

Soccer Shin Guard Exhibition Design

COURSE DETAILS

NIRMA UNIVERSITY
DEPARTMENT OF DESIGN

Discipline: Industrial Design
Year: III, **Semester:** VI, Institute Elective

Course Name: Exhibition Design
Course Code: IDPR 322E
Credits: 4, **Teaching Hours:** 90

Course Faculty: Rajendra Mistry, Mithun Darji
Course Coordinator: Sangita Shroff

SELECTION

The selection of the product was based on the availability of products at home. The criterias was to select such a product that is hardly worked upon to come up with new and interesting ways to portray it.

The product selected was, Soccer Shin Guards. This product is not exposed in action and hence the design for it was a challenge. It is worn under socks/stockings used in soccer.

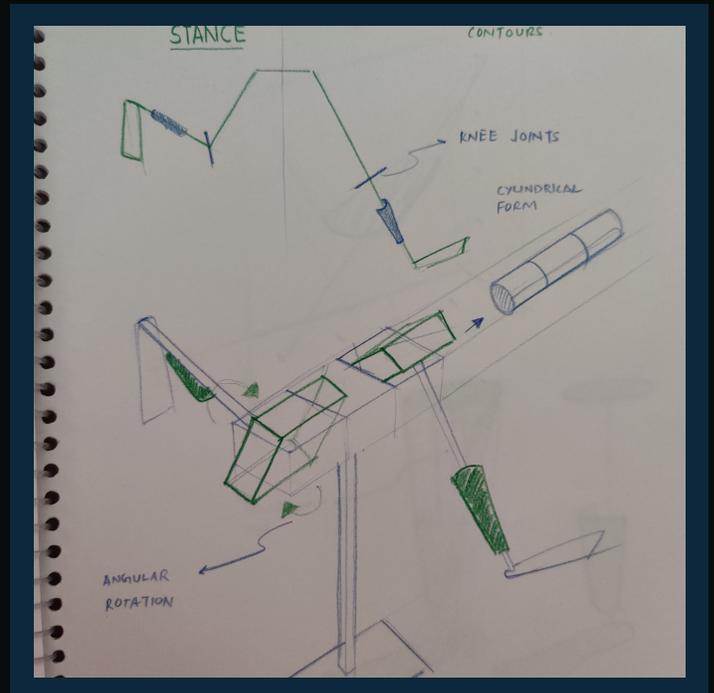
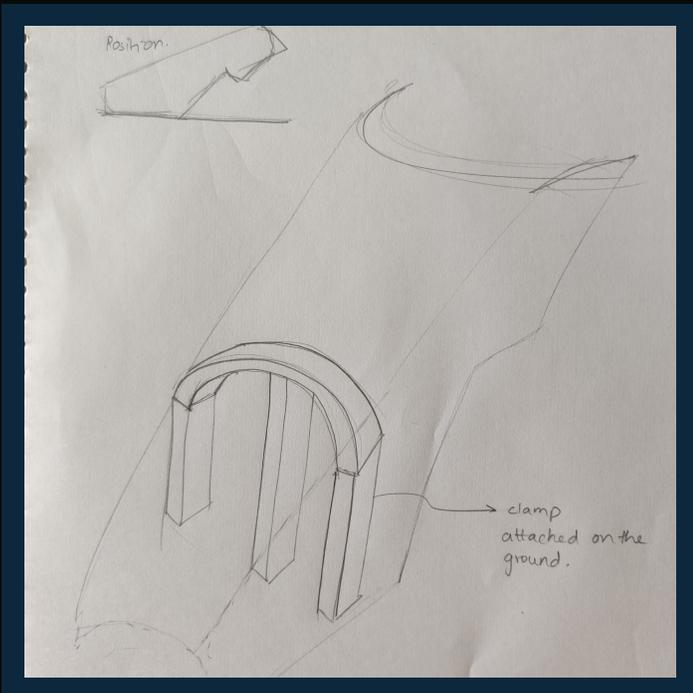
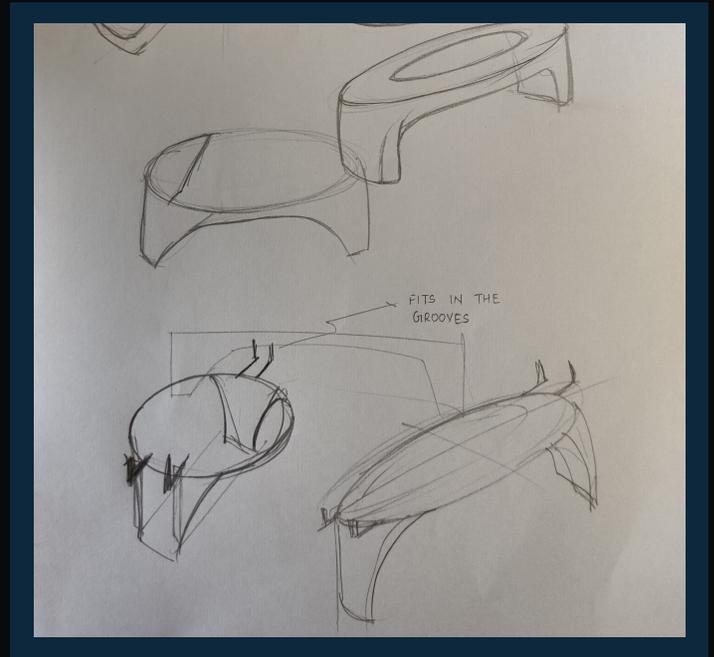
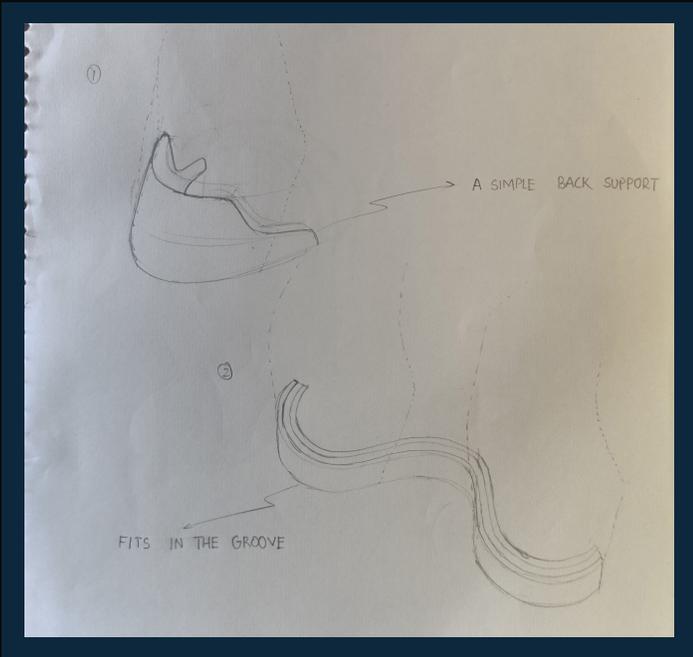


