



**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.

# Research

## Analysis:

The company NRG are looking for a range of graphics to be produced to promote their new gyms. As part of the task I need to model a reception desk that includes a drawer component. It must capture a healthy and positive feeling whilst also looking sleek, professional and modern. Its purpose is to attract a mixed gender, target market.

## Typeface and Logo:

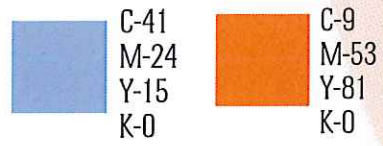


We were supplied with the typeface called, 'Birth of a Hero' however we do not have this font so I have chosen to use 'Helium SF' As it has sleek and Modern qualities that fits with my target market. NRG also supplied the logo This shall remain the same And will not be altered. The Colours used in this will be continued throughout the assignment

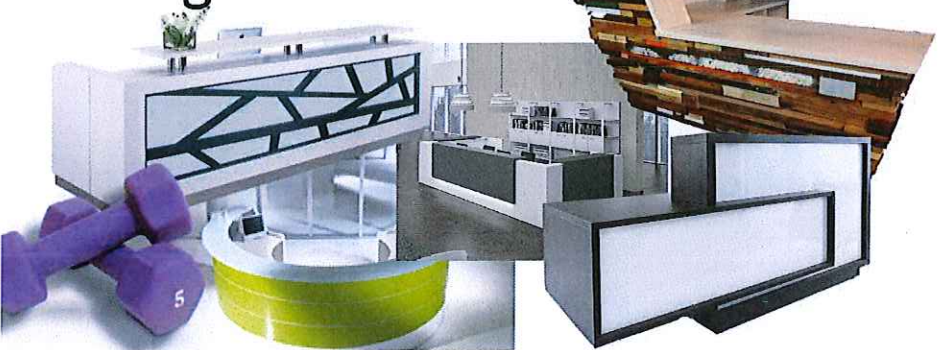
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Colour:

The company supplied us with the logo and Have requested that we stick to the orange and blue that have been included in it.



## Existing desks:



I looked at existing desks that are sleek and modern looking to get an idea of what styles are already available on the market. I looked at the style, shape, colour and material of these existing designs which I will consider during the design process.

## Tasklist:

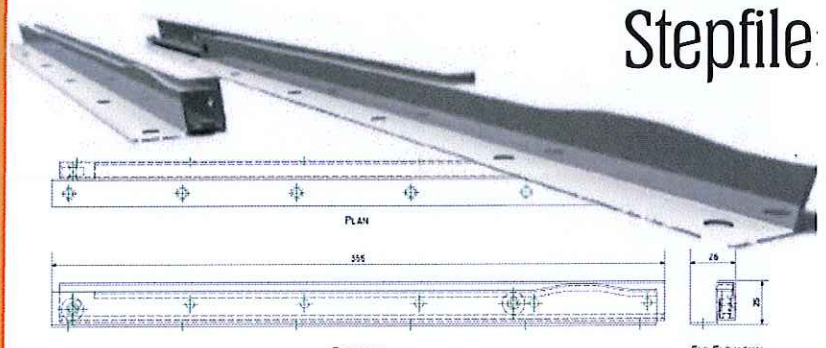
Research	Brief - TM - Typeface - Products -
Concept Ideas	3D Sketches showing how 3 Parts fit together.
Manufacturing	2D & 3D Sketches to inform manufacture (Loft & Sweeps) - Render to show materials
CAD Pictorials	Assembled -Exploded - Components
CAD Rendering	Show realistic reflection, shadow and representations of texture and material
Environment	To enhance product in a situation (shop/room etc)
CAD Illustration	Create packaging using Serif - Include CAD illustration of model
Desktop Publishing Promotional	Promotional display to advertise the gym

## Environment Style:



I gathered images of existing gyms and receptions to gather ideas on their layout and style. I tried to Focus on styles that look modern sleek, bright and welcoming which fit with the brief and target market I will consider these different images and aesthetics when I create my environment.

## Stepfile



The desk design must have a draw component that can fit a Keyboard and uses runners. The sizes for these runners were Supplied he size of this drawer will affect the over all size of My desk

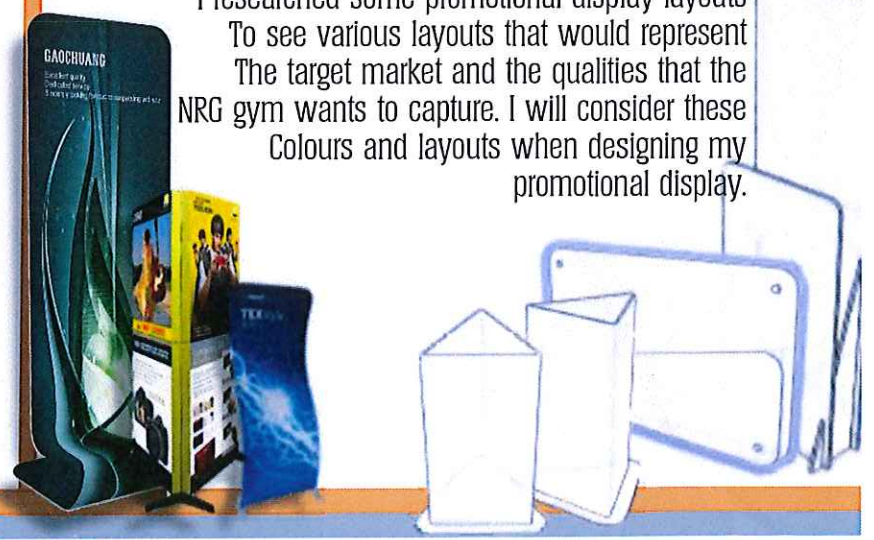
## Target Market:

NRG are seeking to attract a mixed gender target market, who have a positive mental attitude towards health and fitness. The gym should have a welcoming and bright atmosphere which should attract the target market. The desk should reflect this target market and as a result should have a modern and sleek finish.

