

WEEK 3 BRIEFING

session 2

lip+groove / snap hooks + grooves / internal webs + ribs / master model

10+ hours

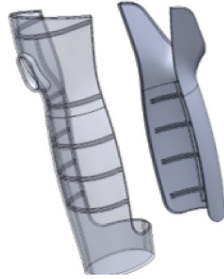
09 – LIP + GROOVE – HANDLE CAP
SWEEP PROFILE + SWEEP CUT METHOD



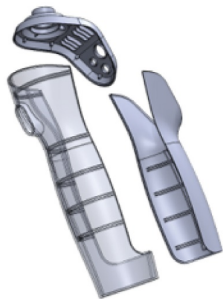
10 – LIP + GROOVE – HANDLE STEM
OFF-SET SURFACE – COMBINE METHOD



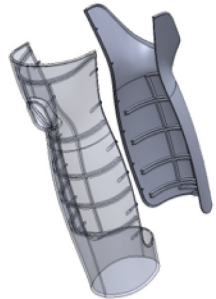
11 – WEBS + RIBS – HANDLE STEM
RIB TOOLMETHOD + SURFACE CUT



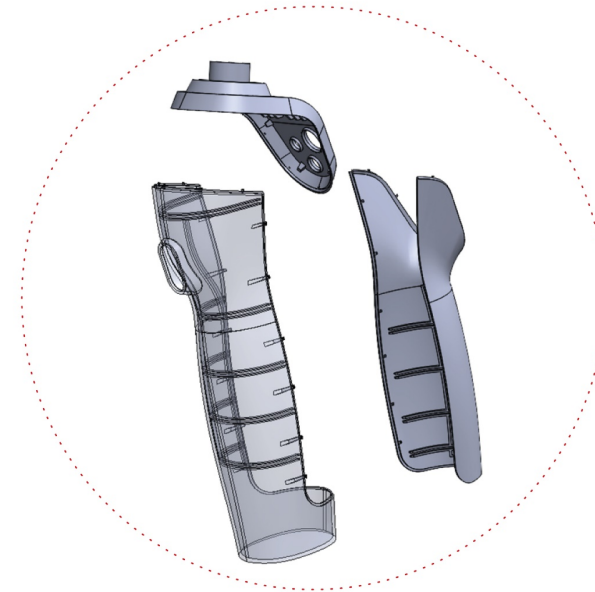
12 – WEBS + RIBS – HANDLE CAP
CURVE DRIVEN PATTERN METHOD



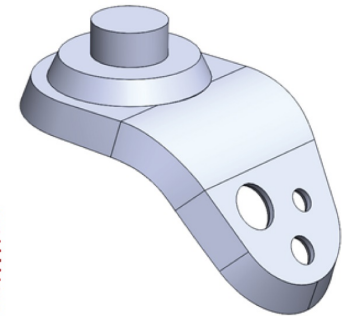
13 – SNAP HOOKS – HANDLE STEM
COMPUND CURVE 3D SKETCH METHOD