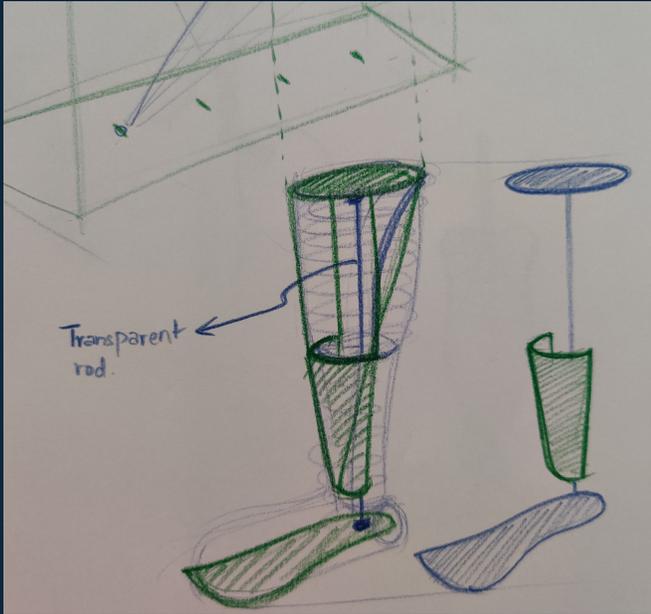
CONCEPT - PH1

The first assignment was to design a clamp for the product in such a fashion that it seems to be levitating in mid-air. The idea is to understand the structure and form of the product and there by resolve and use its features to create a table stand or floor stand. The exercise helped in understanding the product in multiple lenses. like when in action or when in a static state.

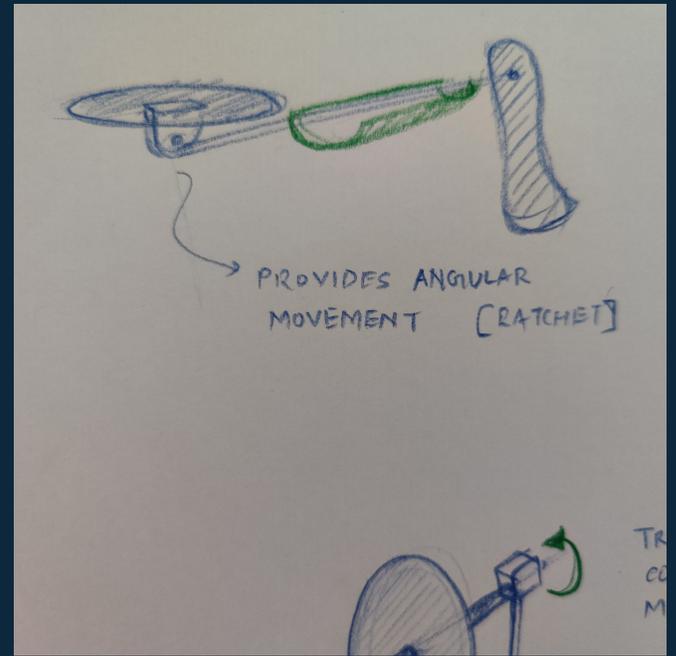
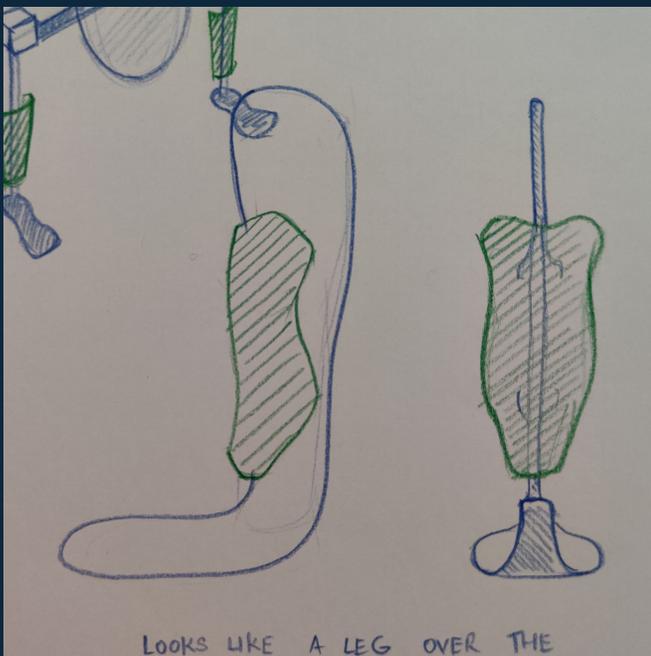


