



takumi yoshida
design portfolio 2005/2006

Modular Chair

A modular chair design for uses in personal or semi-public spaces.
Awarded a second place for International Photoreal Furniture Competition 2005.
(<http://design-engine.com/competition/>)

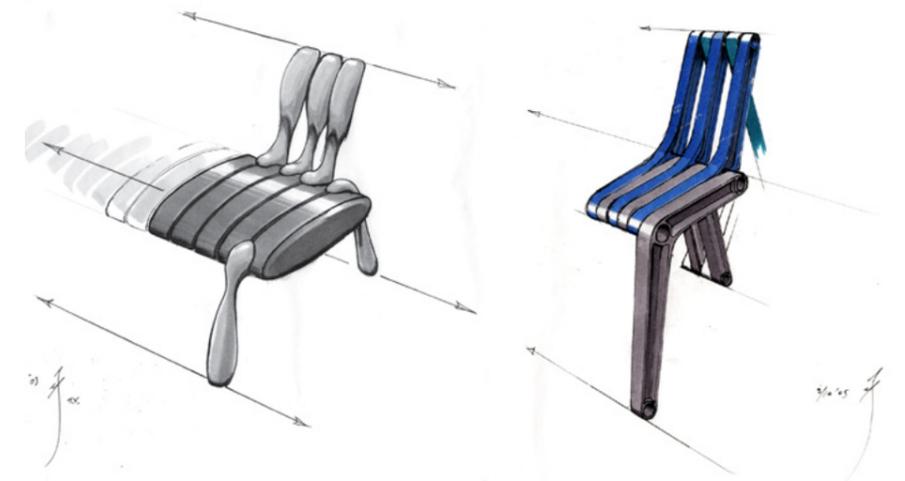


The Concept:

A simple, highly extensible modular chair design. Intended to be a solution to the situations where dynamic arrangement of furniture is required.

The whole chair consists of a single injection moulded part; configuring them in different positions.

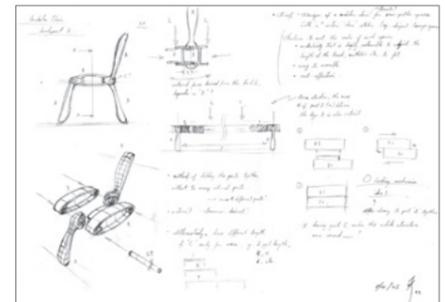
The vertical division of a chair theoretically allows infinite length of the chair, and also gives an interesting new look to the chair. Made from re-inforced injection moulded polymer, users can produce their own unique stripe patterns.