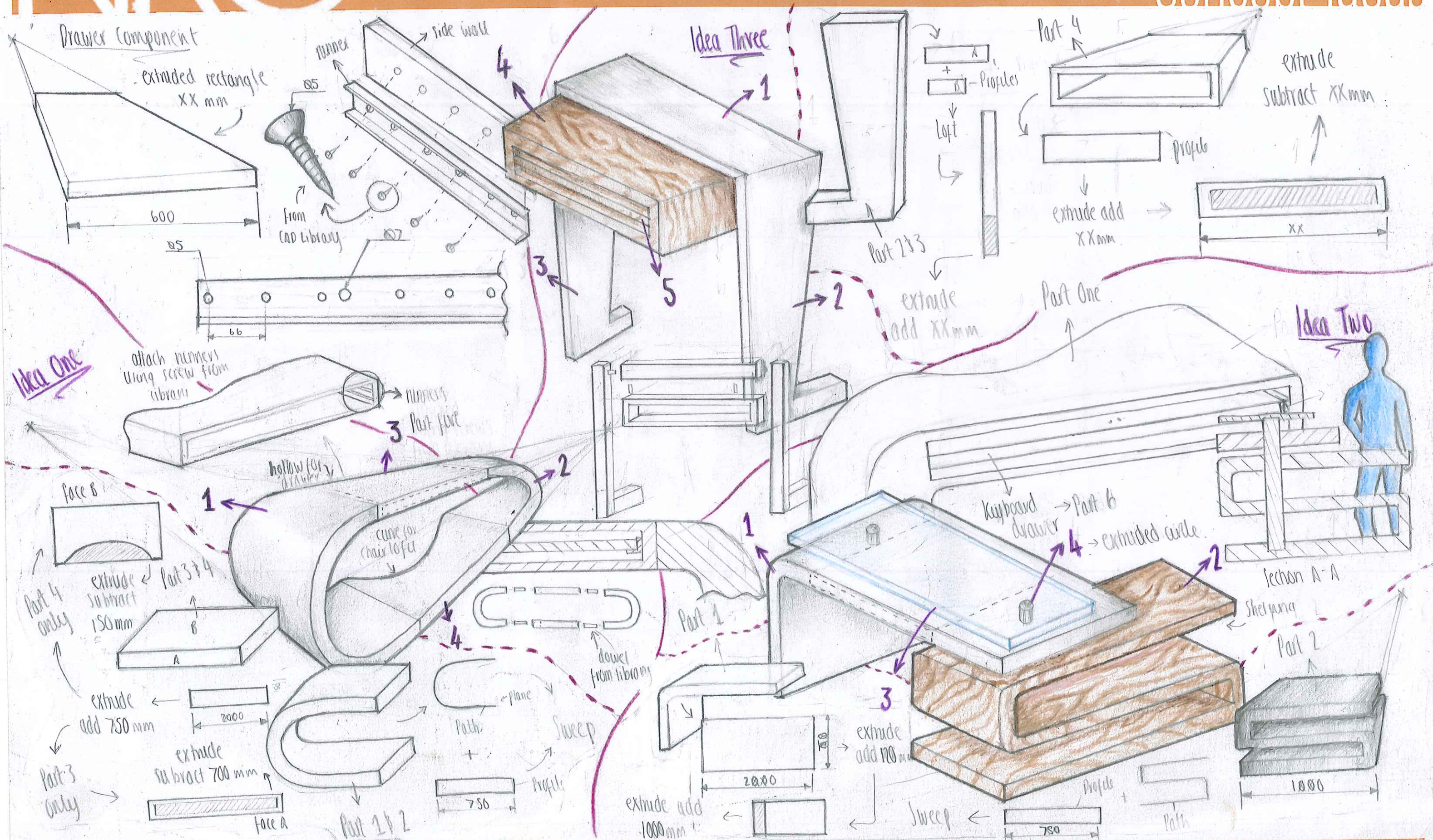


## DTP promotional display:

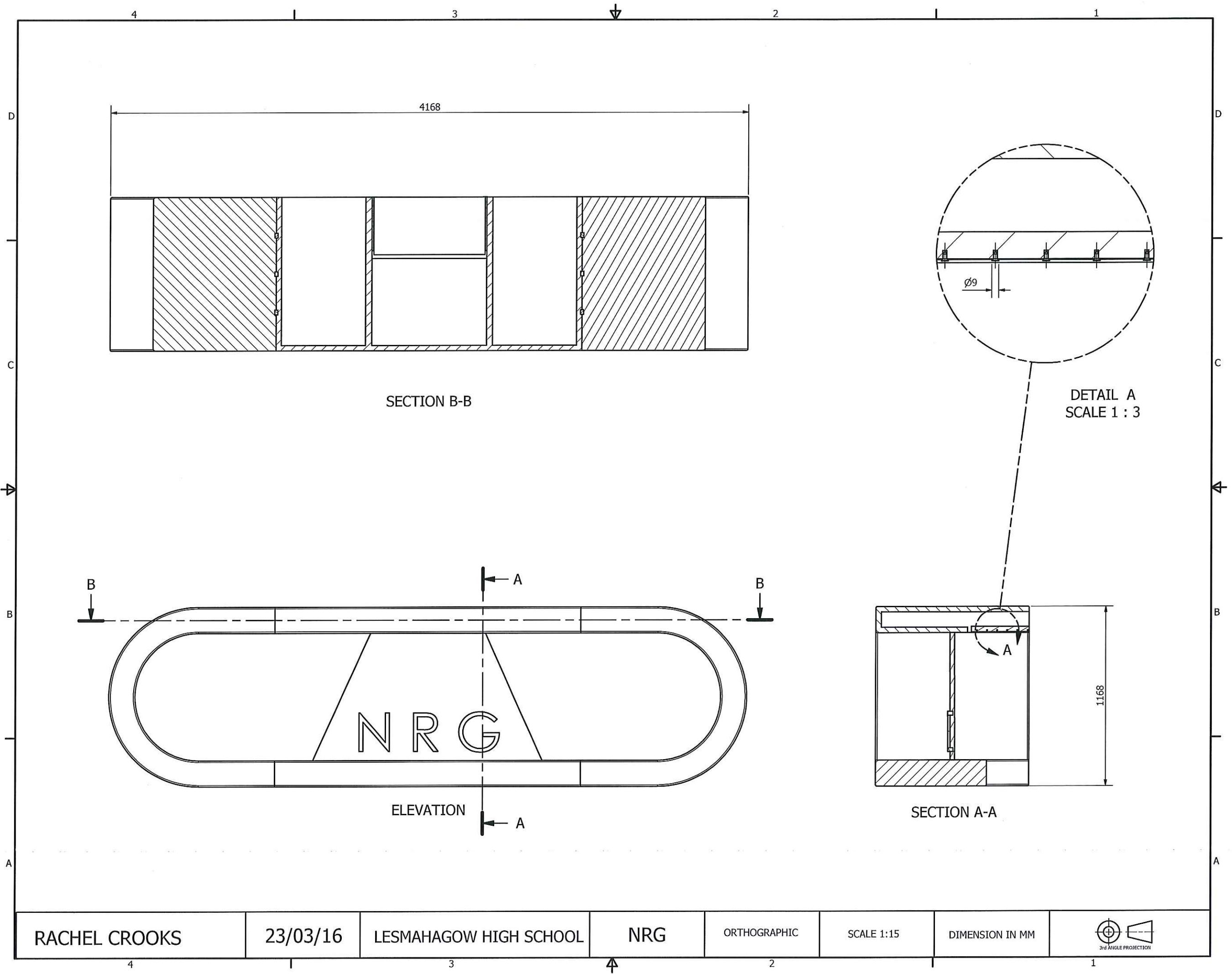
I researched some promotional display layouts To see various layouts that would represent The target market and the qualities that the NRG gym wants to capture. I will consider these Colours and layouts when designing my promotional display.

