

CONTENTS

TASK BRIEF	1
INITAL BRAINSTORMING	1
THE PROBLEM	1
HISTORY OF SODA WATER	2
THE WATER CARBONATION PROCESS	2
SODASTREAM INFORMATION	2 - 3
WATER BOTTLE MATERIALS	3
WATER BOTTLE RESEARCH	4 - 5
TARGET MARKET ANALYSIS	6
SIMILAR PRODUCTS	7
BOTTLE DIMENSIONS	7
WATER BOTTLE CONCEPT DRAWINGS	8 - 9
FIZZSIP BRANDING	10
FIZZSIP LOGO CONCEPTS & RESEARCH	10 - 11
FINAL DESIGN — SKETCHES	11
FINAL DESIGN — AUTODESK INVENTOR	12
FIZZSIP ADVERTISEMENT	12
DESIGN ELEMENTS & PRINCIPLES, & GESTALT PRINCIPLES	13
PRODUCT IN ENVIRONMENT	13
CAD WORKING DRAWING: 1 — BOTTLE DESIGN	14
2 — SEPERATE PARTS	15
3 — BOTTLE LID	16
4 — EXPLODED VIEWS	17
BOTTLE COLOUR VARIATIONS	18
3D PRINTING	18
BIBILOGRAPHY	19