CONCEPT - PH1 / REFINE





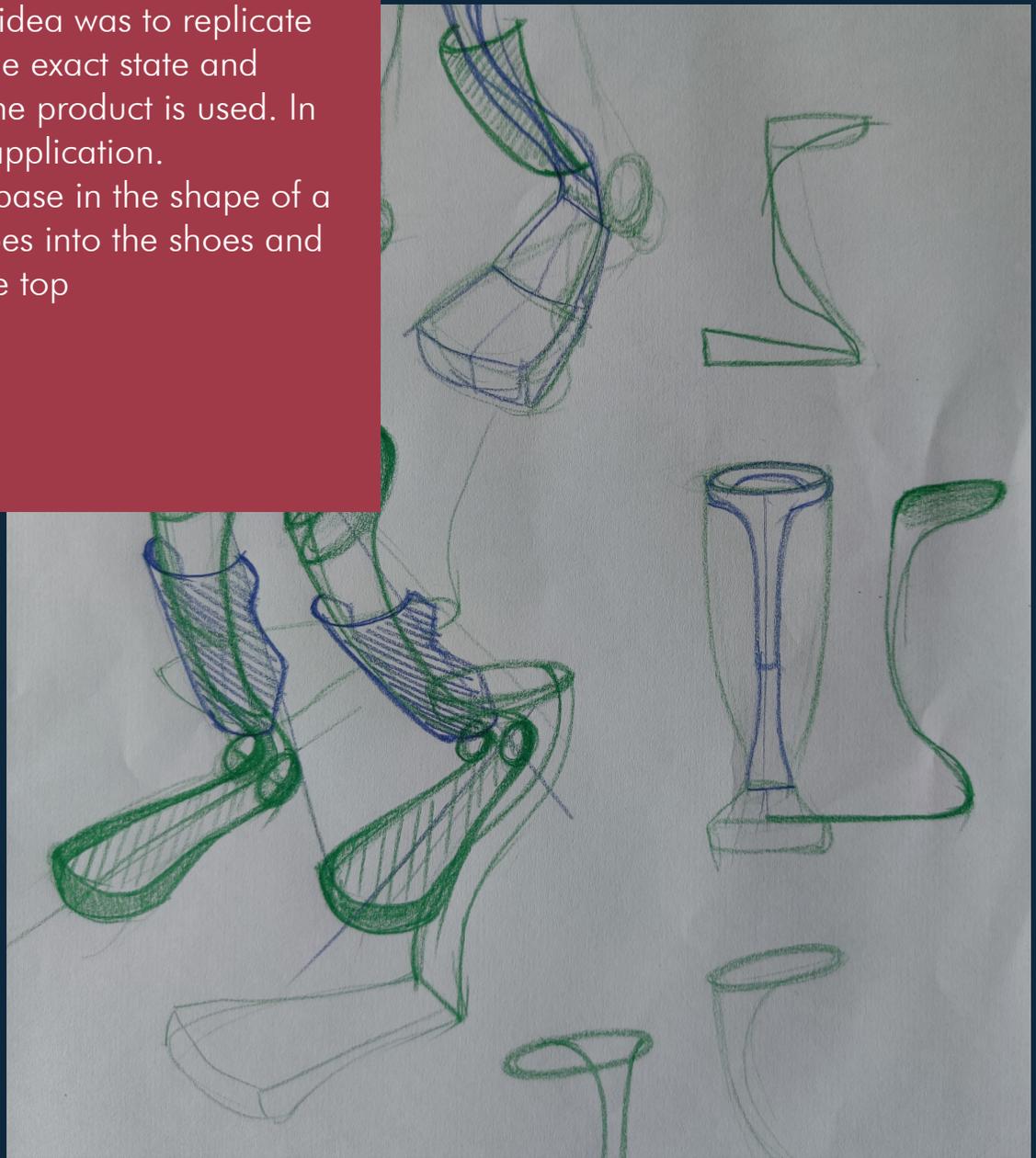
The initial ideations started of with simple concepts of having table stands which could support the object. Having hooks which could penetrate the grooves of the object and let it stay above ground level. Later on , the ideas shifted more towards the dynamic state of action and were refined and inspired from soccer as an entire sport.



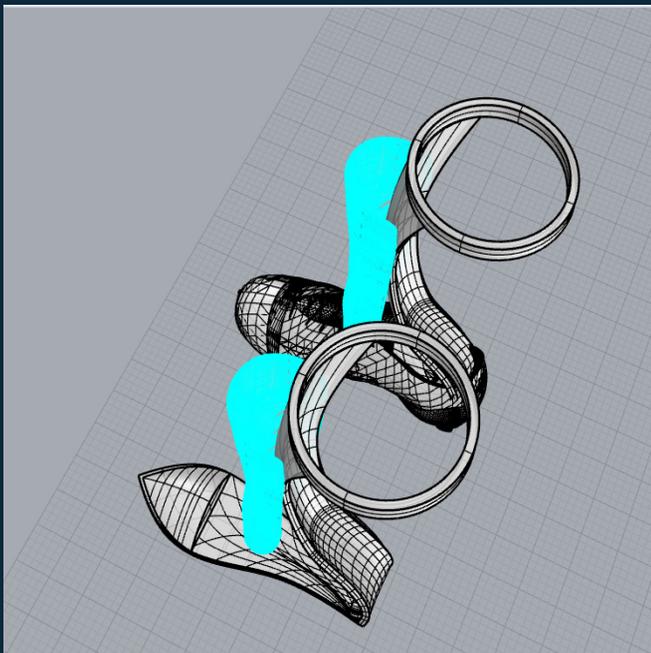
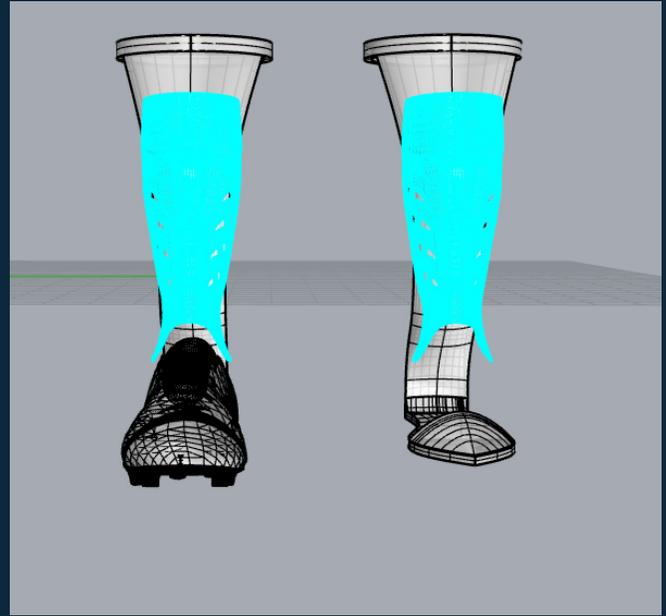
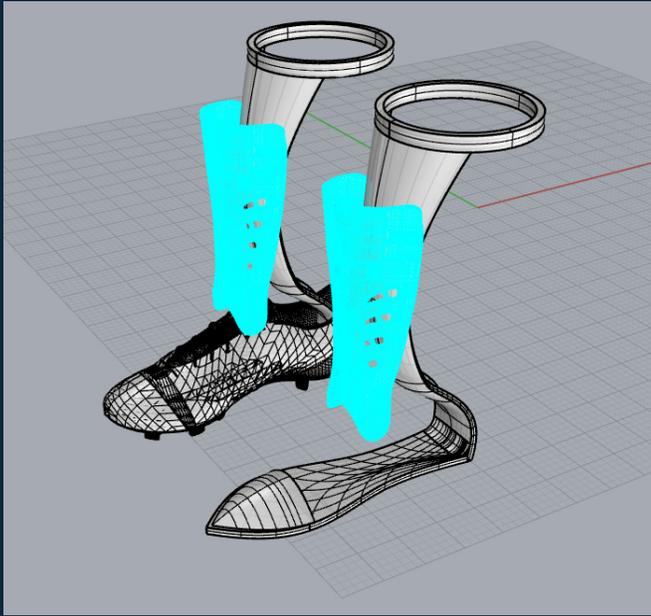
FINAL CONCEPT - PH1

The Final Concept of the First Phase was developed by taking inspiration of a human leg. The idea was to replicate and showcase the exact state and position where the product is used. In short, in its live application.

