[LONG-L[I]OVED]

CONTEMPORARY DESIGN FOR FURNISHING FUTURES]

MIKO

UNIVERSITY OF CANBERRA

workshop 7

Lecturer / Convener: Sam Tomkins E: sam.tomkins@canberra.edu.au RM:7C32 PH: (02) 6206 3710

INDUSTRY PARTNER: **MIKO – www.mikodesigns.com.au**

UNIT: **Advanced industry studio - 11834**

UNIT OFFERING: **SEM 1. 2023**

STUDIO TIME: **Thursday 9:30-12:30 7A32**

WIL - (Work Integrated Learning)

This unit follows a work integrated learning approach through the engagement of an industry partner. The unit follows a client / consultant format where students will be expected to conduct themselves and present work in a manner fitting of a design professional.

INDUSTRY CLIENT BACKGROUND – Miko

"Miko Design's goal is to foster a culture of quality design, creativity and innovation. Providing a platform and opportunities for local Canberra and Australian creatives. We want to work with designers who also place high value on ethical and sustainable design. Designers who want to create ***enduring pieces that last a lifetime, rather than mass produced, disposable items.****"*

PROJECT FOCUS – Contemporary Design – Furniture/lighting.

"Create a unique, modern, contemporary furniture/lighting piece that could be stocked and sold through the MIKO brand."

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UNIT BRIEF:

LONG L[I]OVED: CONTEMPORARY DESIGN FOR FURNISHING FUTURES

Over the 13-week duration of the projects, Students will engage in the design and manufacture of a furniture/lighting product that will aligns with the **MIKO** brand. Students will be provided formative industry feedback through the design process. Students will select a product type from the list below to form the focus of the project.

Low table, Side table, Wall light, Pendant light

Placing an emphasis on **real-world, sustainable, long-lived products** the final design must;

- *Utilise high quality materials*
- *Be locally produced with engaging local industry partners.*
- *Utilise Sustainably sourced materials*
- *Balance the functional, beautiful and unobtrusive.*
- *Be produced at viable price point.*
- *Designed to not need to be replaced, disposed of or repaired.*

Through the design process students will;

- Conduct research into the MIKO brand.
- Determine a product type to form the project focus.
- Conduct research into the current market trends (forms, materials, finishes).
- Create a personal brand that encapsulates the identity and ethos of the designer positioning them as a professional designer including;
  - studio name
  - studio logo
  - studio mission statement
- Develop a fit for market, highly refined furniture/lighting concept for production.
- Investigate and determine the pricing of their design through documenting a price breakdown of their product.
- Produce a pre-production prototype of their final design.

PROJECT TIMELINE / ASSESSMENT OVERVIEW.

See Over:

PROJECT TIMELINE / ASSESSMENT OVERVIEW.

STUDENT BRIEFING WEEK 1. 9/02/2023

Students will be provided with the project brief and a demonstration of the extruder prototype. Students will commence research and prepare for a client meeting in week 2.

CLIENT / STUDENT DISCUSSION. WEEK 3. 23/02/2023

Students will meet with the client **(MIKO)** to further inform their initial research and to gain better understand of miko as a retailer, products, costing brand and and design methodology.

PHASE 1: WEEKS 1-5 *TASK CLARIFICATION (TC).* WEIGHTING: 30% DUE: WEEK 5

Description: In this Phase, students, through research will identify the key themes and opportunities of the design brief to determine a project focus and design constraints. This will be presented to **SPARK** for client feedback to inform the second phase of the project.

1. Presentation of Potential Project Direction - 3 x Concepts.

PHASE 2: WEEKS 5-9 *CONCEPT GENERATION (CG).* WEIGHTING: 30% DUE: WEEK 9

Students will develop and refine a focused concept for presentation to industry client **(MIKO)** for feedback.

1. 1 x refined concept presentation
2. Low Fidelity Prototypes / Models demonstrating form language / function – Scale TBA.

PHASE 3: WEEKS 9-13 *EVALUATION REFINEMENT (ER).* WEIGHTING: 40% DUE: WEEK 13.

Students will submit their final design proposal in the form a professional client presentation to industry client **()**.

1. 3 x A2 Presentation Panels.
2. Digital client presentation.
3. High Fidelity prototype of the proposed design solution.
4. 1 x Product information document.

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