

Summary of Key Points (300 Words)

Design students and professionals are encouraged to transport and protect their work in folders that are applicable to the size of their work. Crumpled or creased work looks careless and can ruin it.

Most A2 and A3 folders currently on the market are bulky and cumbersome. There is not much range in the appearance of folders, which are very businesslike. Many cheaply made folders are not waterproof and break easily.

The proposed concept takes into consideration all of these things to create a more desirable folder:

- Reducing the size of the folder will make the transit of work a lot easier; for instance, taking an A2 folder down to roughly A3 size by 'folding' the paper in half (without creasing).
- The inclusion of a removable shoulder strap and a small handle gives the flexibility of having a more, or less, professional appeal depending on the situation. It will also be easier to carry when carrying other bags.
- A hardwearing plastic, such as ABS, will protect the work from rain and if it is dropped.
- The folder is more aesthetically pleasing than other's currently on the market with the inclusion of bright colours.
- The form the product takes is indicative of the shape of the 'folded' paper and of the fact that the product could be placed on the user's lap and used as a drawing board. There will only be one split line on the top surface for this reason.
- Projects can be compartmentalised so to help with organisation.

The Unique Selling Points of the folder are the aesthetics and the size of the folder, which is significantly reduced. With the considered application of ABS, the folder can also be used as a drawing board; designers often come up with ideas in less idyllic situations that don't necessarily provide tables, such as on the train or in waiting rooms.

The folder is primarily aimed at design students and professionals who carry work to and from the workplace.

Technical Description (300 Words)

The plastic used will be Acrylonitrile Butadiene Styrene (ABS) and this product will be manufactured using injection moulding. This will help to lower the cost of the product, which is partly aimed at students, as it can be mass-produced readily. ABS is hard, tough and rigid to protect work and has low heat conductivity. It also has aesthetic appeal with minimal output and is lightweight. The hinges will be created using ABS, being screwed into place.

Both sides of the product are symmetrical, with the exception of the fastener and hinge which can be added or taken away from the main cavity to lower both production and design costs. Other components can also be imitated.

The dimensions for the folder will be in accordance to the size of the paper it will contain.

Sustainability

Each component is made of one material and they can be taken apart easily. This would help the product to be taken apart and recycled both readily and appropriately. However, ABS is a hardwearing material and so the product would have a bigger lifespan with the intent of being used over and over to transport work.

Both main cavities are symmetrical meaning less tooling would be needed minimising both manufacturing costs and the impact on the environment.

The cost of the product would be higher than others on the market, which may have an impact on the student market, as they tend to be less well off than professionals. However, the results of the questionnaire would suggest that some design students rank the size and appearance of the folder higher than cost. Using injection moulding and ABS would help reduce costs of manufacture and thus the retail price.

Software

Rhino 3D

Adobe PhotoShop CS3

Microsoft Word 2000

Personal Profile (150 Words)

I am a second year student studying Design for Industry (BA Honours) at Northumbria University in Newcastle. I chose to design the reduce-sized folder after having had to carry folders daily for the past 6 years of my education.

I came to Northumbria University having studied A2 level Product Design at a college in Manchester. I have always been passionate about design: whether it is product, web or graphic design.