

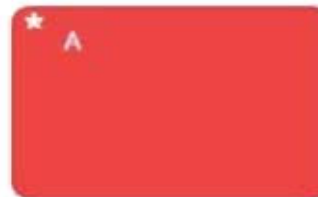
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"INDUSTRIAL DESIGN INTELLIGENCE:
A Cognitive Science Approach to
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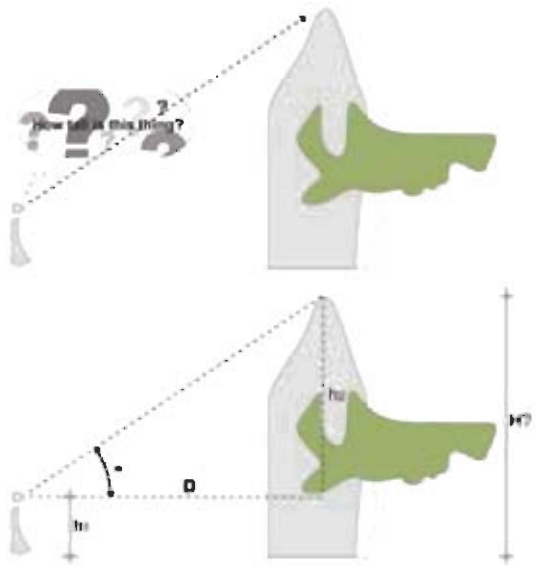
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ESTIMATION

Philippe Block

How tall is that building?

We are looking for H.
We need 2 estimations

- r_1 : take for a male adult ± 1.5 m (~ 4.5 feet)
- D : estimate the distance by counting your steps (you need to know your average step...)
- θ : estimate the angle with your arms

Now, we have that

$$r_1 = D \cdot \tan(\theta)$$

So

$$H = r_1 + r_2$$
$$H = r_1 + D \cdot \tan(\theta)$$

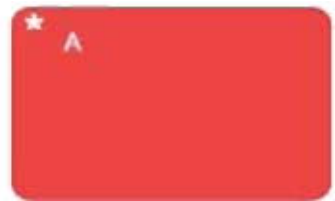
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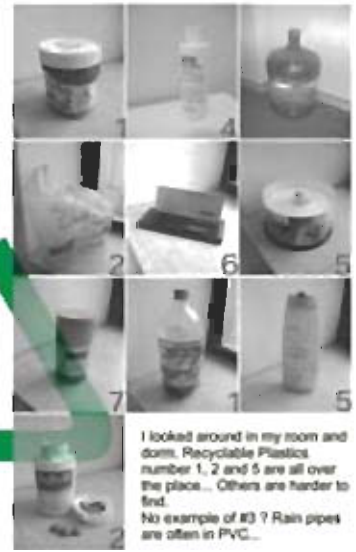
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7 RECYCLABLE PLASTICS

philippe block

-  **PETE (Polyethylene Terephthalate)**
Product examples:
bottles for soft drink, soy sauce and cooking oil
-  **HDPE (High Density Polyethylene)**
Product examples:
pails, containers for liquid detergent and fruit juice
-  **PVC (Polyvinyl Chloride)**
Product examples:
pipes, bottles for shampoo and mineral water
-  **LDPE (Low Density Polyethylene)**
Product examples:
shopping bags, housewares
-  **PP (Polypropylene)**
Product examples:
household storage containers
-  **PS (Polystyrene)**
Product examples:
foam products like, coffee cups and food trays
-  **OTHER (Other type of less commonly used plastics)**
Product examples:
bottles for ketchup and syrup



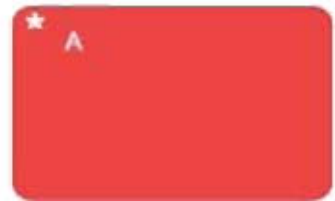
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CAPACITIVE SENSOR EXERCISE

philippe block
panagiotis chatzitsakyris



A simple game... using two capacitive sensors, two diodes, a little speaker and the PIC-microprocessor.

1. The two player put their hands on the table in front of the game, the fingertips touching it.
2. After a (random) time, the buzzer will indicate the start of the game.
3. The goal of the game is to tap your plate faster than your opponent after the "beep".
4. The winner is the one who touched his plate the first.
5. If the light on your side shines, you win!
6. The game restarts... (LOOP)