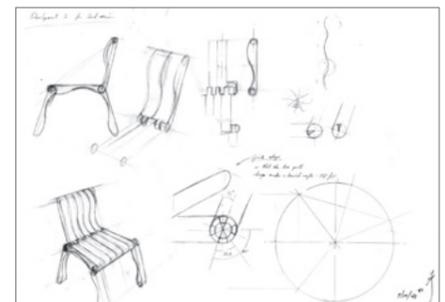
Initial concept rendering



Chair configured in bench-like mode

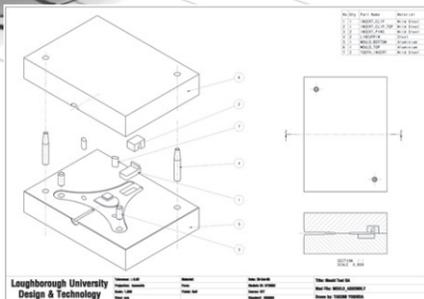
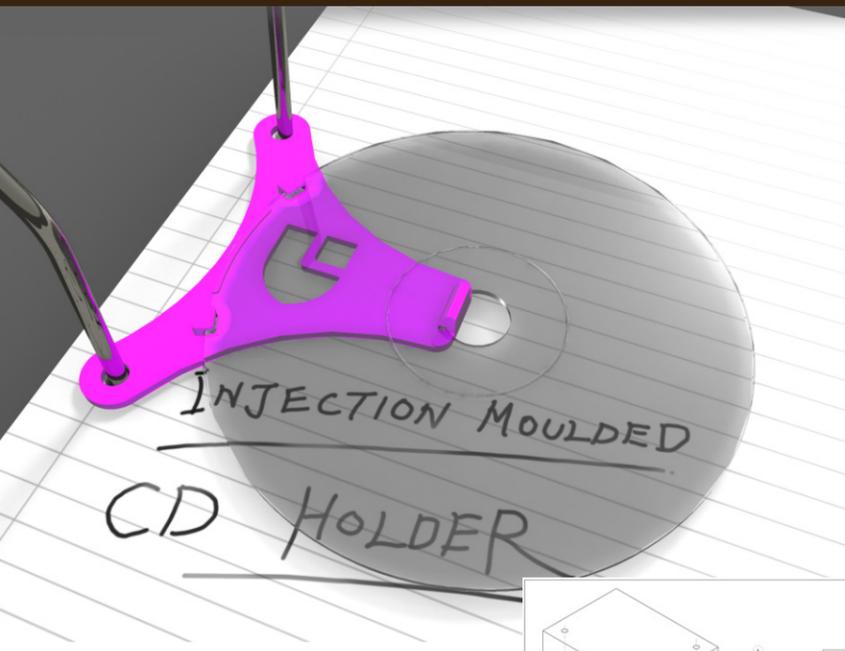


Design development 1



Design development 2

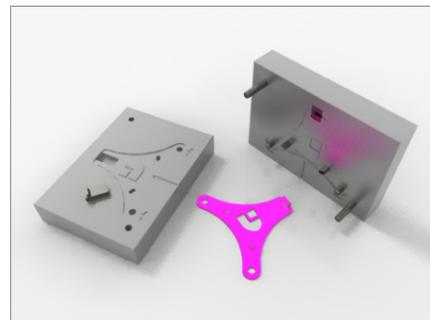




GA technical drawing of the mould too set

Injection moulded CD holder, a free promotional gift design

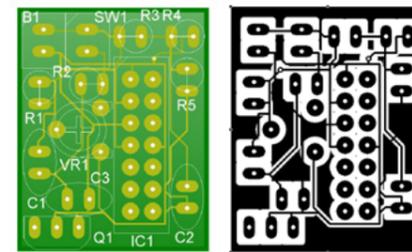
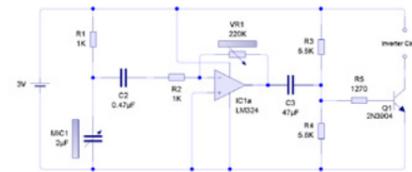
A CD holder that can be filed into a standard two rings file binder. It is designed to serve the promotional intention of the university. Accordingly, the products are to be given away for free to the guests and therefore it has been designed to be manufactured at low cost, from recycled/recyclable material in a short period of time.



Mould tool design of the product

"baseglow", a dynamic glowing fashion wrist band

"baseglow" is a fashion wrist band for club generations, of which the coloured part (electroluminescence) glows at different intensity, reacting to the surrounding noise level.



Circuit diagram and its PCB layout



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Presentation board of the product