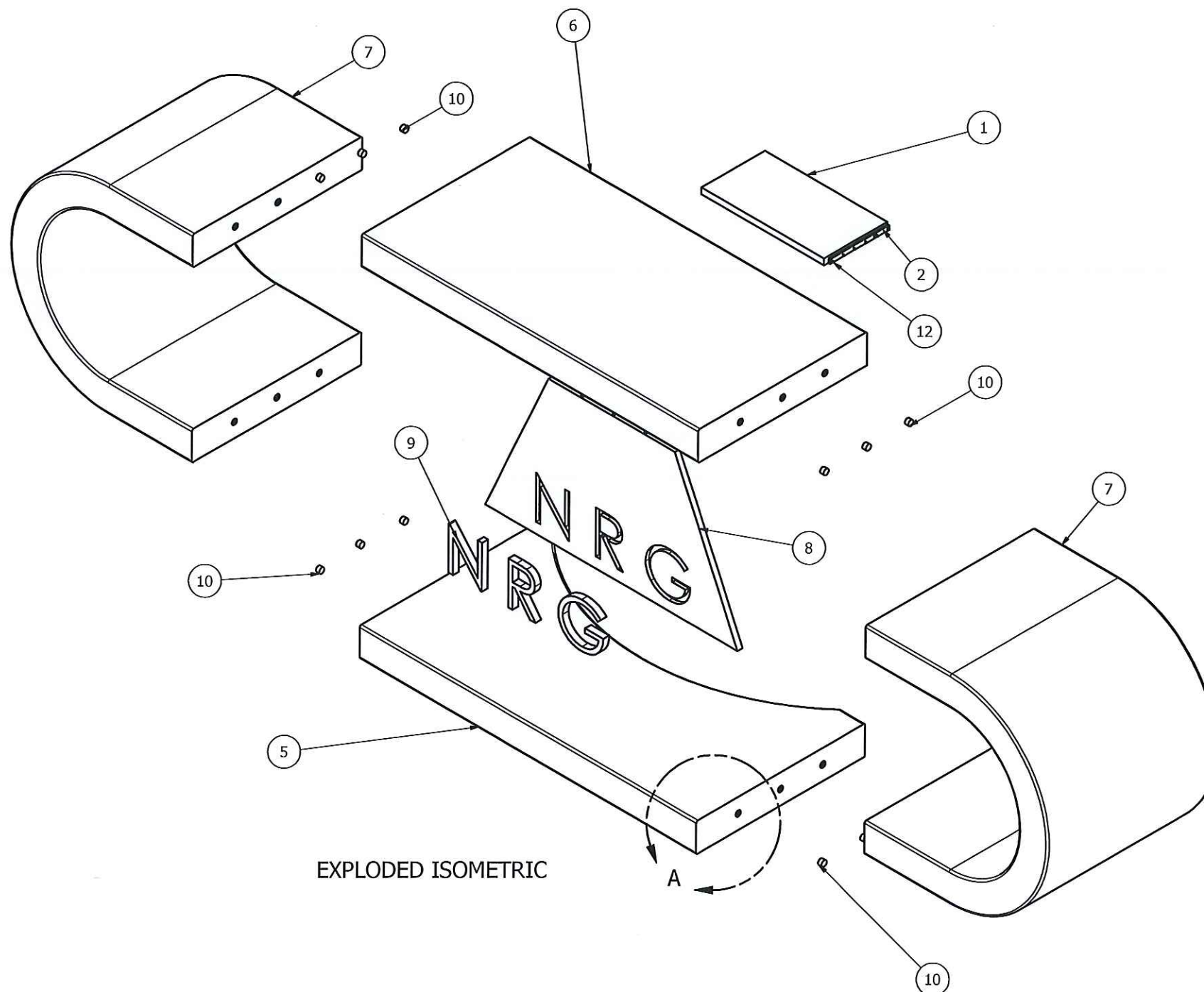








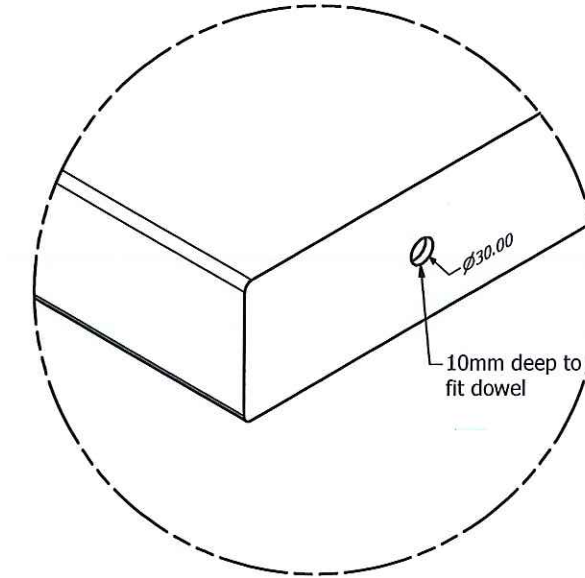




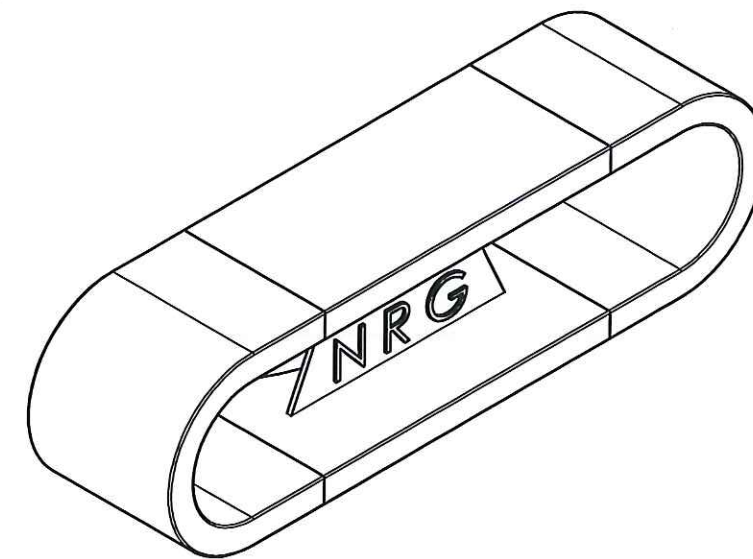
EXPLODED ISOMETRIC

PARTS LIST		
ITEM	QTY	PART NUMBER
1	1	Drawer
2	1	Left Side Runner
3	1	Right Side Runner
4	12	ANSI B18.6.5M - 4.8 x 1.6 x 13
5	1	Bottom Panel
6	1	Desk Top Panel
7	2	Side
8	1	Modesty Panel
9	1	Text Inlay
10	12	Dowel A
11	3	Dowel B
12	12	Dowel C

This drawing shows how my desk fits together with dowels. I created the dowels making them 30mm diameter and 20mm thick. There is a runner on the other side of the drawer but is not visible due to the angle of this view. I secured the runners to the drawer using screws from the CAD Library these again are not visible in this view. The edges of parts 5, 6 and 7 are filleted at 10mm.