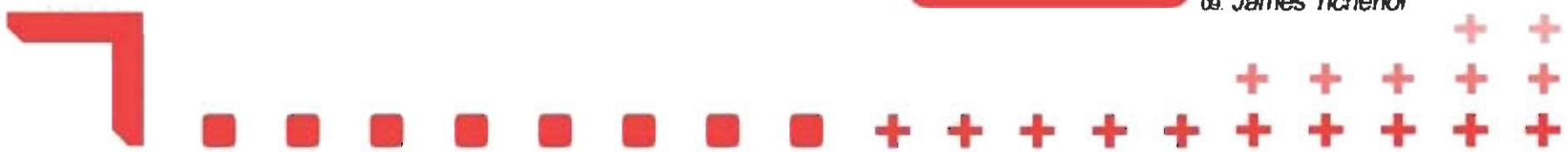
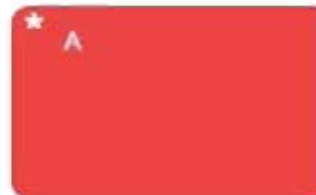
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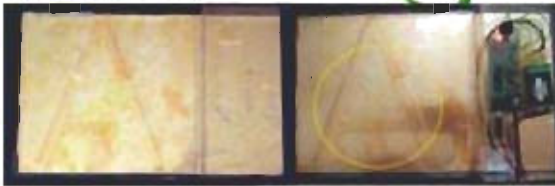
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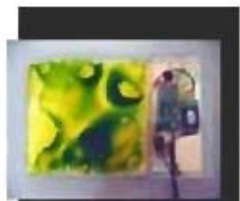
capacitive sensor



The concept of this game is to help children learn the alphabet by combining indications that they perceive by touching, hearing and looking.

The physical elements of the game are a capacitive sensor set, a speaker with the letters of the alphabet and a custom-like double layered plastic surface filled in with ink.

The child is hidden under the plastic surface. The child begins to scan the surface with his fingers, when the fingers move right above the missing parts of the alphabet they activate the device which in turn makes a characteristic sound. By hearing the sound and by looking at the tracks that the fingers leave by pressing the surface and thus making the ink move! The child is able to find the letter automatically.



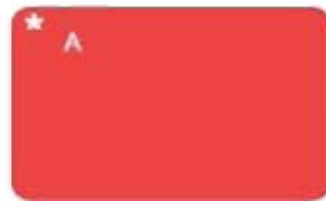
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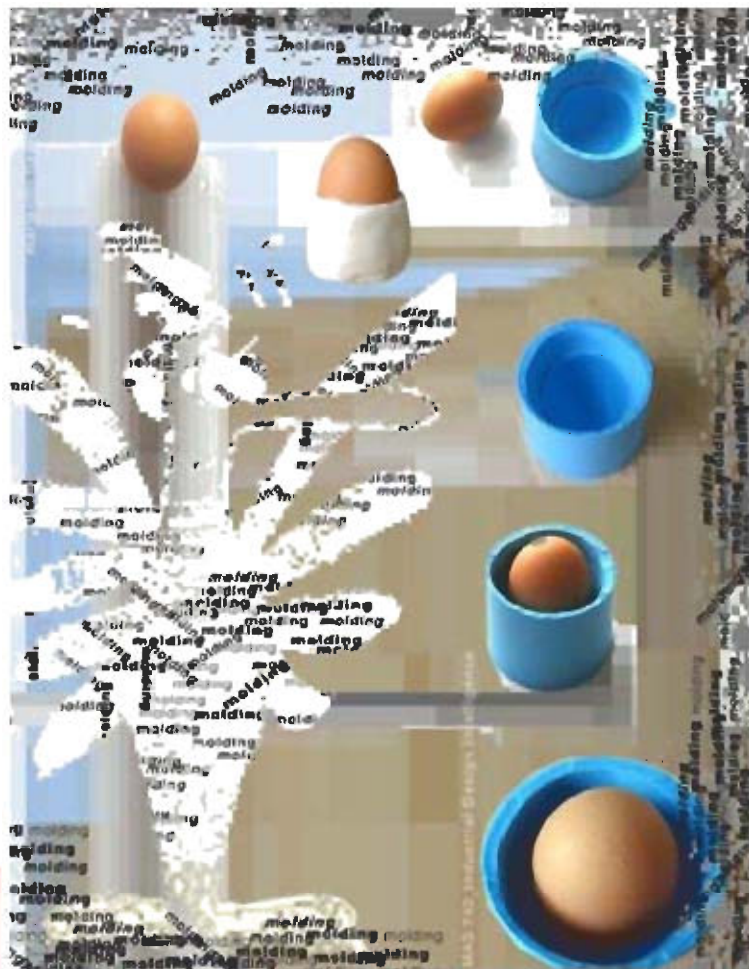
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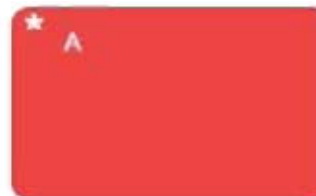
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James Selkowitz

Industrial Design Intelligence

Proposal 4



And Your Settlement Is...

