

**Brief from Design Jones** As the new year begins everyone is usually filled with a sense of optimism and good intentions to make change happen. As a relatively new agency, Design Jones is also full of enthusiasm and high expectations. Problem is how can we reach potential clients and creative partners to show them our work and discuss the ways we can solve their creative problems?

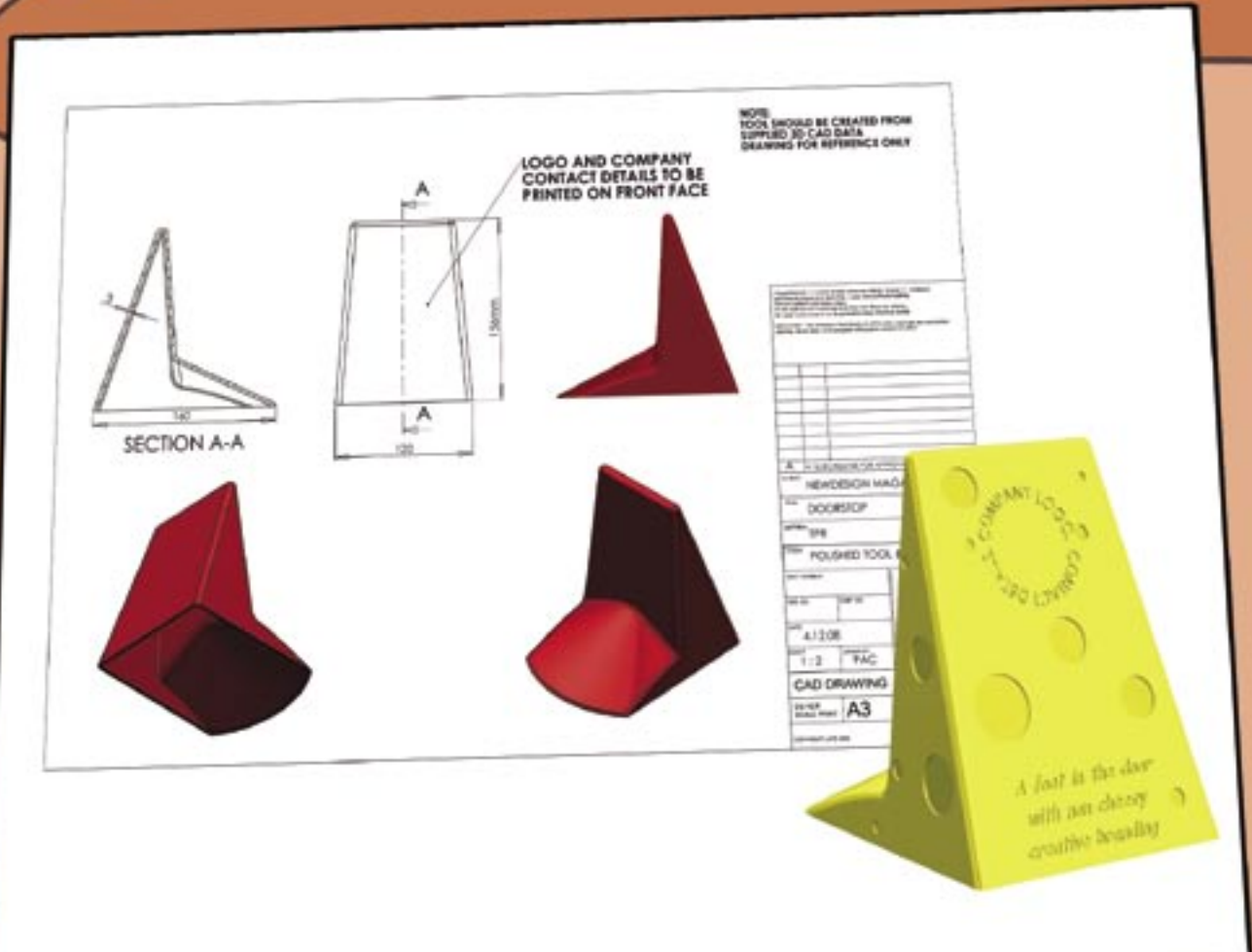
Everyone has a website, blog, printed portfolio but what we need is a 'foot in the door' device! Your task is to design an innovative way to reach new customers that is cost effective, not too cheesy and gives them a sense of who we are and the work we do.

**Description of Sketch** We took note of the comments concerning websites, blogs and printed portfolio on board and decided to create a product that we hoped would be useful rather than finding it's way to the B1-N file! We then decided to take the "foot in the door" line very literally and after a few preliminary ideas came up with the notion of a doorstop that could be branded and sent as a promotional gift. The front facing surface is angled so that whatever is printed is visible when the stop is in position. We created our own version of a 'branding' but thought that the 'cheesy' comment could not be ignored. The stop could be created using RP methods or tooling and injection moulded in a thermo plastic rubber to help it stick to the floor.



Simon Fisher, director, and Phil Champ, principal product designer

LAPD



**Brief from LAPD** Find a simple solution for 'task' lighting within a domestic kitchen environment that gives you a good working light where and when you need it to carry out the various activities required to prepare and cook food.

**Description of Sketch** At first my ideas were for a more integrated approach, something that could be easily built into kitchens or added with minimal fuss. The idea I had was for lighting that was built into tiles. In the same way mosaic tiles are held together by a mesh, these 'tile lights' would have a wired grid behind them that could easily plug into a mains light switch. However, having recently tiled a bathroom, I decided this was too time intensive and most likely a very costly solution.

So I came up with something much more simple, inspired by my one year old son's food bowl! My solution is a flexible, battery powered mini lamp that has a suction cup at its base allowing it to stick to cupboard doors, fridges and work-tops easily. This would give you the ability to move it around the kitchen quickly and easily, adjust it to wherever you're working whilst avoiding all the disadvantages of existing products.



Luther Spicer, director

Design Jones

