

Visualization and Illustration

Honorable Mention



Project Title: Flat Pack of a Jelly Fish

Student Name: Mark Stajan

Level, Course: Illustration Studies, 4th year, Technical Scientific Stream

Advisor/Instructor: Claire Ironside

Principal Investigator: Ian Stewart

Department: BAA Illustration, Sheridan College, Oakville, Ontario, Canada

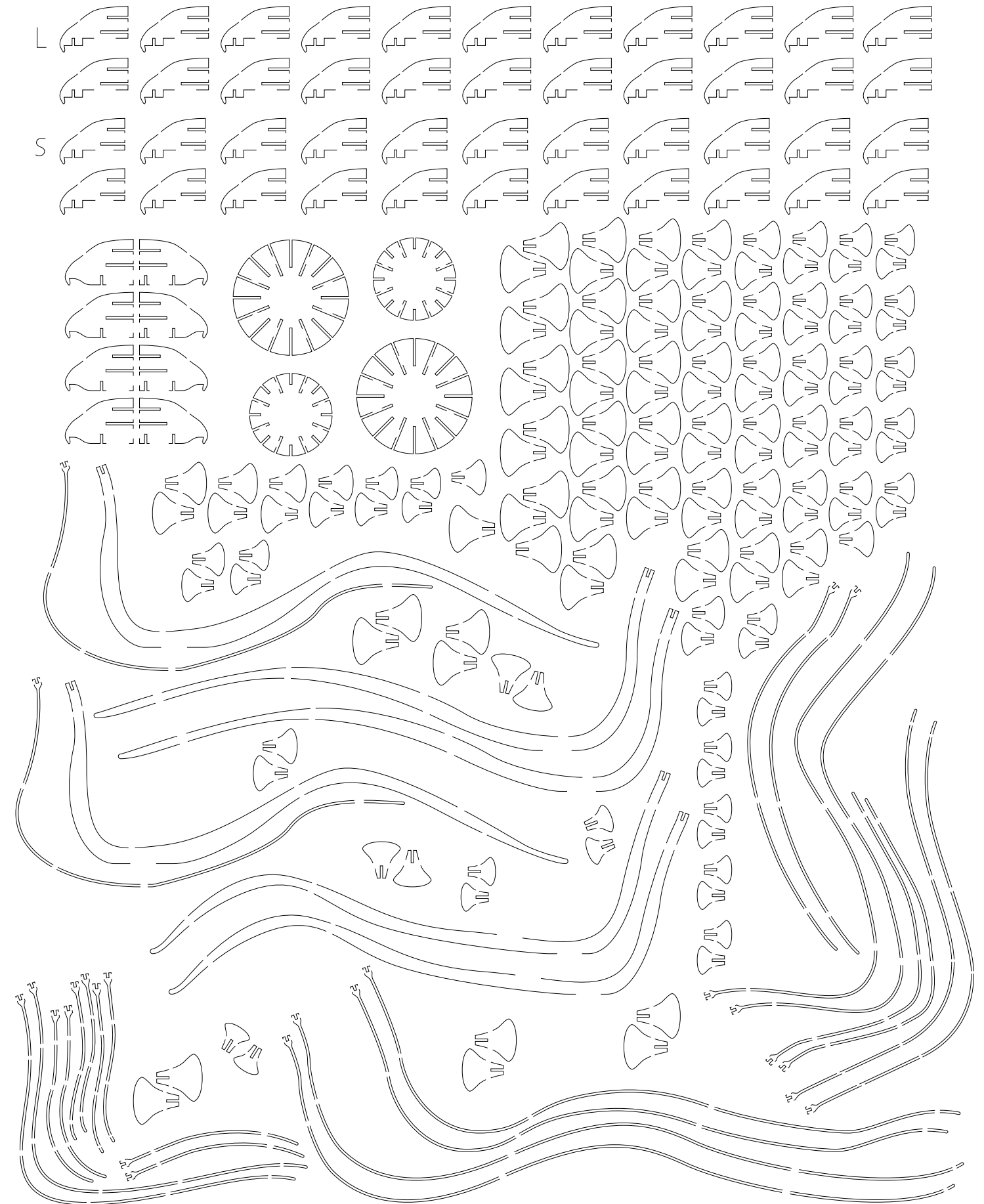
Summary Description of Project:

The flatpack has become an intrinsic part of everyday life in the worlds of retailing and consumption. The term generally relates to items of furniture that have been specially designed to be taken away from stores, their component parts packed flat to minimize size, and assembled by consumers in their homes. Packed flat at the factory in which the parts are made, this enables quantities of furniture to be transported economically, leading to savings in distribution costs for the manufacturer, storage costs for the retailer, and thus for the consumer.

While flat pack design has to the greatest extent been applied to furniture design, e.g. IKEA, it has also found expression at even larger scales in the form of fully habitable structures and spaces and at much smaller scale as in toys and 3D puzzles.

Working with the design principles and objectives of flatpack design, namely the translation of a 2D illustration/design into a 3D object, students designed and modeled a 3D puzzle of an animal species.

The final puzzle kit was manufactured as a laser cut working prototype made of cardboard. In all cases students modeled the animal using **form•Z**, ZBrush, Adobe Illustrator, and other software.



Reason for which this student should be awarded:

This student showed remarkable resolve in solving his problem. He also had the highest number of parts, close to 200 pcs. in his flatpack design of a jellyfish.

The finished prototype and the digital model are very similar in form and dimensions, despite the multiple steps required to convert a 3D computer model to die lines for laser cutting.

Jury Comments:

At first glance, this project appears to be in the wrong category, as it definitely utilizes digital fabrication techniques. However, its emphasis is on visualizing the form of a jellyfish in 3D. The method used is flat pack design: the form is sliced and translated into flat pieces that can be assembled into an intriguing 3D form, almost like a puzzle. This is a method that can be mass-produced if needed to distribute jellyfish sculptures (or puzzles) to many places. But then, the specific form is almost arbitrary. The value of the project is in the technique it demonstrates, which deserves to be commended. Under which category may this be done is a secondary matter.