Here, there is a base in the shape of a foot/sole that goes into the shoes and stands and at the top

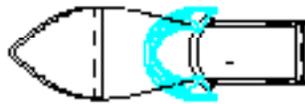


MODELLING



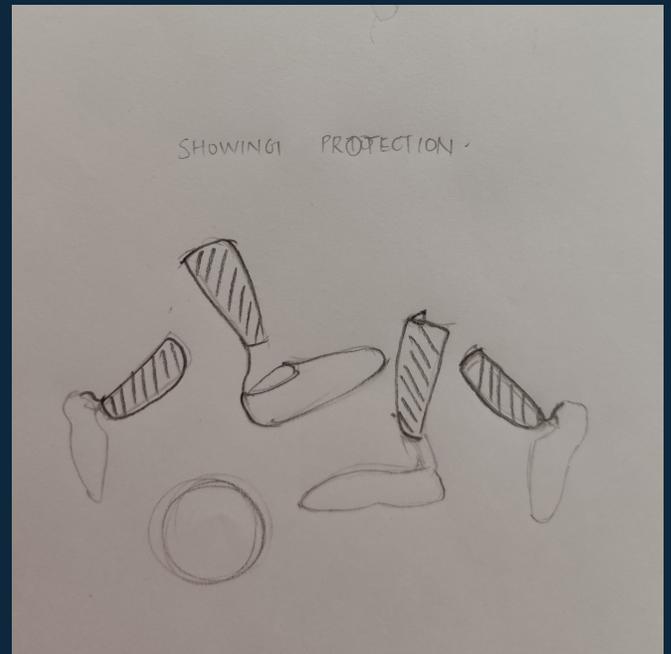
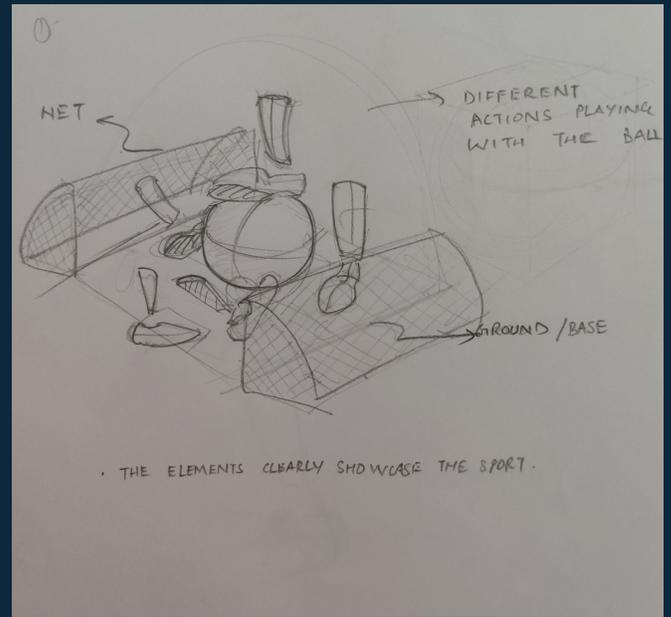
These are some of the initial model of the final concept. The models are made using Rhinoceros Software. The left leg is showcasing the product with the shoe while the right side is just showing the clamp.



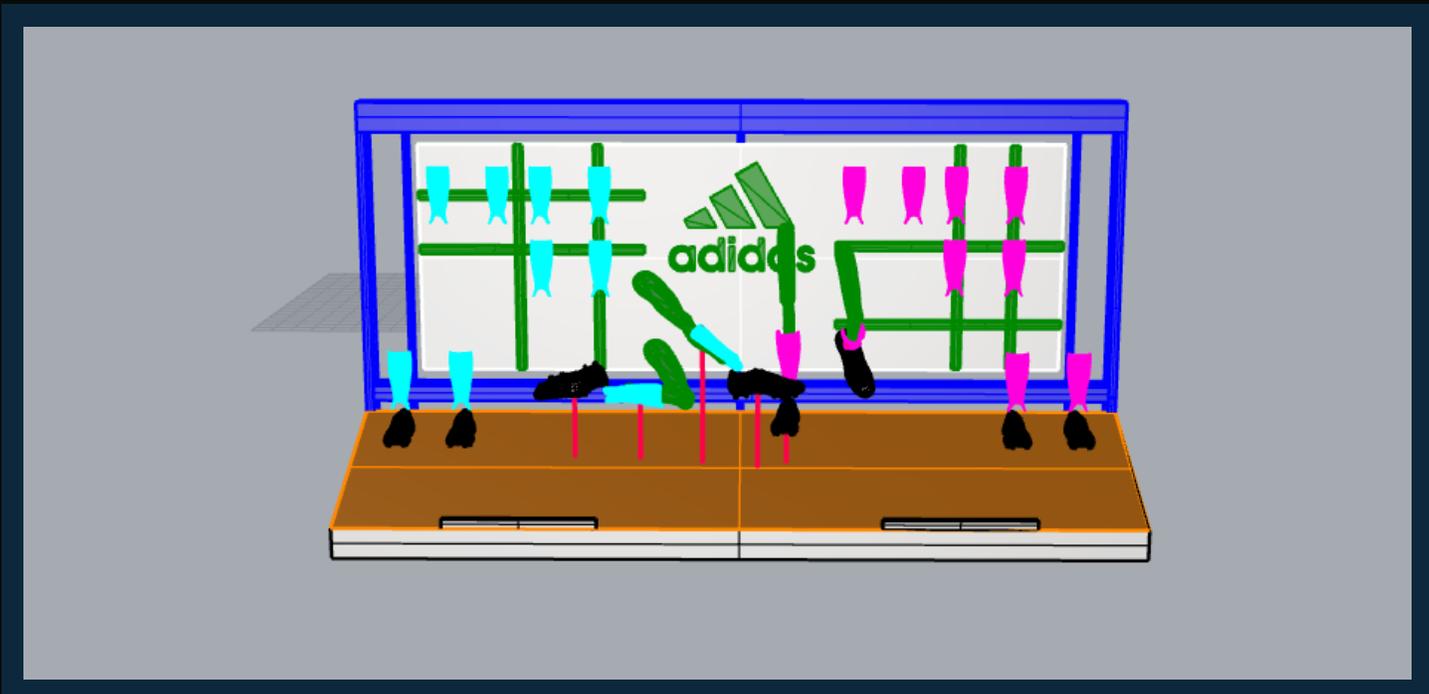
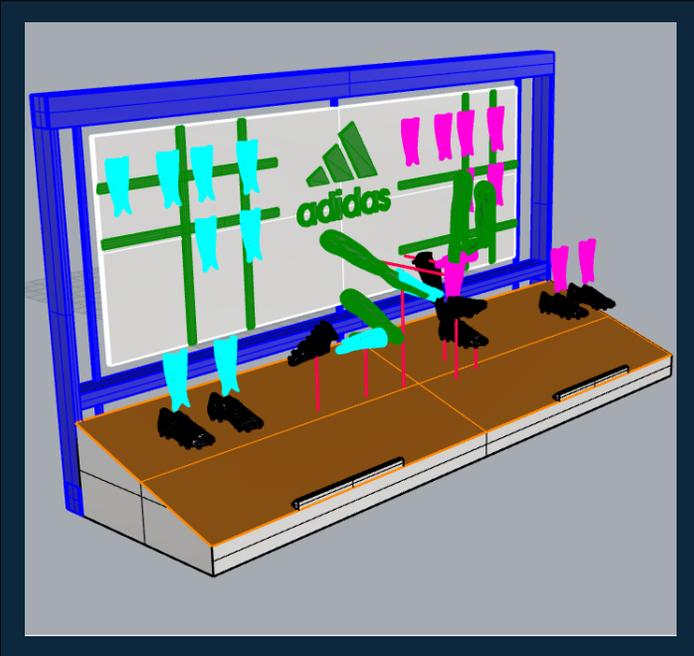
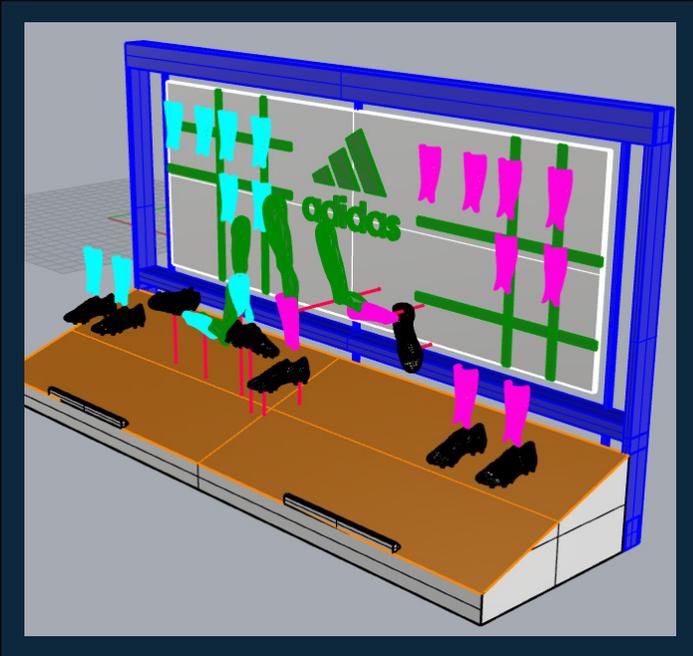