14 – SNAP HOOKS – HANDLE CAP
CURVE DRIVEN PATTERN METHOD

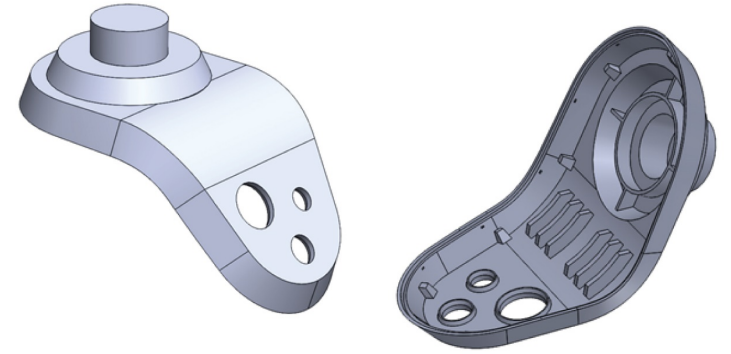


master model



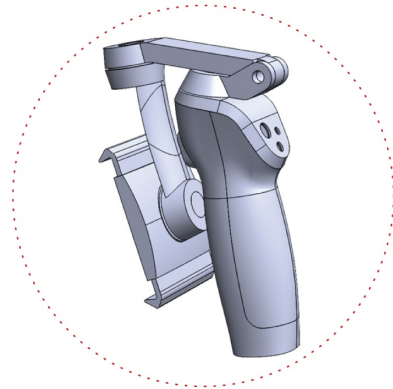
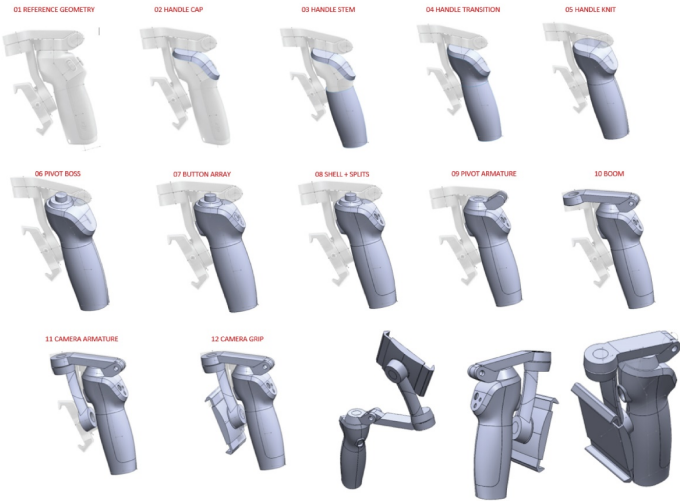


*design
reference
input*

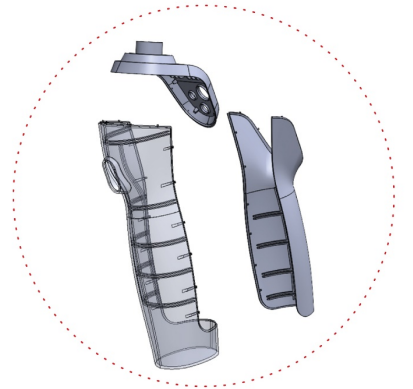
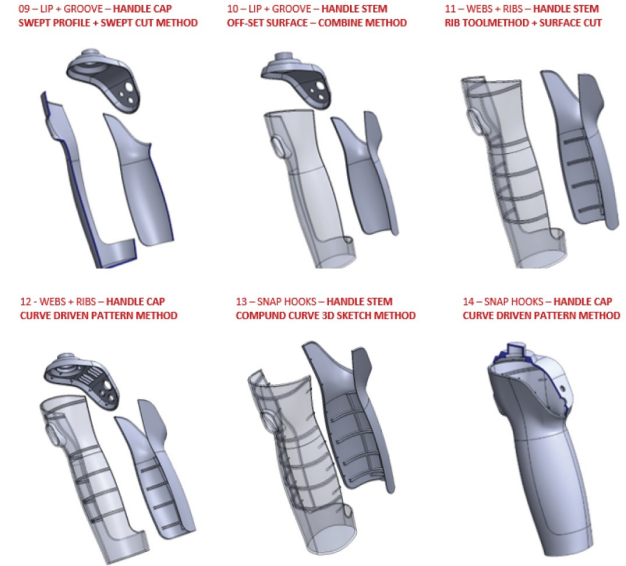


session 1 *primary form / subest forms / secondary features / assembly parts* **10+ hours**

session 2 *lip+groove / snap hooks + grooves / internal webs + ribs / master model* **10+ hours**



primary form model



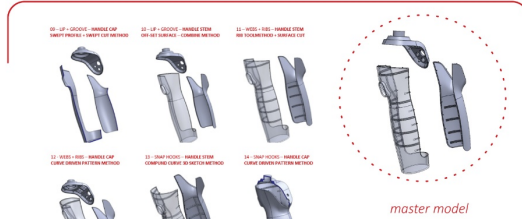
master model

parametric modelling

session 1 *primary form / subject forms / secondary features / assembly parts* 10+ hours