This allows one to know how much your settlement would be worth if you poured your hot McDonalds coffee into your green. The product is made a ring used to keep from burning your hands on a paper cup popularized by Starbucks. On the ring is a scale printed with thermochromic ink. Each section of thermochromic ink is set to react at a different temperature. Printed on the ring is not a scale but rather a monetary amount that it is estimated that McDonalds would settle for if you spilled hot coffee on your green.

The way to test the product would be to have volunteers pour coffee on their green and document the liquid temperature. Then compare this data to the amount that the volunteers are able to settle for on the courts. This graph will be used to create the scale on the ring of the cup.

Precedents could be seen as mood rings. Other ways to test the temperature of your coffee are to put your finger in the cup and burn your finger.

On a lighter note this scale could be used to help you know when your beverage is safe to drink without burning your taste buds off. This is always a problem for people who drink tea because it is necessary to keep the water for tea very hot so the tea will properly brew when mixed with the water.

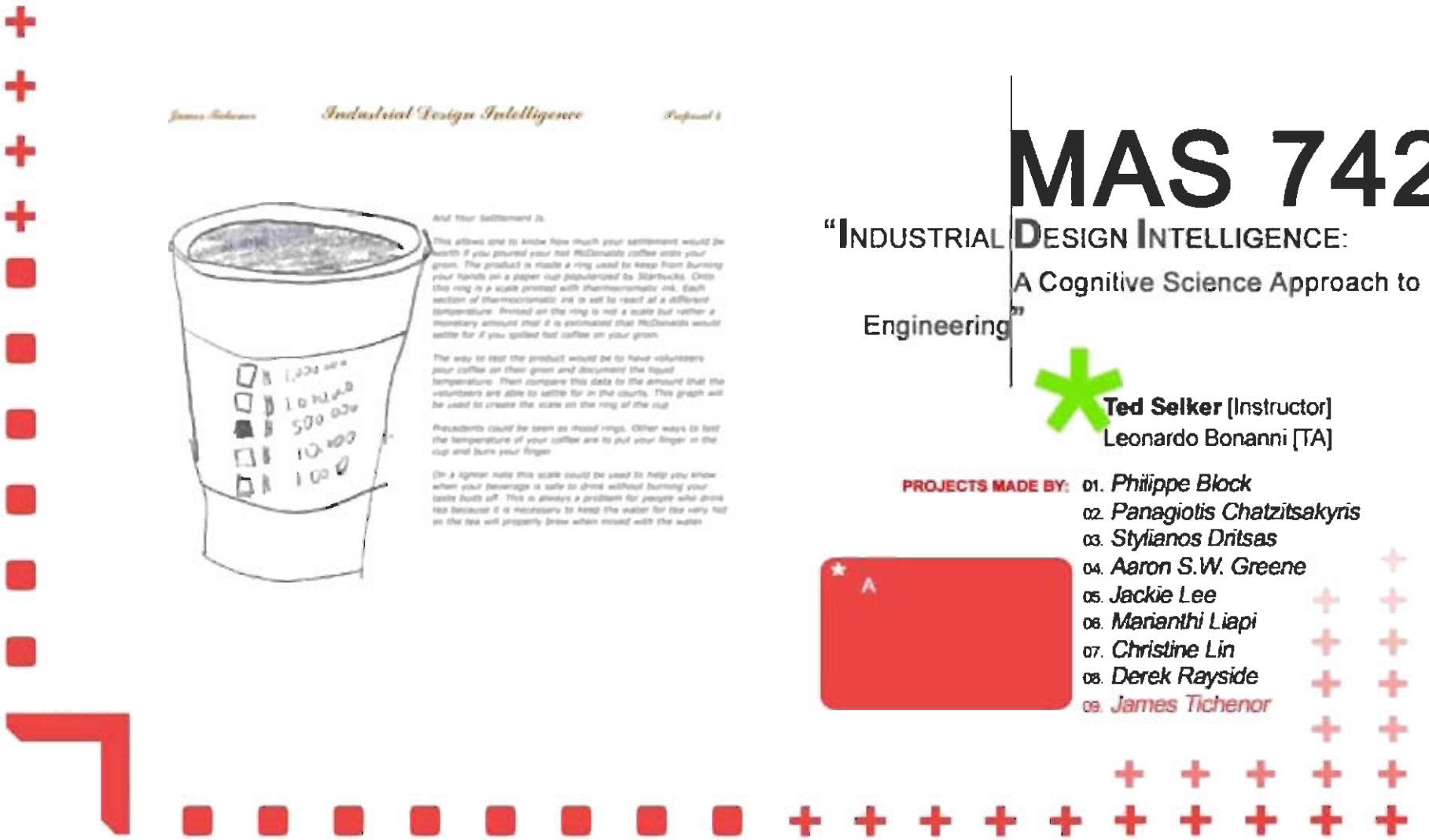
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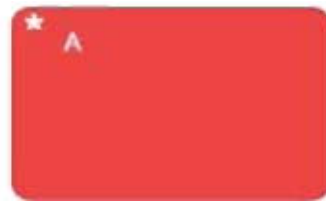
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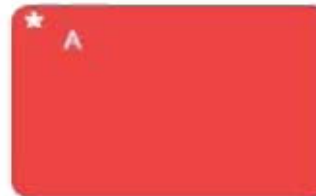
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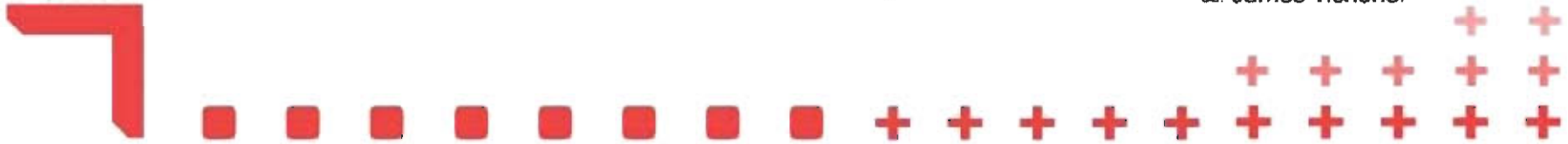
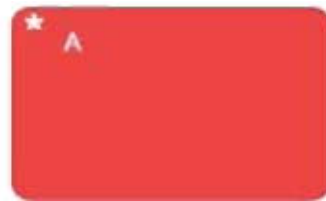
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Soda Bottle

