

INDUSTRIAL DESIGN STUDIO II: Industrial Design 463 (senior/fourth year fall term studio course)
New Jersey Institute of Technology

Instructor: Ran Lerner

Product Design: Juicer

Students are asked to design a specific and single kitchen item: a juicer. The project requires research into the ergonomics of the product and to determine the design and manufacturing processes required for any proposal.

Students are required to submit ideation sketches and physical study models, digital models for prototypes, visualization (rendered models) for the product, package design, and a digitally printed/hand-finished physical prototype and retail packaging. Advertising proposals (including identifying target markets), product branding, consideration of shipping/storage requirements, proposals for any mechanical and electrical components, and manufacturing techniques/materials properties are all part of the comprehensive project.

Tools available to students included *SolidWorks*, *Autodesk Inventor*, and *Dimension 3D Printer*.