CONCEPT - PH2

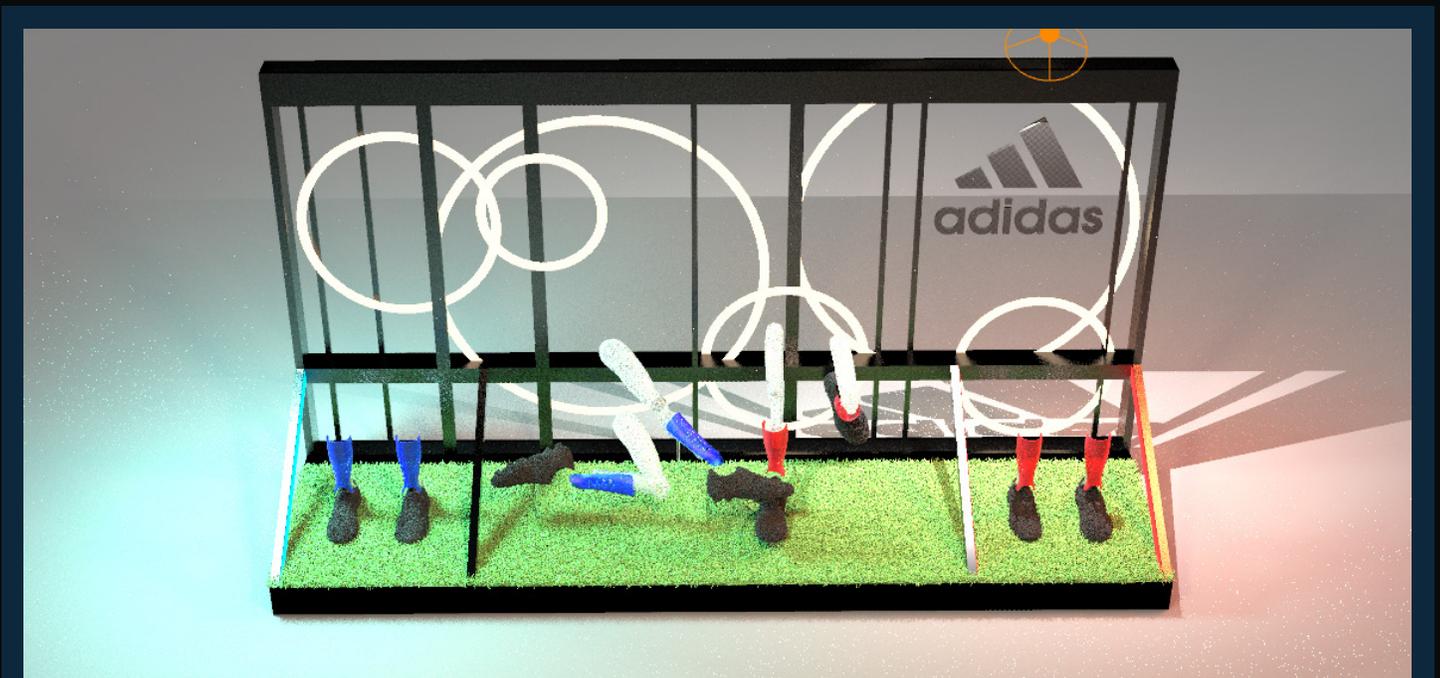
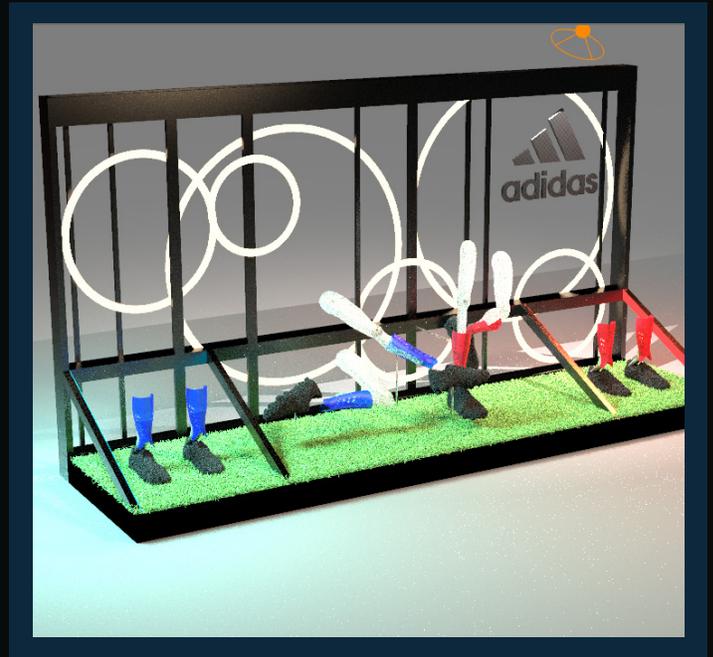
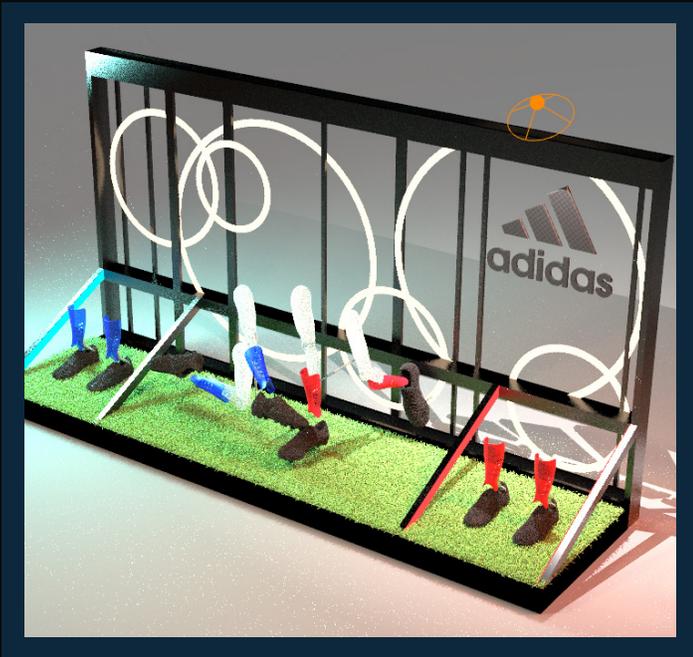
The second assignment was to design a shop display for the product in realtime. The idea is to understand the structure and form of the product and there by resolve and use its features to create a table stand or floor stand and use the same stand to exhibit in a larger space. The initial concepts generated were using different elements of soccer as a game to create a proper visual environment.