Jackie LEE

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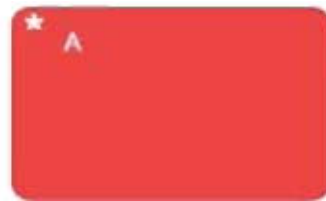
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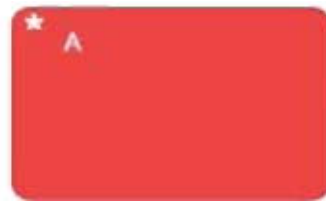
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liapi marianthi



THE BOTTLE



- phone holder



- napkin ring



- Möbius strip



- long glass



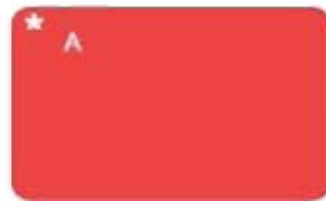
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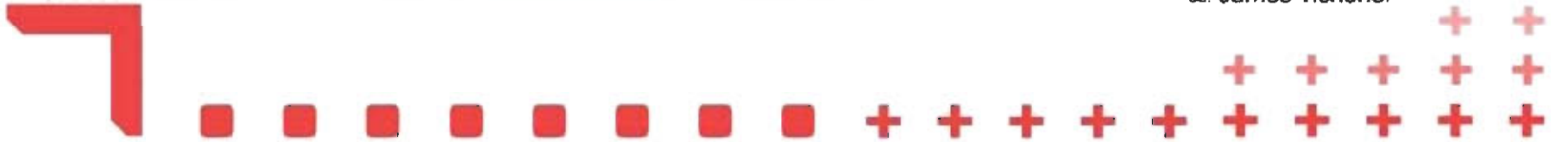
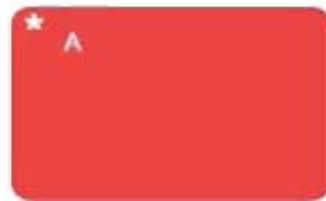
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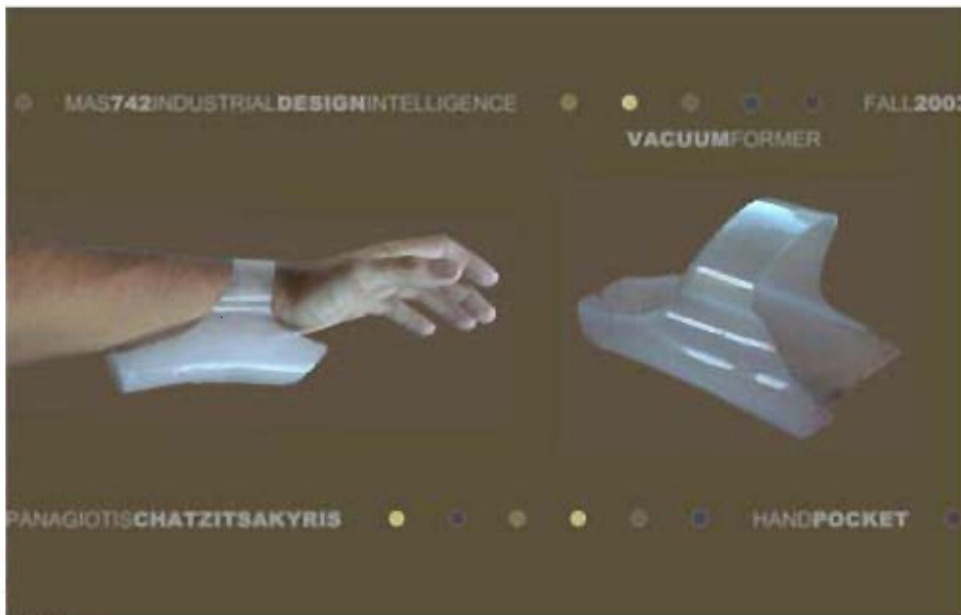


