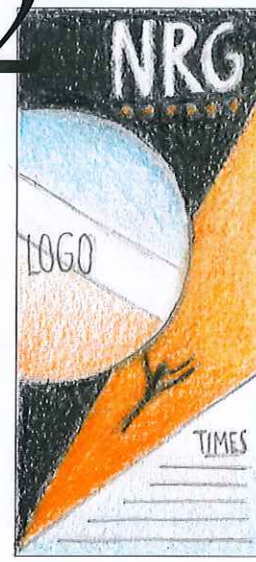
I gathered these images to use as inspiration for my design. I could potentially use these graphics within my layouts. Such images reflect the healthy lifestyle NRG wants to promote.

1



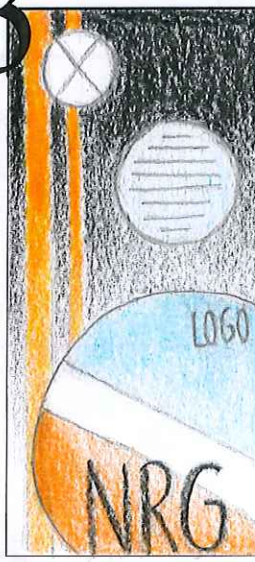
My first design makes use of a symmetrical balance, which looks clean and formal. The use both circular and linear shapes creates an element of contrast. The large NRG logo dominates the page.

2



This design makes use of an asymmetrical balance, which looks more relaxed. The text wrap in the bottom left creates proximity and white space aids the page to look less cluttered. The reverse on the NRG text creates contrast.

3



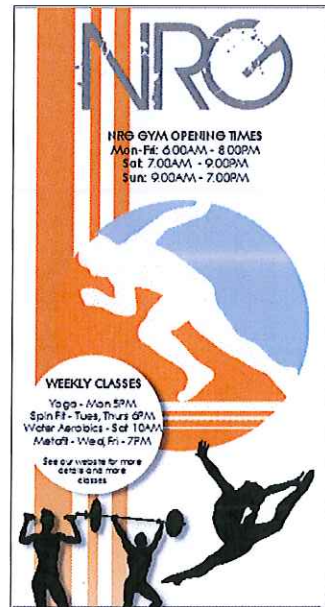
The logo in my third design bleeds off the page, creating visual interest, as does the gradient fill. The use repeating circle shapes creates unity. Layering of graphics creates depth.

## Final Design



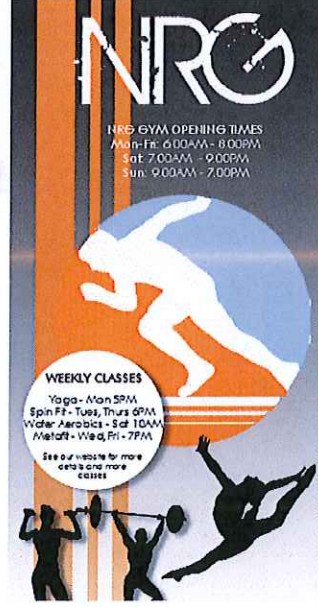
This is the final design of my promotional display, shown in the fourth design across the page, exhibited on the stand frame. The colours chosen within the design link with the logo, which in turn connects my floor stand closely to my environment. The overall design attracts attention through **dominance, contrast and depth**. It is visually pleasing, and the images chosen relates to the **target market**, creating a close association between the gym and the display.

1



This design has a **symmetrical balance**, which creates a flow to the page and is easy to follow. The circles **contrast** with the vertical orange lines, creating visual interest. Logo **dominates** the page, to ensure the company makes an immediate impact. Layering creates **depth**.

2



I changed the white background of my first layout to a **gradient black fill**. This leads the eyes down the page and is easier on the eyes than a solid fill. To counteract this change, I changed the text colour to white, creating a **reverse** and in turn creating **contrast**.

3



I felt the symmetrical balance looked too formal, and did not work the best with the shapes I chose for my design, so I adapted my design to an **asymmetrical balance**. This looks more modern and relaxed. I moved the dancer up to space out the solid black silhouette graphics.

4



I added a white circle behind the logo to make it stand out. Drop-shadows were added to graphics to create **depth**. The dancer was removed to create more **white space**, leaving the design looking less cluttered. The vertical web address creates **unity through shape**.