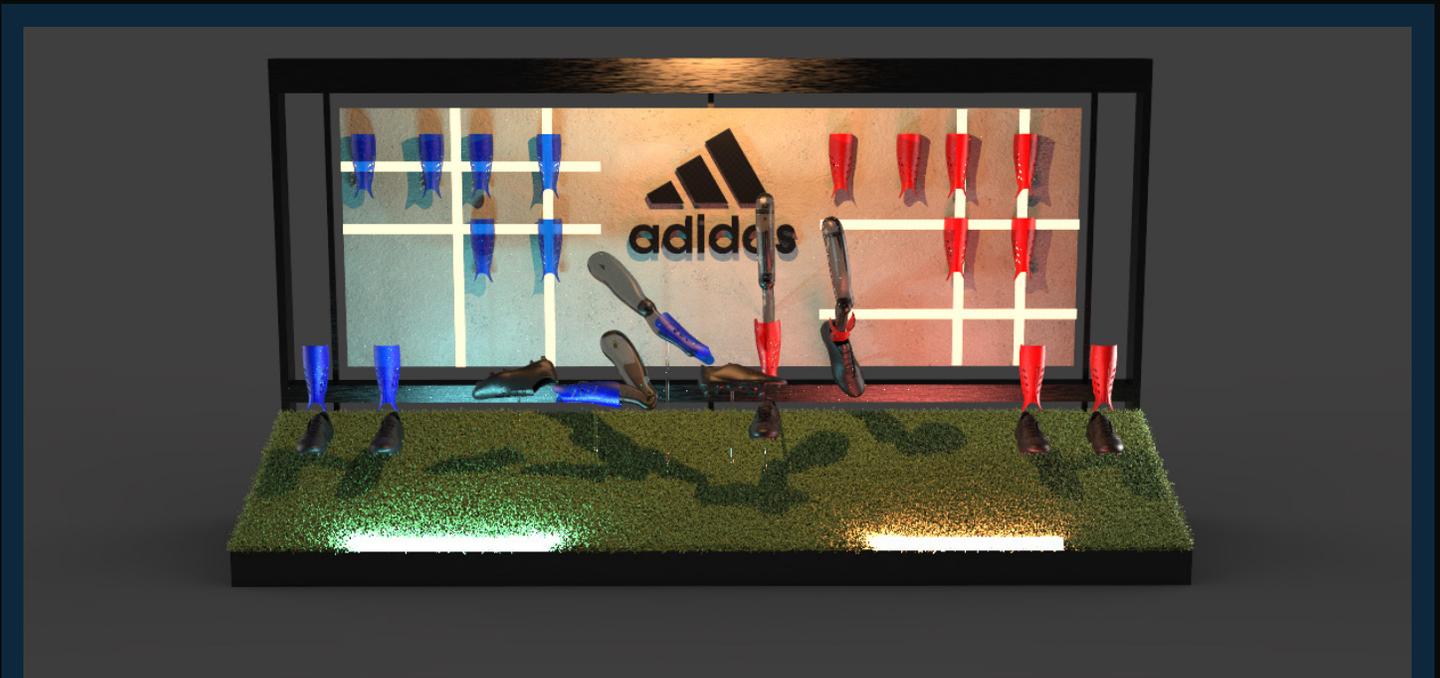
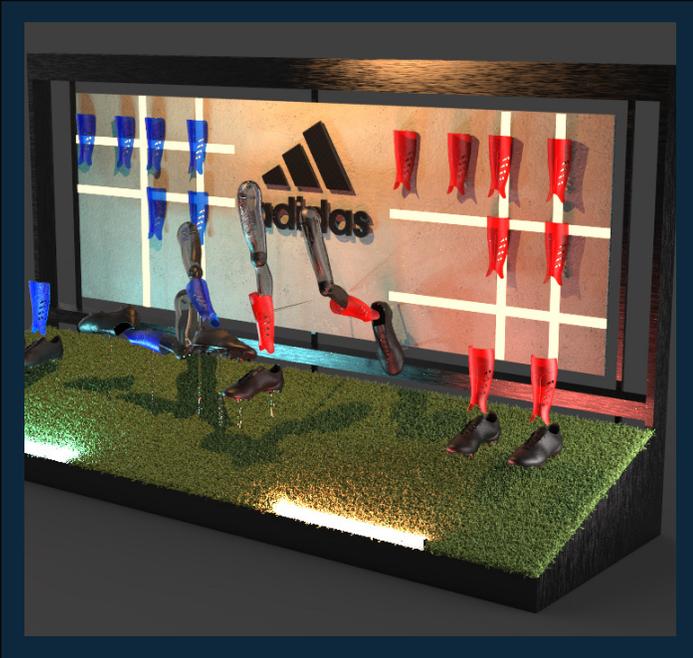
MODELLING