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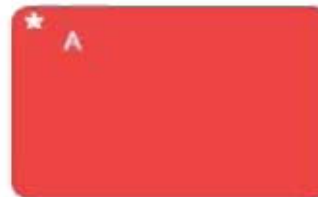
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+



Lap Top Holder



aswg MAS 742 Vacuum Form Molding/ X-Acto Knife/ Acrylic Bond

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vacuum form

Jackie LEE



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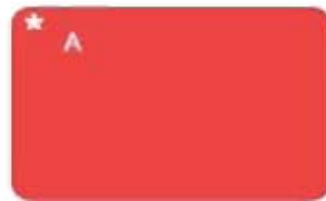
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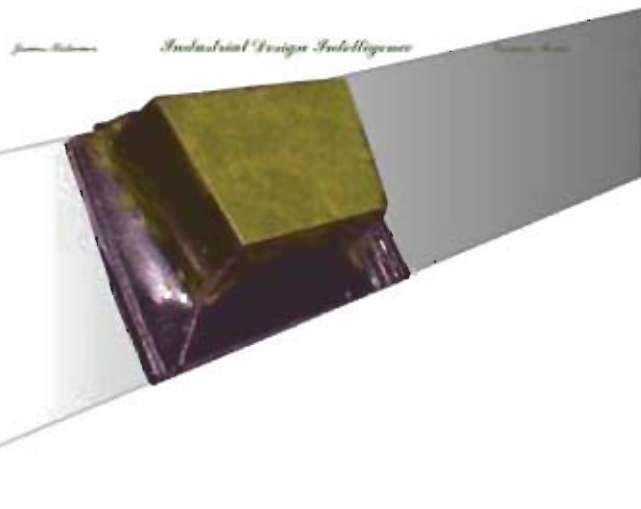
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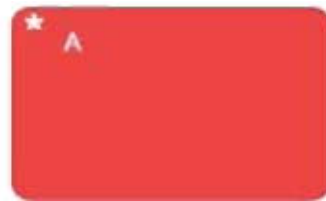
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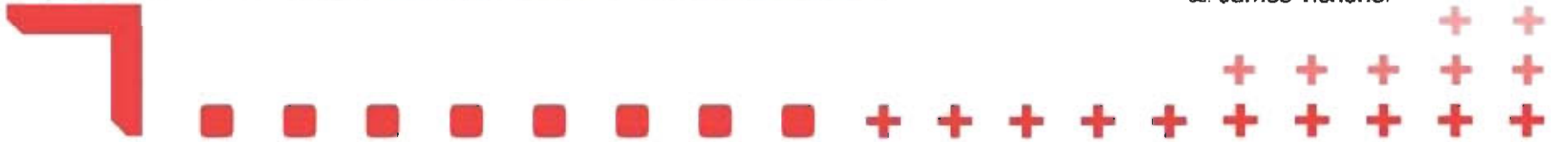
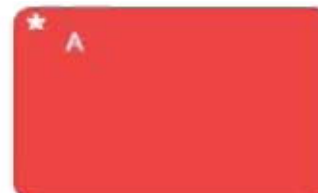
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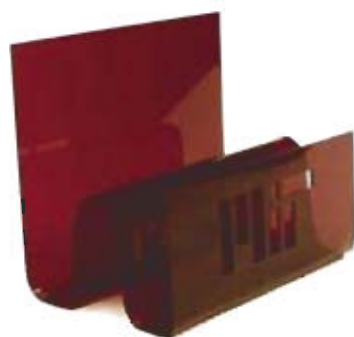
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Letter Holder