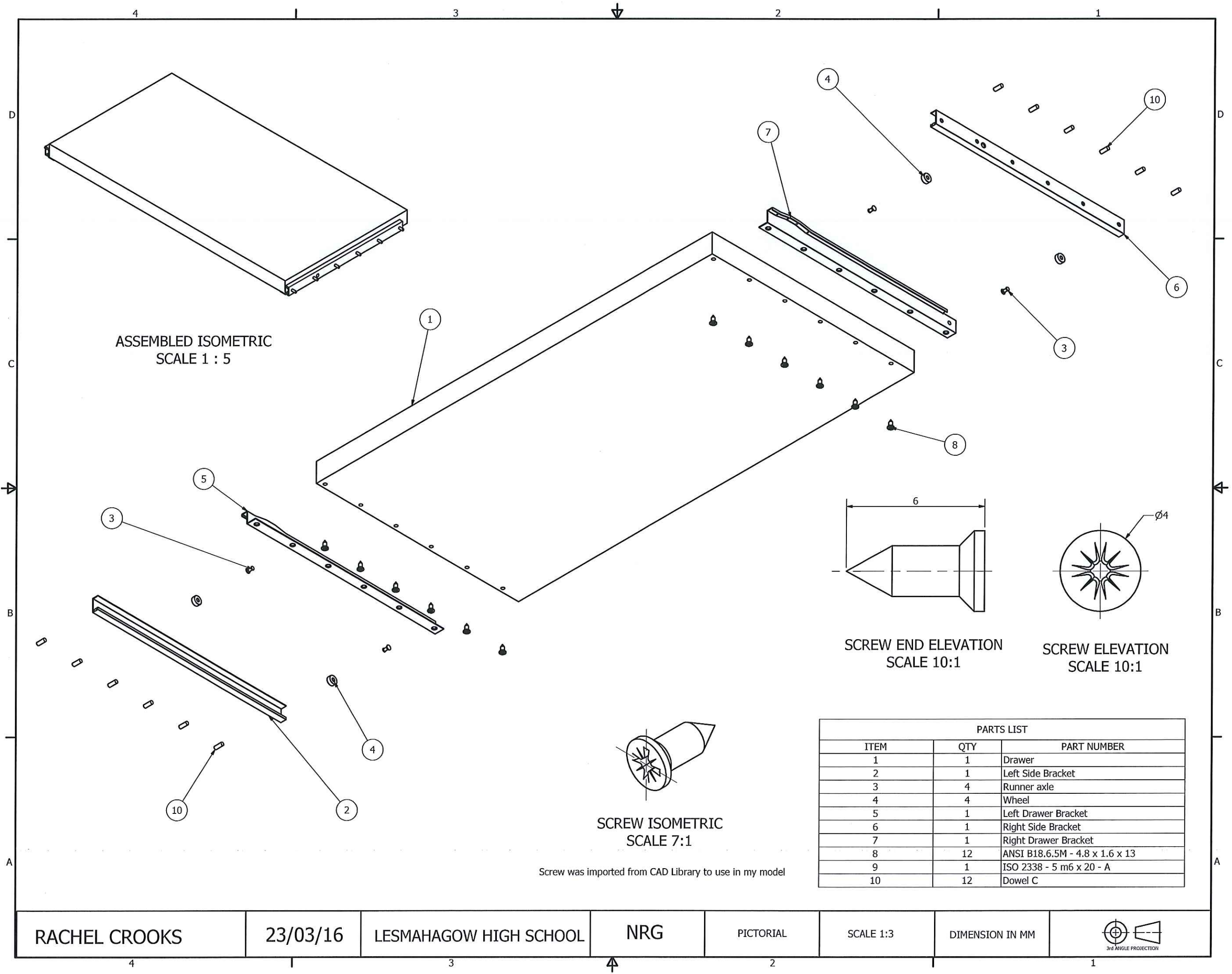


DETAIL A  
SCALE 1:5



ASSEMBLED ISOMETRIC  
SCALE 1 : 25





RACHEL CROOKS

23/03/16

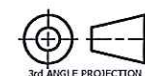
LESMAHAGOW HIGH SCHOOL

NRG

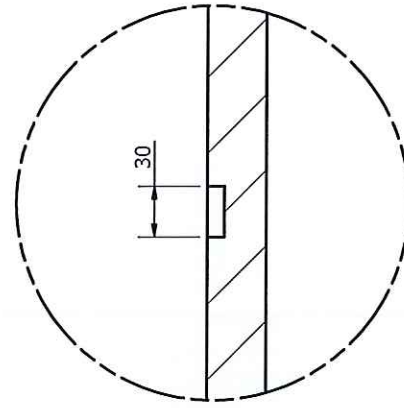
PICTORIAL

SCALE 1:3

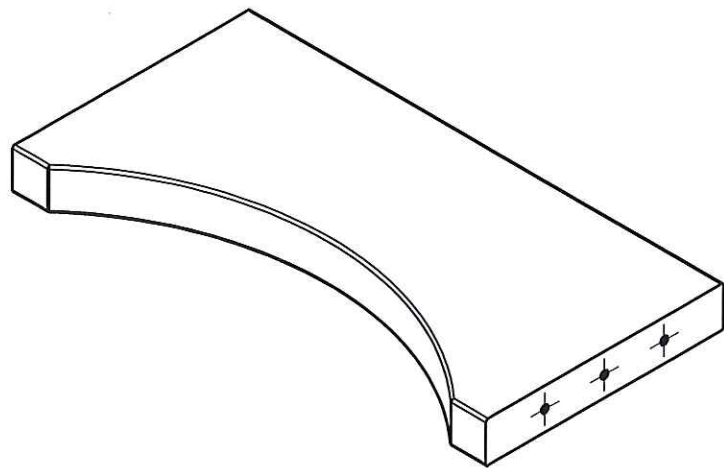
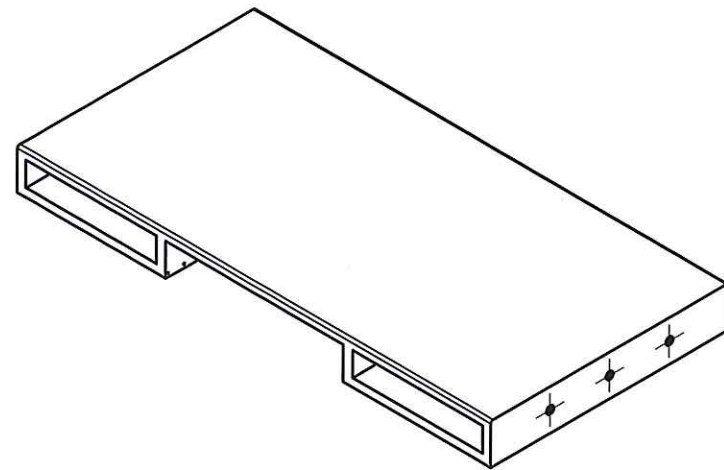
DIMENSION IN MM