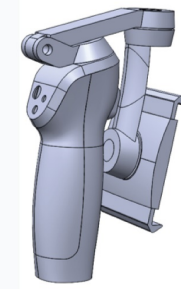
session 2 *tip/groove / snap hooks + grooves / internal webs + ribs / master model* 10+ hours



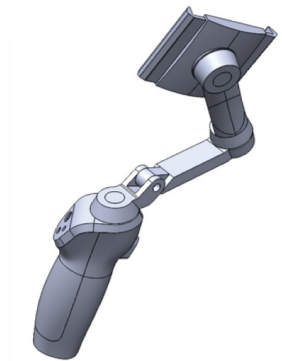
session 2 + parametric data set - 2 hours

MASTER MODEL > PART MODELS > ASSEMBLY MODEL

- REFERENCE GEOMETRY
- HANDLE
- PIVOT BOSS ARRAY
- PIVOT MOUNTING BOSS
- HEAD CAP PIVOT
- BUTTON ARRAY
- INDEX FINGER BUTTON
- CONTROL BUTTONS ARRAY
- SHELL - SPLIT
 - BODY SPLIT PROFILE
 - Shell
 - BODY SPLIT
- BASE ARMATURE
 - ARMATURE PIVOT BOSS
 - ARMATURE BRACKET
 - ARMATURE BRACKET JOINT RECESS
- BOOM
 - BOOM EXTRUDE
 - BOOM JOINT EXTRUDE CUT
 - PIVOT HEAD BOOM SOCKET
 - PIVOT BOOM JOINT CUT EXTRUDE
 - BOOM HEAD REVOLVE
 - Combine1
 - BOOM HEAD SOCKET
 - BOOM - PIVOT HEAD SOCKET
- CAMERA ARMATURE
 - Revolve4
 - BOOM REFERENCE GEOMETRY
 - CAMERA ARMATURE BOOM
 - CAMERA ARMATURE HEAD PIVOT
 - CAMERA ARMATURE BOOM FILLET
 - CAMERA ARMATURE HEAD PIVOT SOCKET
 - CAMERA ARMATURE TRANSITION PIVOT
- CAMERA GRIP
 - Revolve6
 - Boo-Extrude5



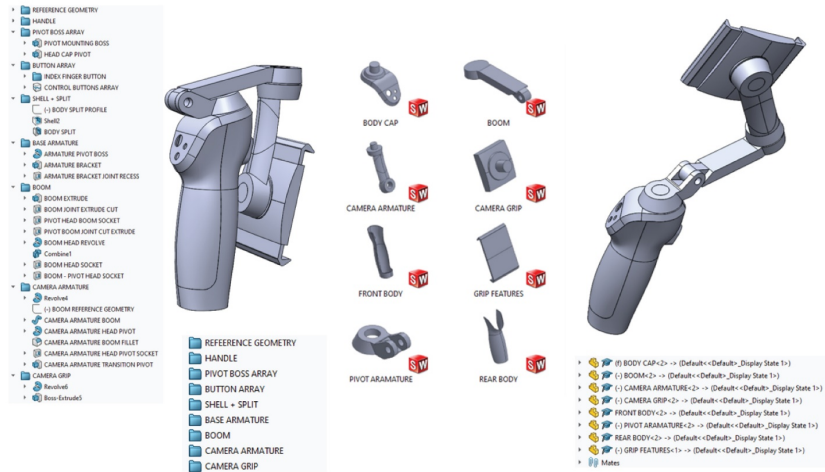
- REFERENCE GEOMETRY
- HANDLE
- PIVOT BOSS ARRAY
- BUTTON ARRAY
- SHELL - SPLIT
- BASE ARMATURE
- BOOM
- CAMERA ARMATURE
- CAMERA GRIP



