



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??





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