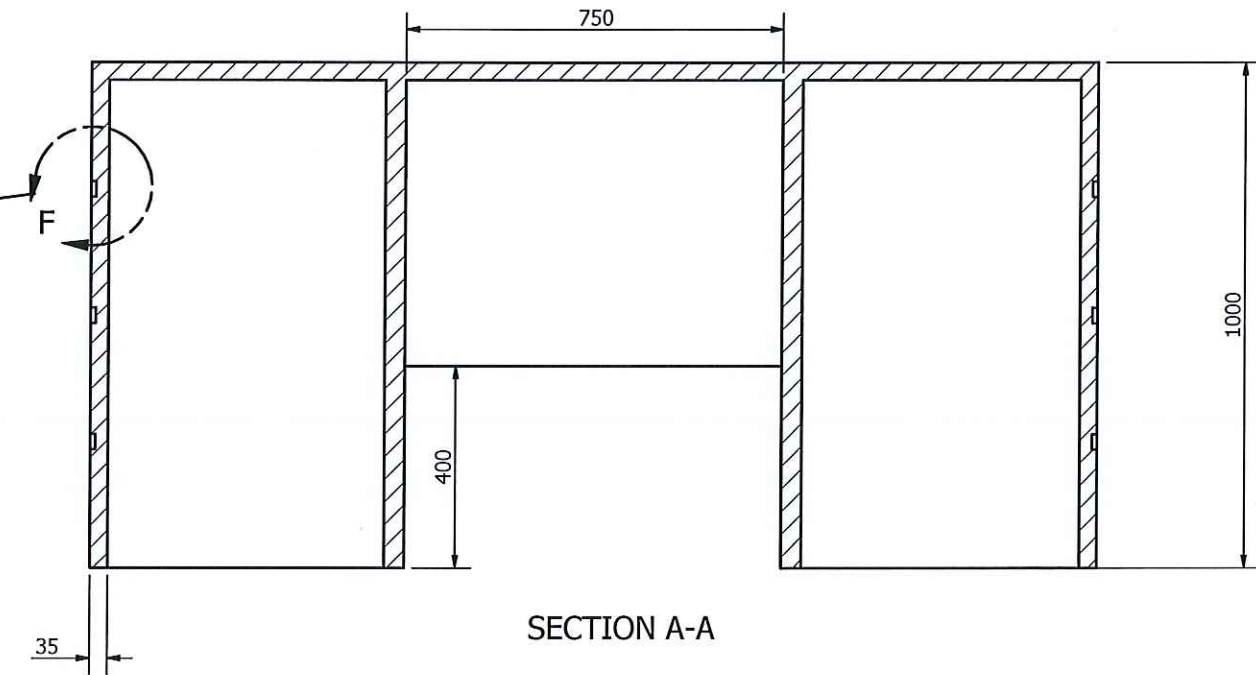
BACK VIEW OF DESK TOP PANEL



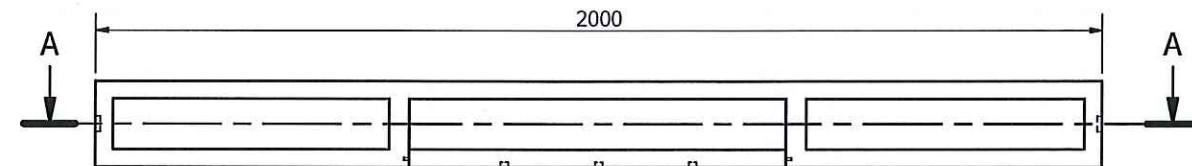
DETAIL F  
SCALE 1:3



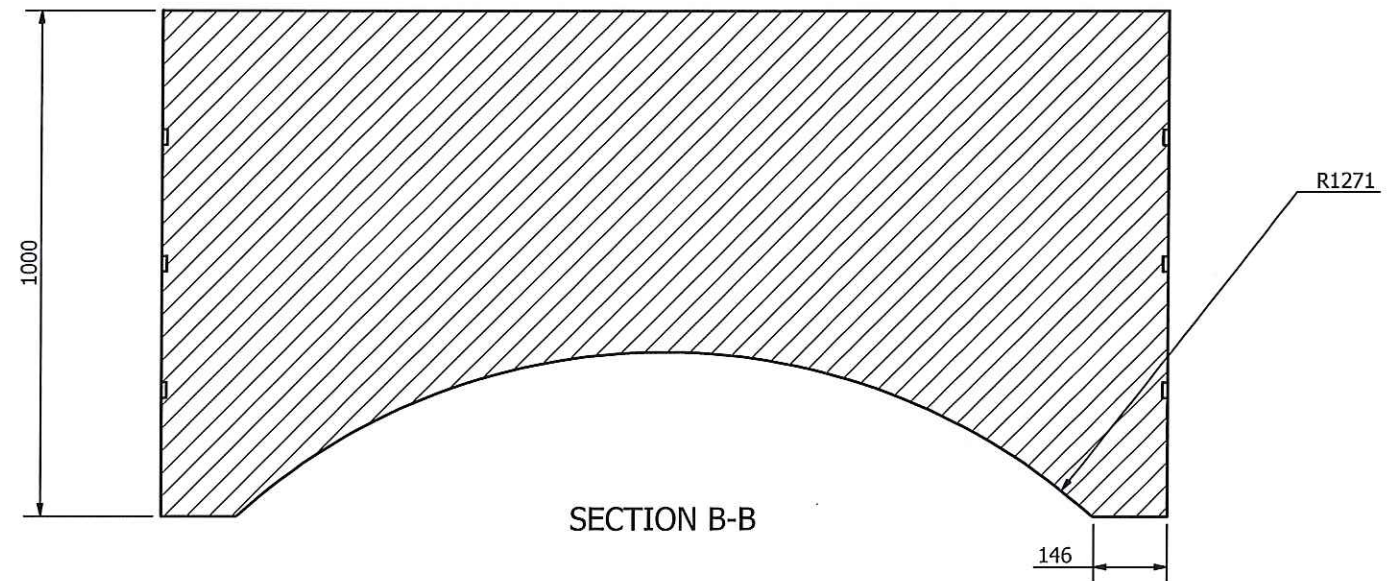
BACK VIEW OF BOTTOM PANEL



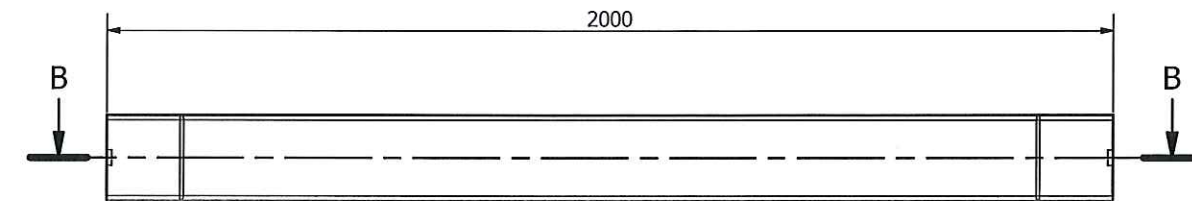
SECTION A-A



ELEVATION



SECTION B-B



ELEVATION

RACHEL CROOKS