- BODY CAP<2> -> (Default<<Default>_Display State 1>)
- BOOM<2> -> (Default<<Default>_Display State 1>)
- CAMERA GRIP<2> -> (Default<<Default>_Display State 1>)
- FRONT BODY<2> -> (Default<<Default>_Display State 1>)
- PIVOT ARMATURE<2> -> (Default<<Default>_Display State 1>)
- REAR BODY<2> -> (Default<<Default>_Display State 1>)
- GRIP FEATURES<1> -> (Default<<Default>_Display State 1>)
- Mates

session 2 + parametric data set - 2 hours

MASTER MODEL > PART MODELS > ASSEMBLY MODEL



SESSION 2 - PORTFOLIO ASSET week 3

Generation of Personal-Brand - Assets <i>Enhancing Employability</i>		DESP 3000 - Product Communication - module weighting 50%		
		Project 1 - Term 1 Study Schedule		
		TUTOR DIRECTED		SELF-DIRECTED STUDY
		1 hour	2 hours	9 hours
		Lecture	CAD Lab Workshop	
<p>Project 1 Part A CPD Cycle 40% Project weighting Professional pace and quality of CAD practices Refining and revising CAD practices for the career-market Preparation for SW student accreditation</p>	Week 1 07/10/2020	Master Modelling Process Master Model, Part files & Assembly Files Archiving + Editing	EXTERNAL Primary Forms Modelled Subpart Features Modeling Location Features to house typical subpart features	Developing Software Practices Modeling location features - Joints, Bores, Pinned State Parts Modeling subparts - Shell + Split Line (a.k.a. Inverse + Snap Shot) Surface features for grip details, including 'over-moulding' features
	Week 2 14/10/2020	Digital Modelling for Injection Moulding Design Recommendations to meet manufacture, assembly, product performance	INTERNAL Primary Forms Modelled Subpart Features Modeling Location Features - Assembly Features	Showing views Internal Model Inverting and hatching operations & internal PEG + surface modelling Inverting Sub-comp. Action, Section, Part, Hole, Counter
	Week 3 21/10/2020	Generating the Assembly Model from a Master Model reference & part/component - models	Conversion of Master Model into Assembly Model Parts Files Assembly files, changing the CAD Data set	Generating the anchor structure Master model - part models to Assembly modelling Mates + Advanced mates
	Week 4 28/10/2020	Generating Technical Specification Presentation Content	Project Presentation: 1 Technical Aspects of Injection Moulding Design	Customer Orthographic Elevations Sectional Details
	Week 5 04/11/2020	Generating Digital Evaluation presentation content	Project Presentation: 2 Technical Aspects of Injection Moulding Design Specification	FEA - MFA - LCA Using Model Based Definition - MBD - dimensional - technical annotation

Generation of Personal-Brand - Assets <i>Advocating Employability</i>		DESP 3000 - Product Communication - module weighting 50%		
		Project 1 - Term 1 Study Schedule		
		TUTOR DIRECTED		SELF-DIRECTED STUDY
		1 hour	2 hours	9 hours
		Lecture	CAD Lab Workshop	
<p>Career Launch Brand-Guide</p> <p>Project 1 Part B Personal Branding 60% Project weighting Brand Guide, and design practices assets advocacy & vision + aspiration advocacy</p>	Week 6 12/11/2020			
	Week 7 19/11/2020	Applying a Personal Brand Guide	Generating a Personal Brand Touchpoints	Adobe Illustrator Vector Graphic Basics Vector + Pixel Collate Portfolio Content
	Week 8 26/11/2020	Personal Marketing Video Based Presentations	Generating Presentation Narratives dialogue + time-based media	Adobe Illustrator layout Template Photoshop conversion of digital images into commercial assets
	Week 9 03/12/2020	Portfolio Content Plan T Shaped Expertise	Identifying career market SWOT's - USD - BIDA - UK-GC	Editing + Compositing Video Brand practice's Voice Over Presenter
	Week 10 10/12/2020	Personal Career Benchmarking - CPD Plan	Designing concise presentation's	Video Broadcasting of 2-minute design practices-asset advocacy
Week 11 16/12/2020	Push marketing strategy + Process	Forming Career Descriptions + communicating personal assets	Video Broadcasting of a 2-minute career vision + aspiration advocacy	
		Project Summative Submission		

