Brita – Design Challenge
IDSGN – 120: Product Design
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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??

Flexible/squeezable / Hard sided
IDSGN – 120 / 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