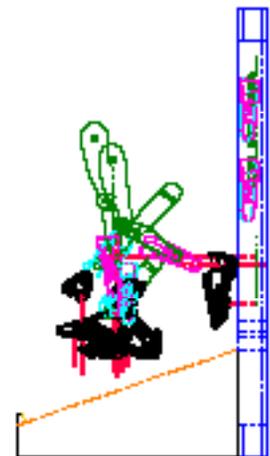
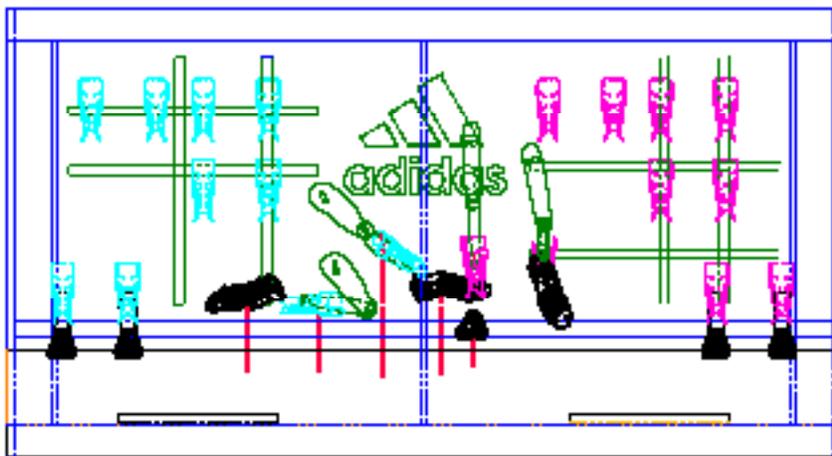
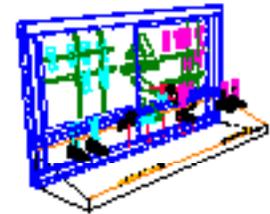


RENDER



FINAL



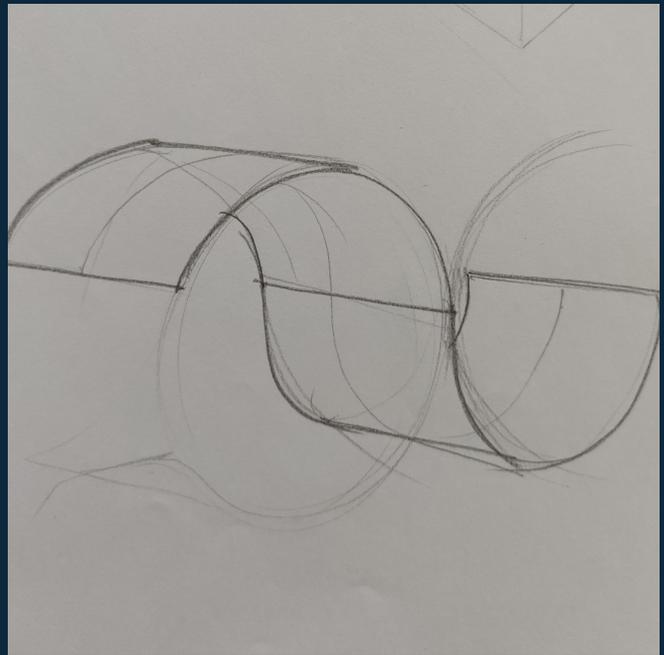
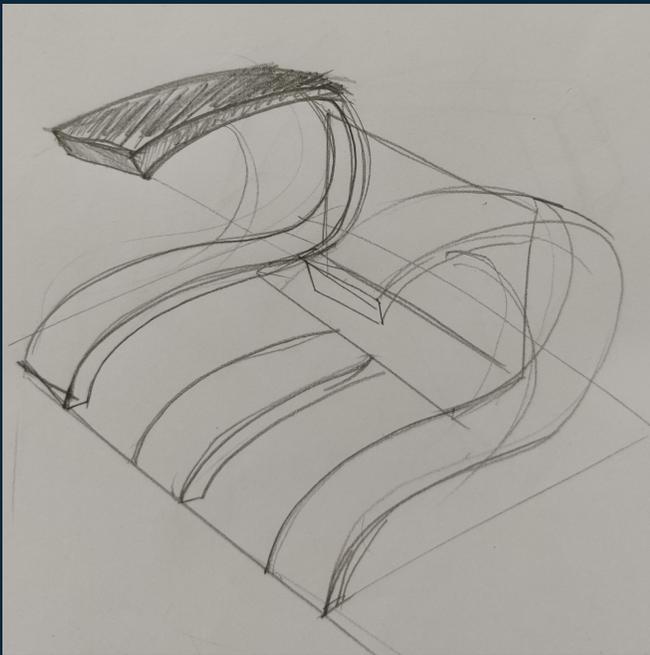
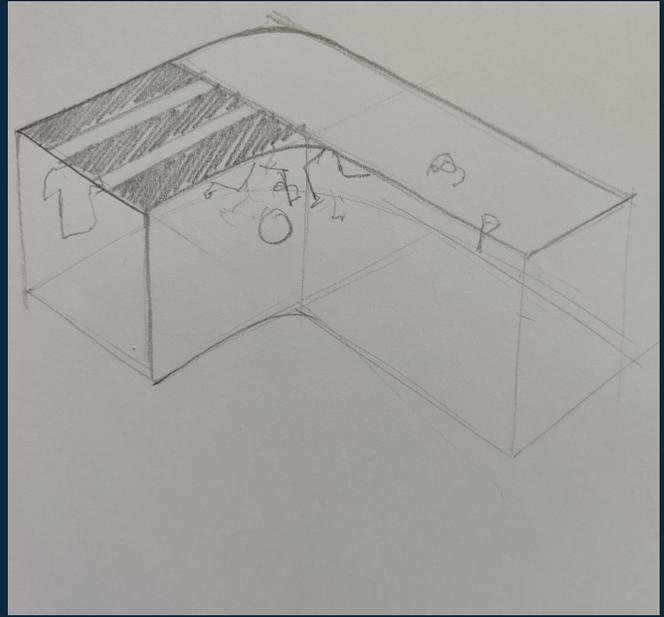