Letter Holder

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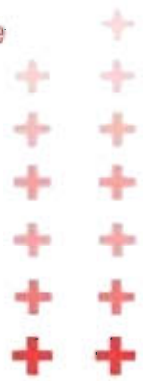
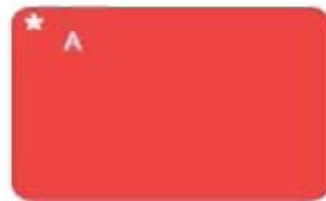
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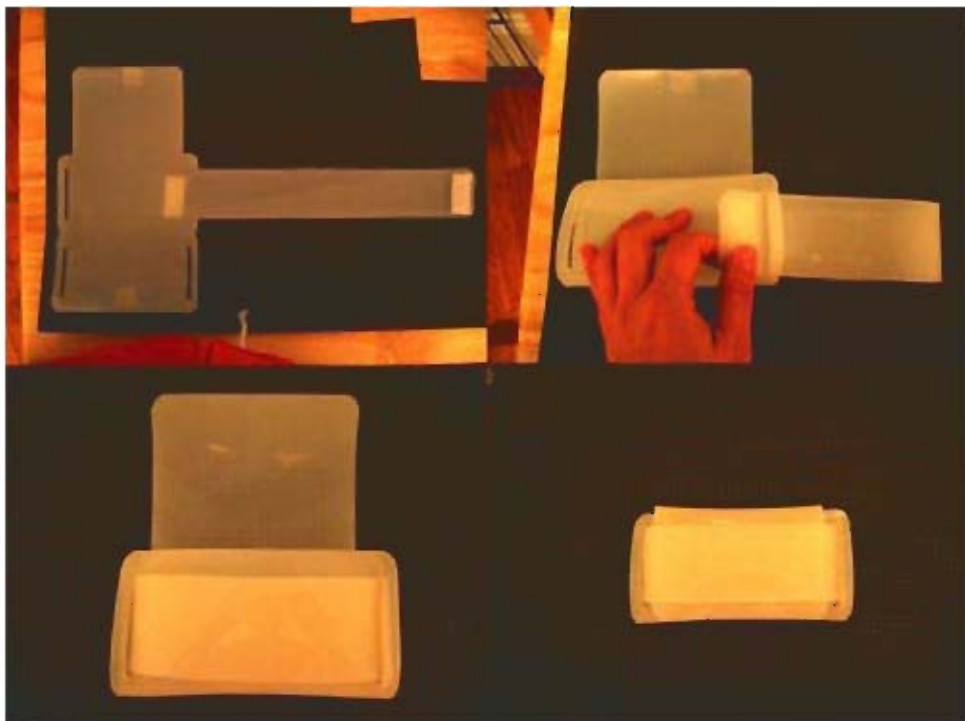
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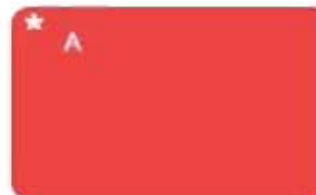
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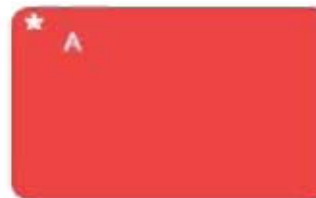
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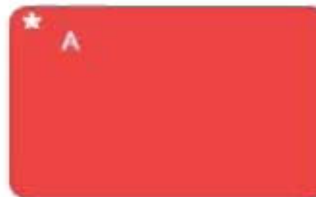
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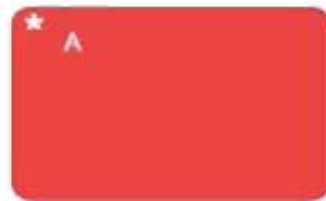
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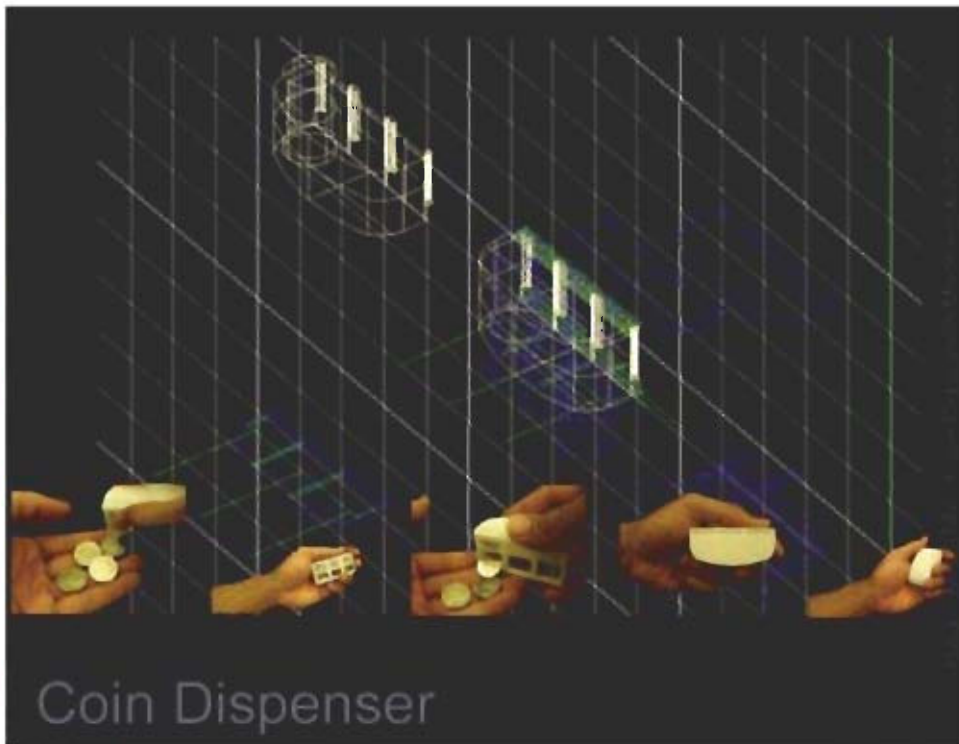
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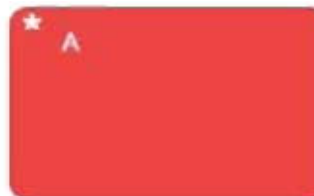
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3D Print