<- "clip", frame for eyewears that grabs on to you

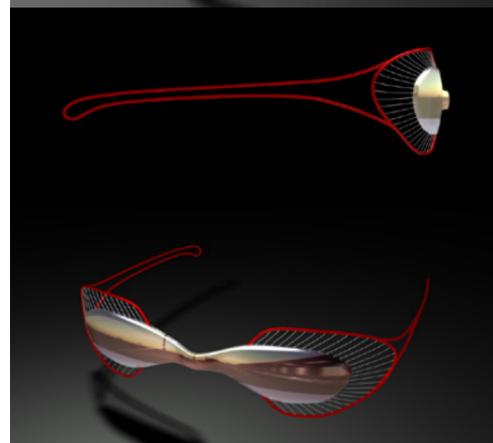
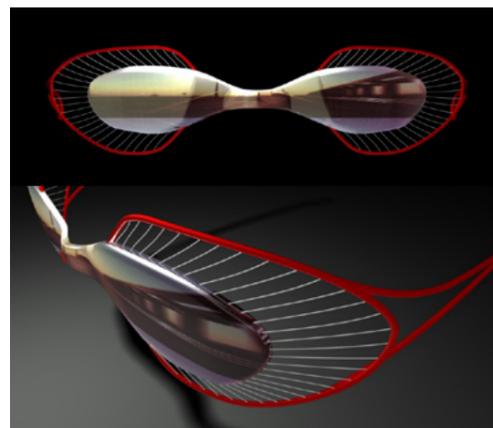
Have you ever hung your eyewear around the neck of your clothes or put in your chest pocket and accidentally dropped it? This is a simple design solution to prevent such accidents.

* Winning design of OPUS DESIGN AWARD 2005 (<http://www.opus-award.com>)

"SPOKEN", a unique fashion eyewear ->

Spoken is a fashion sunglasses designed to convey highly original feel to the users. Titanium-made spokes ensure you a highly unique and fashionable feature. By wearing this avant-garde eyewear, your inner characteristic will be spoken out.

*Winning design of OPUS DESIGN AWARD 2004 (<http://www.opus-award.com>)



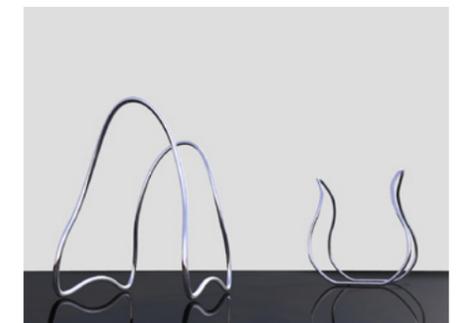
The electronic circuit is specifically designed to synchronise with bass and beat (strong and low frequency) sounds in order to achieve a distinct glow effect to music and avoid constant fuzzy glowing. The basic specification is as follows:

- 3V lithium coin cell battery is used (CR2032)
- Theoretical battery life over 10 hours
- Adjustable sound sensitivity
- LDPE

Other Industrial/Product designs

Rubbish Frame :
Focusing on the fact that most people use their room rubbish bin with the standardised plastic bags from supermarkets, this design brought the "bin" to its minimum form. Put the two hands of a plastic bag on the two round top of the frame, and the weight of rubbish naturally locks the bag in place.
Suggested material: tubular steel