CONCEPT - PH3

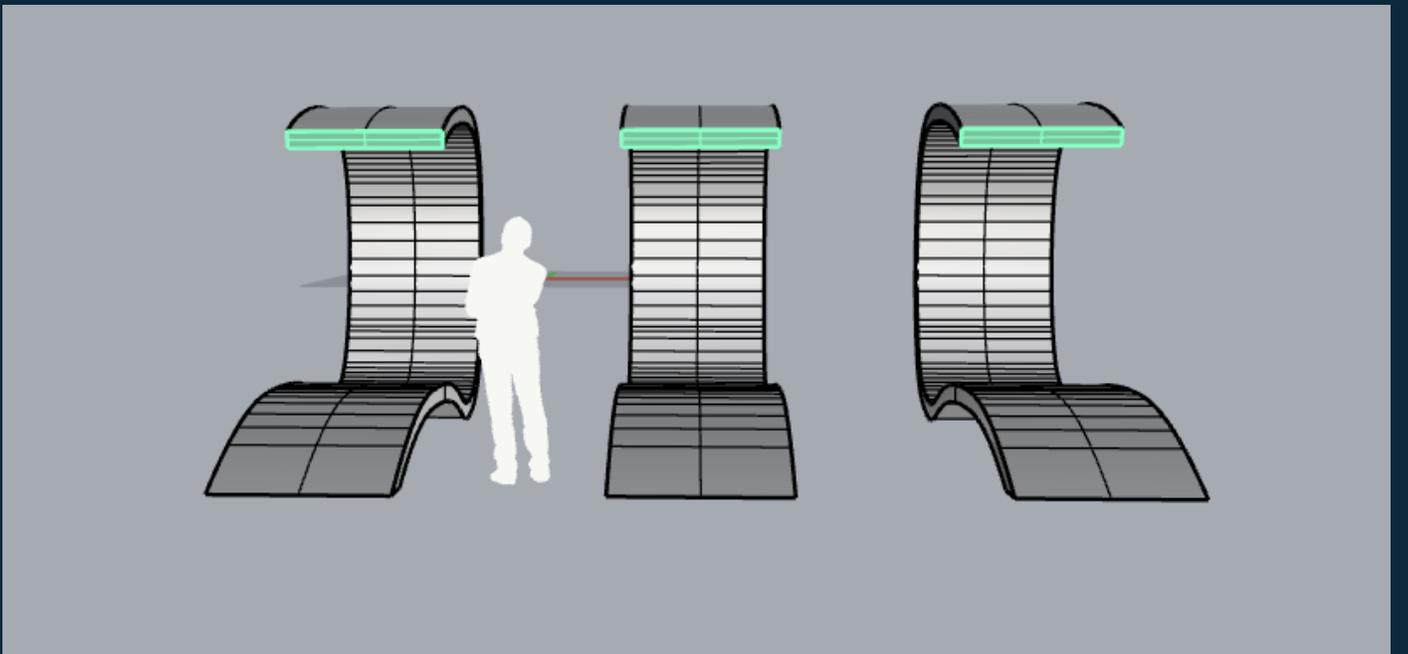
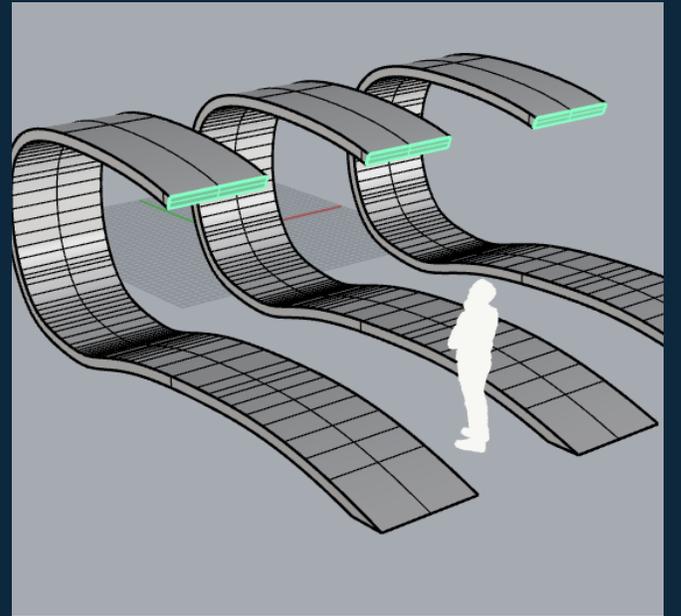
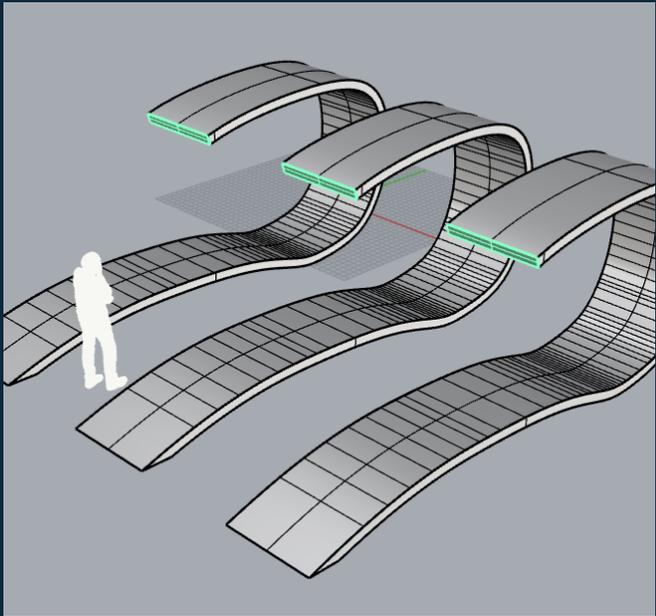
The third assignment was to design a mall/kiosk display for the product in realtime.

The idea is to understand the structure and form of the product and there by resolve and use its features to create a kiosk for the product and the brand selected.

The concepts were generated using ideas on brand advertisement and product category.



MODELLING



RENDER