23/03/16

LESMAHAGOW HIGH SCHOOL

NRG

COMPONENT  
ORTHOGRAPHIC

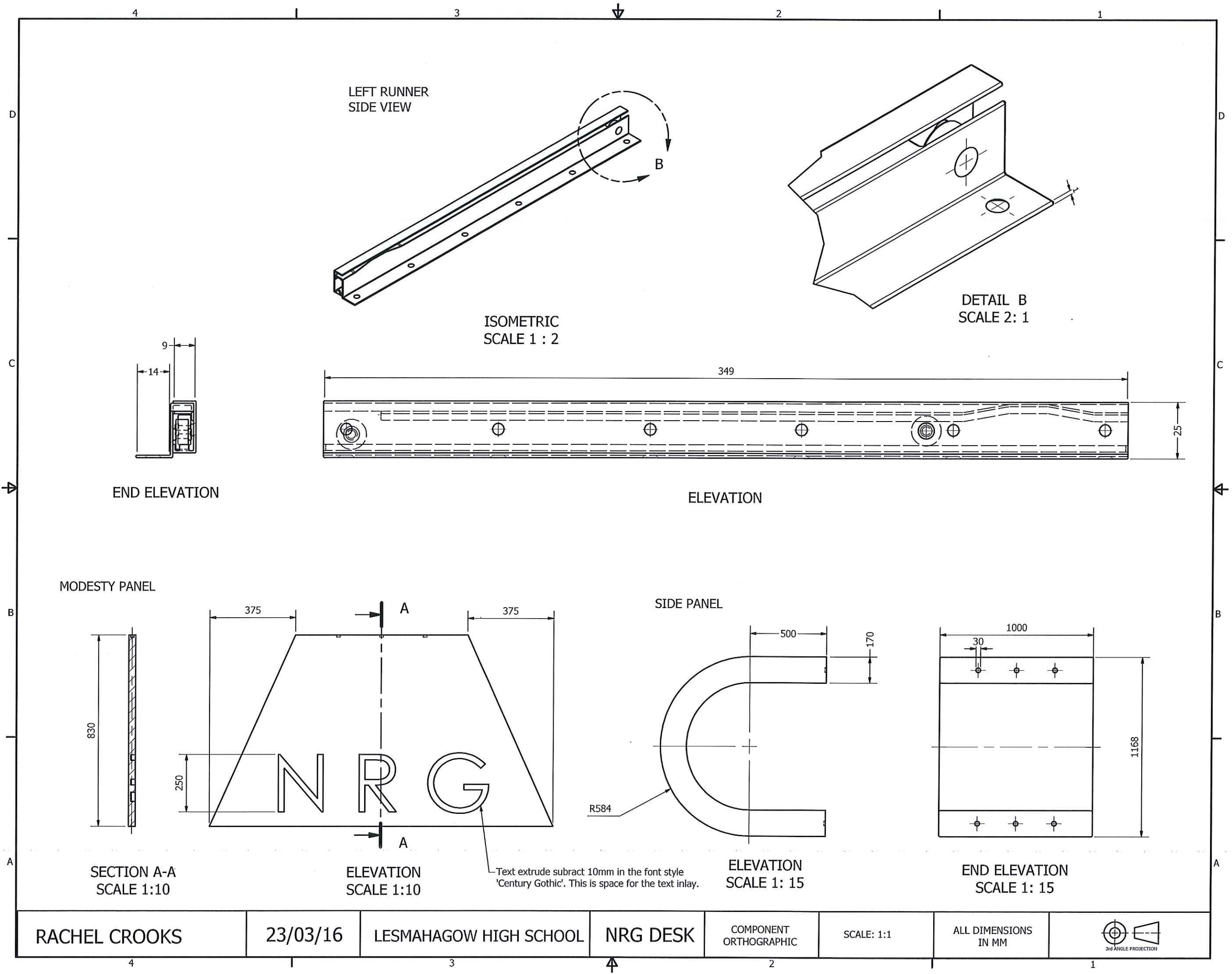
SCALE 1:10

DIMENSION IN MM



3rd ANGLE PROJECTION

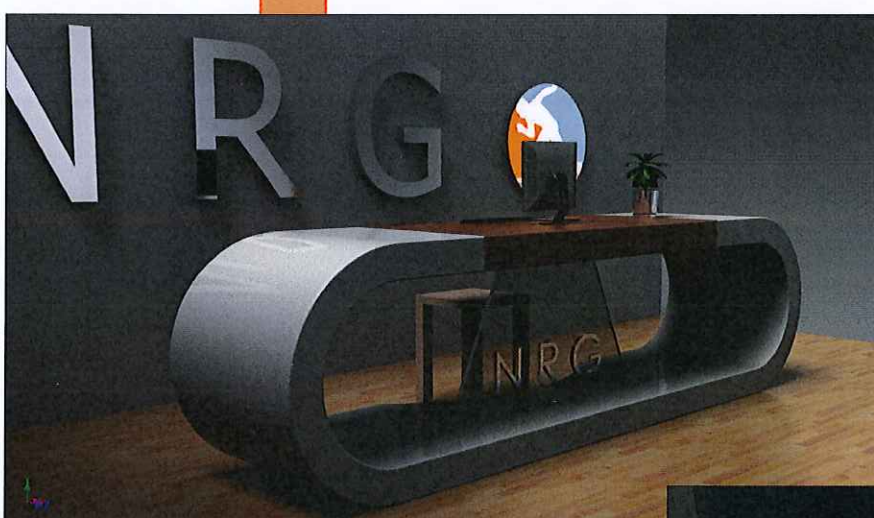






# NRG

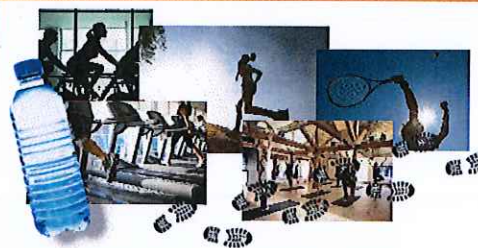
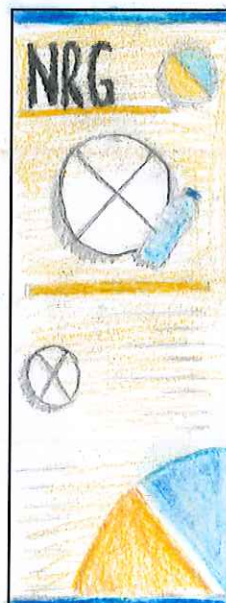
# Environment