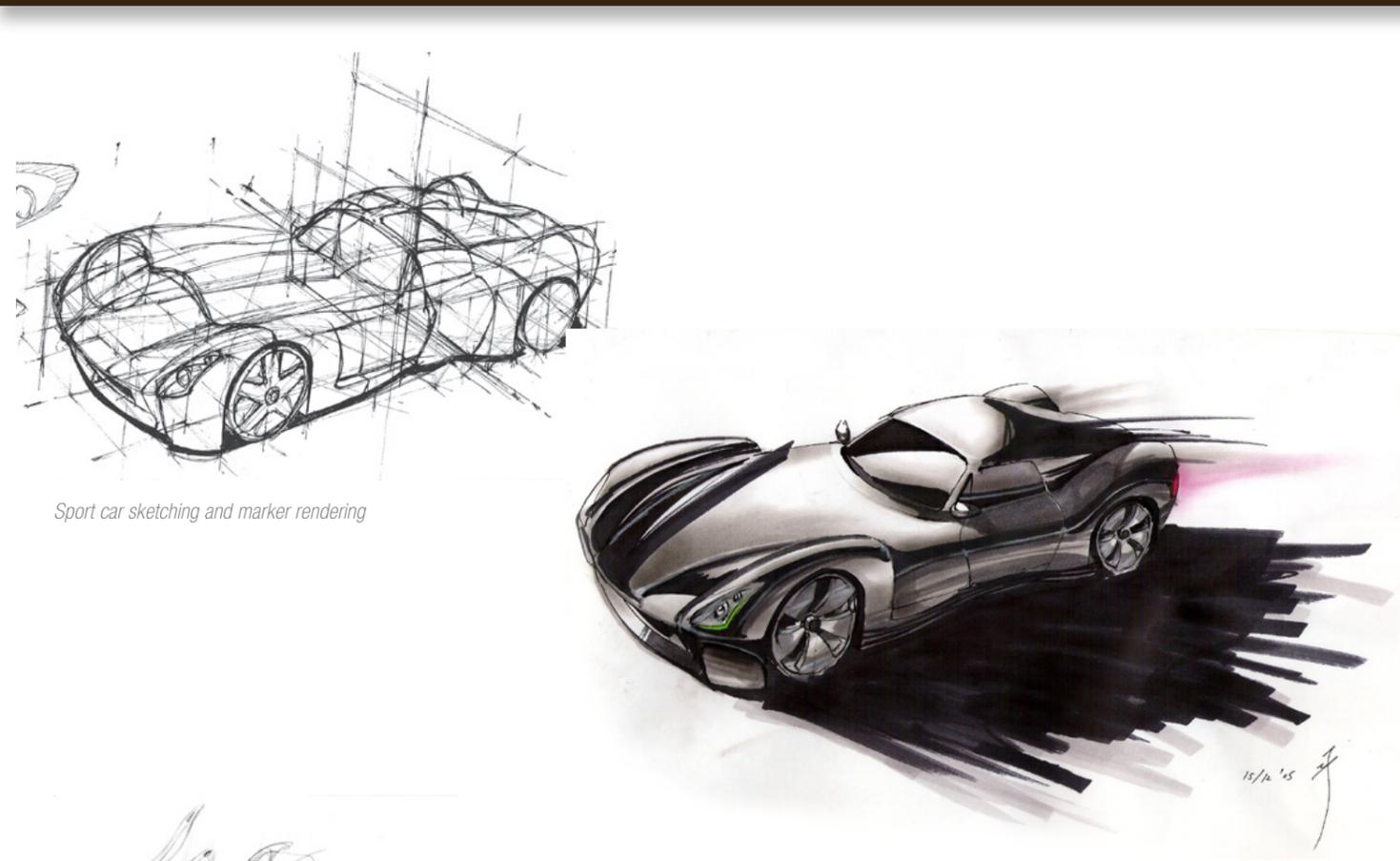
Hyori :
"Hyori" is an easy chair design made up from a single bent board. The inner section is cut out in the way so that it can be simply placed as the outer frame left over to make a seat without any additional joints.
Suggested material: plywood



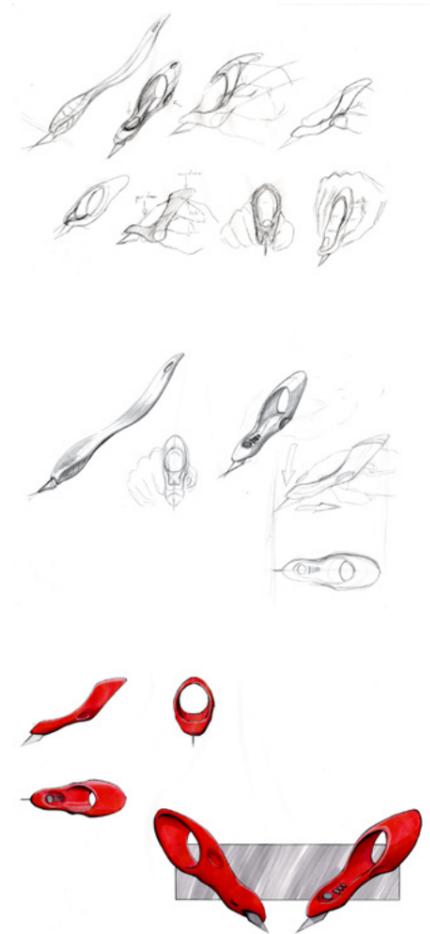
Rubbish frame



Hyori chair assembled in position



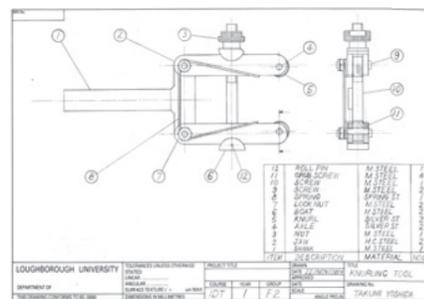
Sport car sketching and marker rendering