WEEKS 4 - 5 MARKETABLE PORTFOLIO ASSETS

- 1 - Technical Drawing
- 2 - FEA - MFA - LCA

FOCUS ON 'VIRTUAL PROTOTYPING' CONTENT OF YOUR PERSONAL BRAND
Project 1 PART B - WEEKS 7 - 11

- 3 - Digital Stills + Scripted Animations
- 4 - Voice Over Presentation
- 5 - Portfolio Presentation Plan

PERSONAL BRAND CONTENT IS EXPANDED DURING PROJECT 2 PART B INTERACTIVE PORTFOLIO

DESIGN PRACTICE INTERACTIVE PORTFOLIO

DESP: 3000 PROJECT 2 PART B weeks 20-26

session 2 +
parametric data set - 2 hours



Generation of Personal Brand - Assets	
Project 1 Part A	...
Project 1 Part B	...
Project 1 Part C	...
Project 1 Part D	...
Project 1 Part E	...
Project 1 Part F	...
Project 1 Part G	...
Project 1 Part H	...
Project 1 Part I	...
Project 1 Part J	...
Project 1 Part K	...
Project 1 Part L	...
Project 1 Part M	...
Project 1 Part N	...
Project 1 Part O	...
Project 1 Part P	...
Project 1 Part Q	...
Project 1 Part R	...
Project 1 Part S	...
Project 1 Part T	...
Project 1 Part U	...
Project 1 Part V	...
Project 1 Part W	...
Project 1 Part X	...
Project 1 Part Y	...
Project 1 Part Z	...

WEEK 4-5 MARKETABLE PORTFOLIO ASSETS

- 1 - Technical Drawing
- 2 - FEA - MFA - LCA
- 3 - Digital Stills + Scripted Animations
- 4 - Voice Over Presentation
- 5 - Portfolio Presentation Plan

FOCUS ON 'VIRTUAL PROTOTYPING'
CONTENT OF YOUR PERSONAL BRAND
Project 1 PART B - WEEKS 7 - 11

PERSONAL BRAND CONTENT IS EXPANDED
DURING PROJECT 2 PART INTERACTIVE PORTFOLIO

SESSION 2 - PORTFOLIO ASSET week 3



DESP:2000 CAD PROJECTS



or



week 11 **BRANDED**
'application' CAD portfolio

PARAMETRIC DATA SET

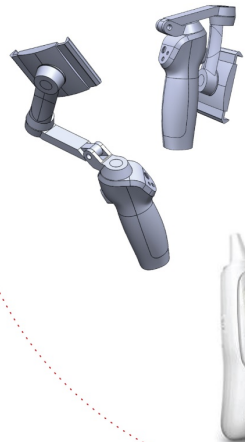
- Technical Drawing
- FEA - MFA - LCA
- Digital Stills + Scripted Animations
- Voice Over Presentation
- Portfolio Presentation boards

+



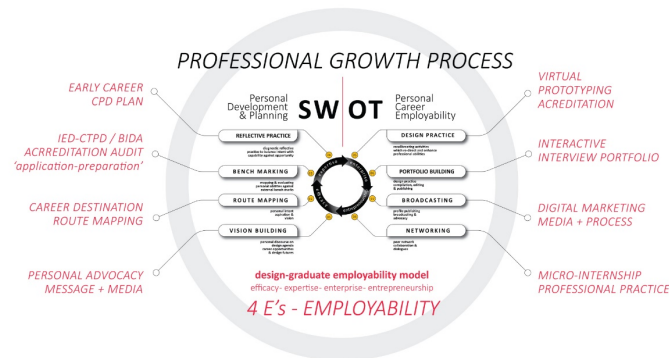
weeks 7 - 11

week 11 **BRANDED** 'application' CAD portfolio



PARAMETRIC DATA SET

- Technical Drawing
- FEA - MFA - LCA
- Digital Stills + Scripted Animations
- Voice Over Presentation
- Portfolio Presentation boards



PROJECT 1 PART B

... this approach is expanded on to cover your entire design practice 'offer'



**DESIGN PRACTICE
INTERACTIVE PORTFOLIO**
DESP: 3000 PROJECT 2 PART B
weeks 20-26

- *working progressively* -