Jackie LEE



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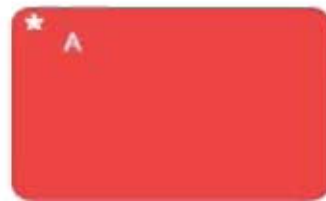
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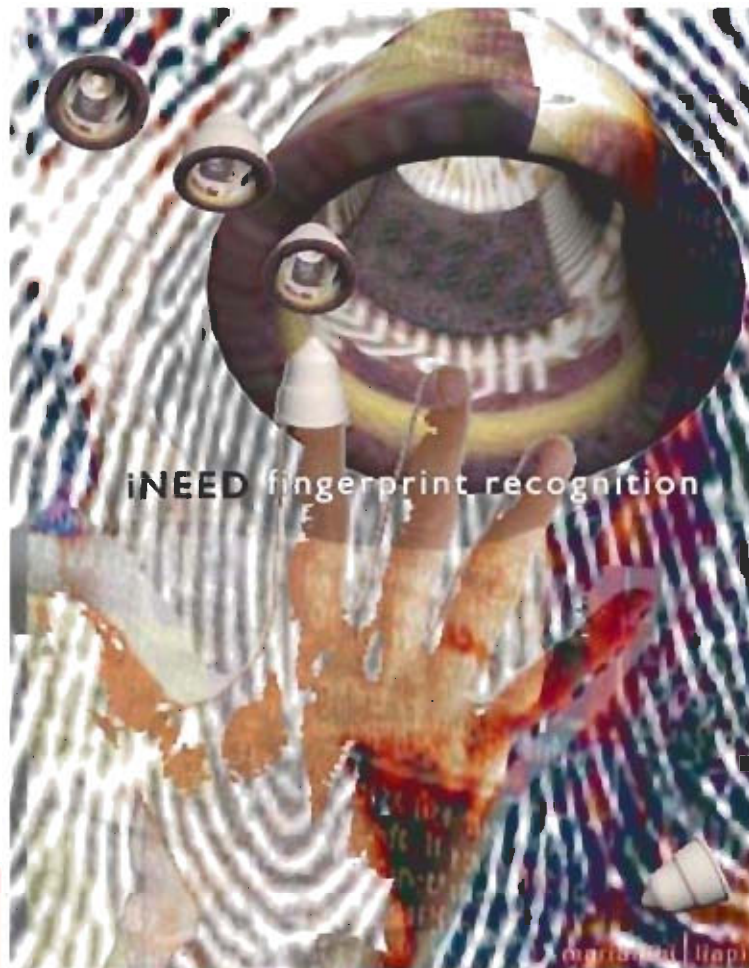
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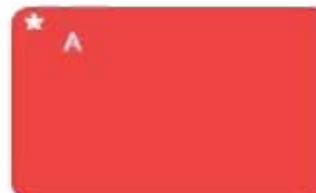
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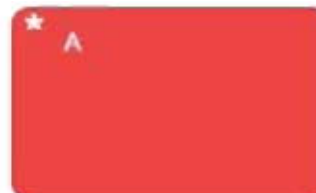
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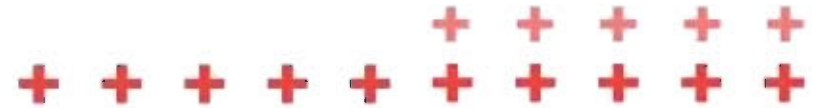
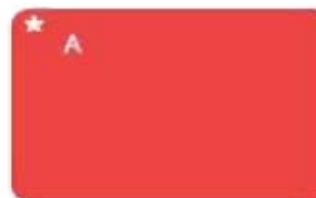
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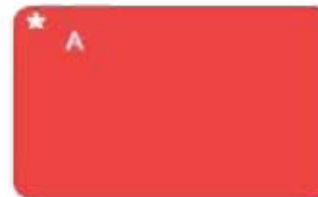
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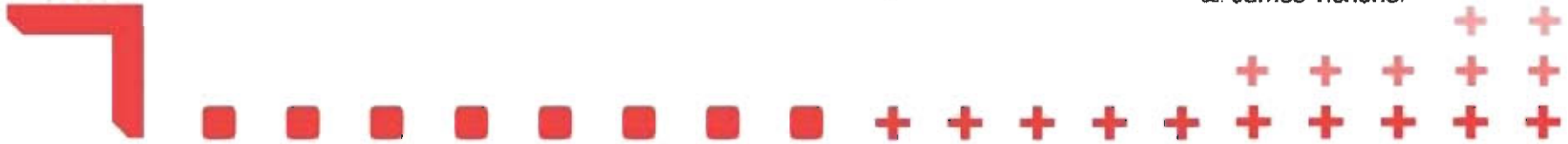
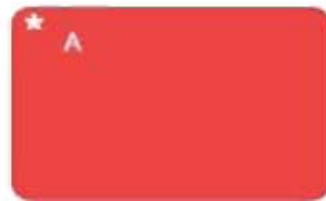
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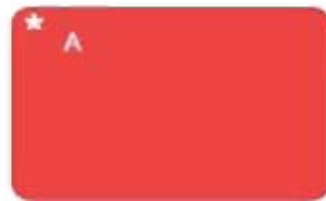
Waterjet

