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# Brita Background

## Brita Pitcher

## Brita On-The-Go Bottle

Brita is a \$100MM+ water purification business in the Clorox portfolio.

Brita's makes **great tasting water**.

Brita produces products in three different categories:

- Bottle
- Pitcher/Dispenser
- Faucet

The project is to **Design** either a new Brita **On-The-Go Bottle** or a new **Pitcher**

What do **YOU** want in an on-the-go bottle??

What do **YOU** want in a Pitcher??







## **IDSGN – 129 / Industrial Design COURSE CONTENT:**

### **A. Design Language**

1. Introduce Industrial Design rationale
2. Current Industrial Design trends in market
3. Aesthetics of form and function
4. Emotional design and consumer psychology

### **B. Drawing**

1. Fundamentals of sketching and line types
2. 1-point, 2 point, & 3 point perspective
3. Dimensioning lengths, angles and arcs

### **C. Creating 3D Solid CAD Drawings**

1. Extrusions
2. Rotations
3. Sweeps
4. Lofts

### **D. 3D CAD Material Removal Tools**

1. Swept and rotated cuts
2. Extruded and lofted cuts
3. Drilling and threading holes

### **E. Working Drawings**

1. Import Views
2. Dimensioning
3. Callouts
4. Paper Sizes and orientation selection

### **F. Prototyping**

1. Materials and Processes
2. 3D Printing (adding materials)
3. CNC machining (subtracting materials)

### **G. Presentation**

1. Outline formats for an effective speech
2. Oral Presentation Strategies
3. Visual Displays