Craft knife design sketching and rendering

Design drawings

Here are some sketching, rendering works showing range of skills such as quick sketching for brainstorming, quick marker rendering for development, hand drawn technical drawing and a final computer graphic presentation image.



Hand drawn GA technical drawing of a knurling tool



Photoshop re-rendering of Ferrari 250TR



Original photo of Ferrari 250TR



Promotional Poster for AIC [Size: A1] (Photograph by AIC staff)

The design fully utilises the strength of the original photograph by keeping everything as simple as possible, yet informing. In order to emphasise the message, it was decided to use a single photograph instead of multiple images provided.

As a part of everyday design activities, alongside the industrial/product designs, I have also been working with 2D designs such as graphic design and web design, producing posters, brochures, websites, web animations both personally and professionally. Here are some works from such areas.

AIC Poster

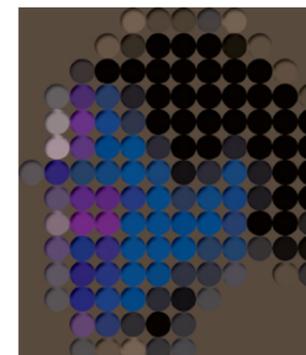
This poster on the left and A4 size brochure was designed for the promotion of Ashraya Initiative for Children (www.ashrayainitiative.org), a student led Non Governmental Organisation who, at the time, was preparing to provide home for street children in India. The designs were done as a voluntarily work for them.

T-shirt Designs

Here are some of the designs submitted to UNIQLO CREATIVE AWARD 2005, an international T-shirt design competition.

Untitled

The distance between the viewer and the T-shirt is not constant. Rather, it's always changing as the person walks. The design below gives people different impressions depending on the distance they are viewing it



from. When close, it's pattern, when far, it's a negative coloured human face.

Things Aren't Always Perfect

A missing piece of the puzzle poses the fact that the world is never perfect. Simple and straightforward, yet effective graphic.

The design is intended to fit the whole area of a T-shirt.



Fallen World

The political world map, as of 2005, falling apart. Leaving the world without borders. One may view it as the end of the world (or a human race) or the beginning of the truly borderless world.

As in the real world, larger things sink first, countries with larger area are depicted below the smaller countries. Nothing more, nothing less.





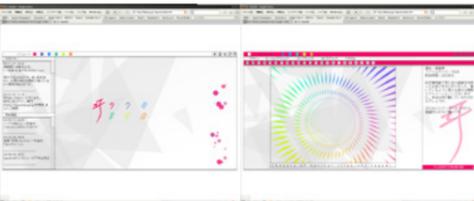
<http://illcrossover.com/crossover.html>



<http://busn.co.uk/>



<http://taqumidesign.jp>



<http://flashup.jp/~takumi-d/>

Working on web designs from early age as a hobby has given me some high standard skills which eventually lead to take on some professional web design tasks.

Crossover Inc. (illcrossover.com)

Crossover, an authentic streetball apparel venture is one of the latest client, and a website with speedy motions was produced to match the brand atmosphere using Macromedia Flash. (Screen captured images blow) The website entirely consists of Flash.

British University Sports Nutrition (busn.co.uk)

Static webpage design with flash navigation bar.

taqumi design (taqumidesign.jp)

My online design portfolio in weblog format. This website also demonstrates my skill in CSS styling of a web page.

TAQUMI (flashup.jp/~takumi-d/)

100% flash website, displaying my old art and design works. One of the main objectives of the website was to demonstrate some good usability in 100% flash interface.