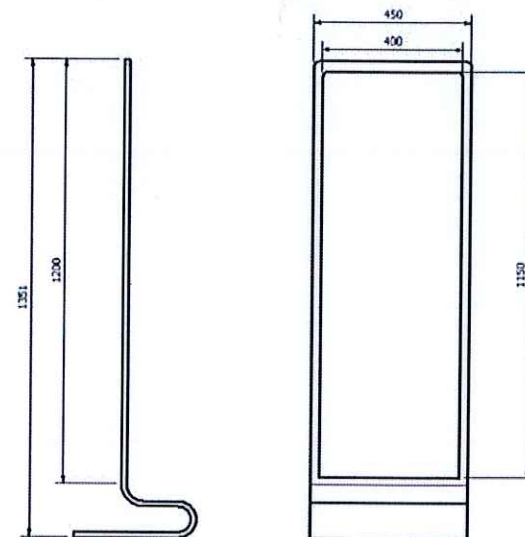
# NRG

## Promotional Display Final Design



These are pictures I gathered from the Internet that I could use in my DTP layout. They all reflect a healthy lifestyle which the NRG gym wants to encourage

C-41 M-24 Y-15 K-0  
C-9 M-53 Y-81 K-0

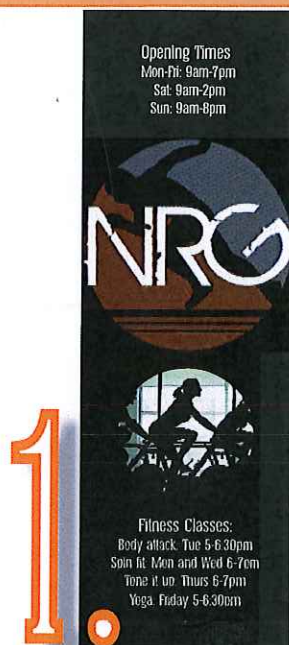


For my desktop publishing promotional display I chose to create a floor stand. I felt that the floor stand provided did not successfully reflect my target market and fit in with my environment so I created my own that I felt was sleek and modern. These are the sizes that I applied to my Floor stand. The over all height is just over 1300 mm A size which would make it prominent in my Environment but not Overbearing.

1 My first design features a symmetrical layout this is professional and gives it structure. There is rhythm with repeated circles and depth with layering and drop shadows. It is simple And makes use of white space

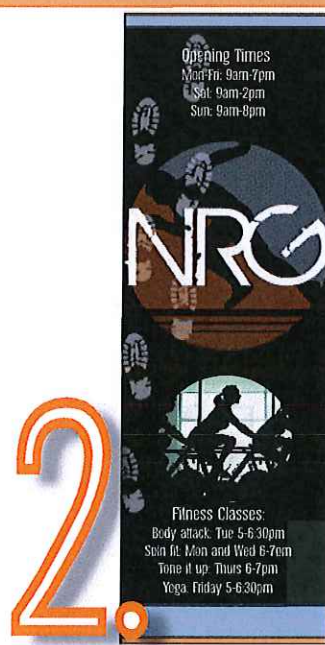
2 This design features an asymmetrical layout which makes it look more modern and relaxed. There is a trail of footprints that leads your eye across the page, drop shadows and layering are also shown

3 This design makes use of rules to give the asymmetrical page structure. It uses size to create dominance and perspective and bleed to create visual interest. Layering and drop shadows add depth



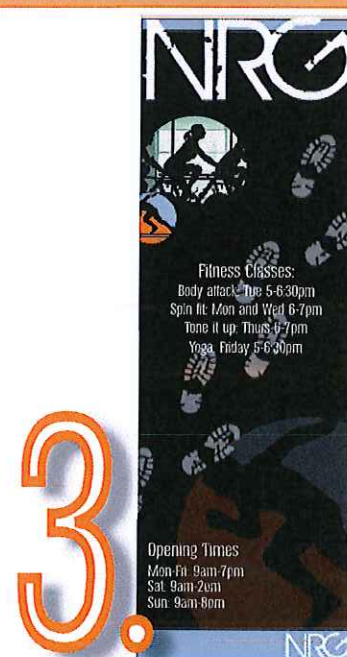
1.

The design has symmetrical Balance, this gives it structure And makes it easy to follow. It also has reverse and rhythm With the repeated circle shape. However, it is too simple and plain.



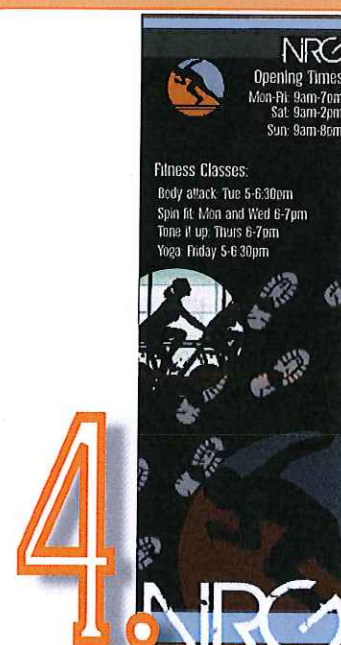
2.

I continued the symmetrical balance but added in blue and Orange rules at the top and bottom To create unity with the logo and contrast With the flowing circular shapes. I also Added in transparent footprints to create Layering and lead your eye across the page.



3.

I decided that the symmetrical theme was Too formal and an asymmetrical theme would Feel more relaxed and welcoming to aid the Theme I want to achieve in my gym. The revered Text layered over the footprints makes it difficult To read.



4.

I moved the text Into places that make them stand out and Easier to read. I increased the size of the NRG At the bottom to increase the use of layering and Add depth to my DTP layout. The transparent Logo bleeds off the page as does the image of The cyclist which I applied crop to shape to. This creates visual interest.



This is my final design displayed in the stand I have created. The Colours used within my design link with the logo the company Provided. The white text on the black background is eye catching and Draws the customers attention. The footprints aid the structure of the Layout and make it easier for the customer to follow. There is layering To create depth and bleed which creates visual interest. The circles Create rhythm and contrasts with the straight lines of text and colour.