Jackie LEE



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waterjet



marianthi Liapi



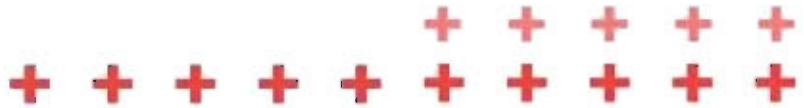
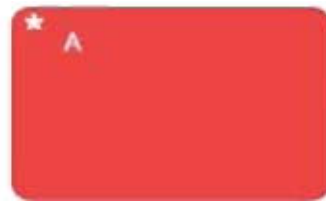
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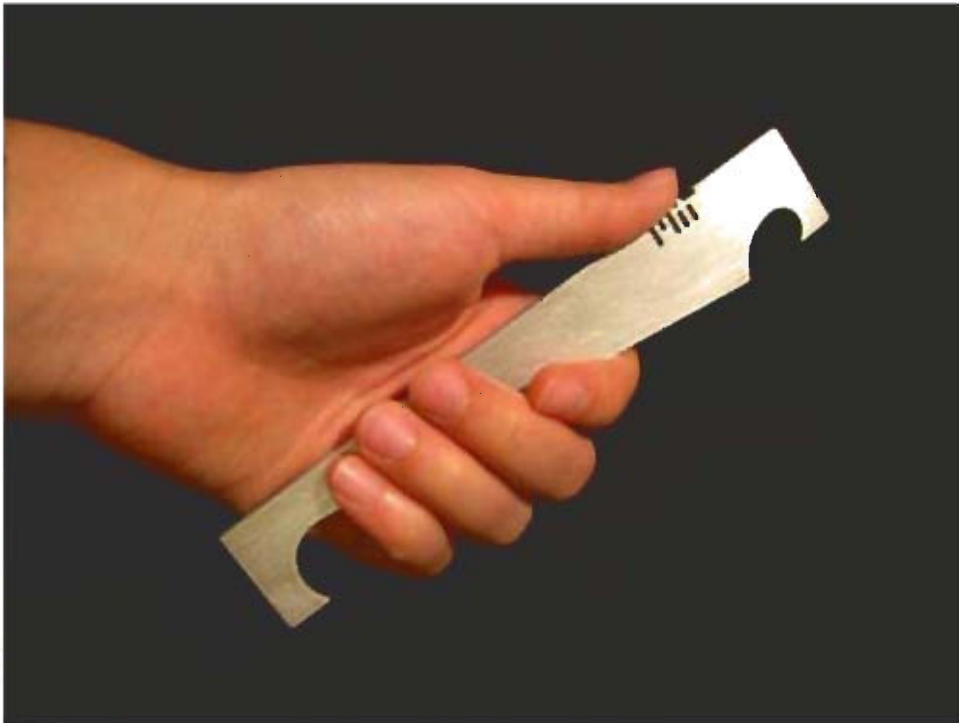
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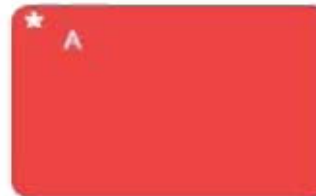
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Vol. 3, #1 Fall



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