Screen capture images from the intro flash movie of Crossover. Inc. (<http://illcrossover.com>)

General

- Name: TAKUMI YOSHIDA
- Sex: MALE
- Age: 21
- Nationality: JAPANESE

Academic Record

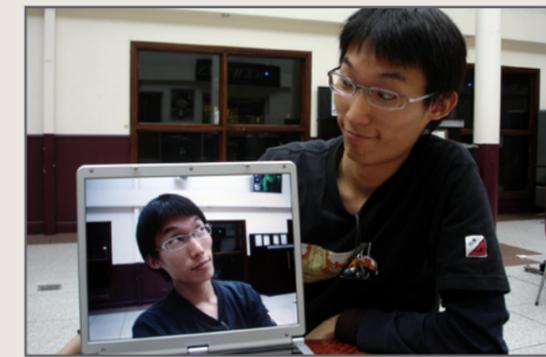
- Oct 2004 - Present: Studying Industrial Design and Technology (BSc) at Loughborough University, UK. Finished his first year with the First grade.
- Sep 2001 - May 2003: Gained scholarship and studied Maths, Art and Design Technology as the Higher Subjects under International Baccalaureate at the United World College of Atlantic, UK. Gained IB diploma with 40 points, top 5% of the world IB cohort
- Apr 2000 - Jul 2001: Studied at Ikeda Senior High School attached to Osaka Kyoiku University, Japan
- Nov 24th 1984: Born in Sydney, Australia

Work Experiences, Volunteer Work and other Responsible Roles

- January 2006: As a team of four, designed a new tabletop advertisement fixing solution for Zest Promotions in less than two weeks.
- Oct 2005 - Nov 2005: Re-designed a website for a sport supplement supplying venture, BUSN
- May 2005 - Oct 2005: Designed and launched a full-flash website for a street basketball apparel venture, Crossover.Inc
- Jul 2004 - Aug 2004: Participated in CHINA project as a volunteer staff and taught English at local Chinese schools for one month.
- Oct 2003 - Feb 2004: Produced a A4 product catalogue of over 40 products (80 pages) for Noritake (UK) Ltd.
- Sep 2002 - May 2003: Worked as a chief editor of the yearbook for the UWC of the Atlantic.
- Produced clothing with an original college logo for the UWC of the Atlantic and raised over £600 for the student bursary fund

IT/CAD/CAMM/Web Skills

- Typing: Roughly 60~70WPM
- Competent in: Microsoft Office Package, Pro/Engineer Wildfire, 3D Studio Max, Alias ImageStudio, Photoshop 7-CS2, Flash (Including ActionScripting), Quark Express, HTML and CSS coding
- Able to use: Dreamweaver, InDesign
- Have intermediate skills and knowledge in PHP coding and MySQL database
- Generally Windows based, however I can use Macintosh OS should I need to
- Fluent in English and Japanese; beginners level Mandarin and Italian



Workshop Skills

- Competent in working with basic materials (woods, metal, sheet metal, polymer, blue foam)
- Machining skills including milling, lathing, grinding, CNC coding

Awards and Prizes won

- February 2006: The modular chair design was awarded a second place in International Photoreal Competition 2005 (<http://design-engine.com/competition>)
- October 2005: Design "clip" was selected as one of the winning pieces of OPUS DESIGN AWARD 2005 (<http://www.opus-award.com>)
- August 2004: Design "SPOKEN" was selected as one of the winning pieces of OPUS DESIGN AWARD 2004 (<http://www.opus-award.com>)

Personal interests outside Design

- Learning and enjoying practicing Shotokan Karate
- Currently under training to become a qualified solo skydiver. It truly is an exciting, and certainly extreme, sport to be involved in, and the stimulation I get from it is simply so overwhelming that it becomes very inspiring to my design thinking as well.
- Often in my free time, I drop in by a music centre and play and improvise on blues/jazz tunes on the piano.
- An occasional midnight stroll

More detailed information or a reference available upon request. For the latest and other design projects, please visit the website.

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