



**INDUSTRIAL DESIGN
PORTFOLIO
2018**

CANSU BEZMEZ

My Projects

Industrial Design

TalePath

Toy Design

Hegg

Egg Packaging

Elephante

Bathroom Faucet

Pinner

Pin Design

Young Chefs

Barilla Pasta Packaging

UO

Interactive Toy Design

Graphic Design

Banvit

Logo & Brand Identity

M&Ms

Chocolate Package

Theather Poster

3D collage & graphic

Internship Works

TAK

Brochure Design

Sticker Design

HARGITTAI DISEGNI

Furniture Design (Lolo)

Texture Design

Freelance Works

Furniture

Library Design

Bolt Shelf

Storage Design

Interior Design

Hand Drawings

Industrial Design

TALEPATH

2016

A product for blind/visually impaired children to enable creating stories with sounds.

METU Graduation Project

Collaboration with

mu•ca
studio



user group



Blind & Visually Impaired Children

family members, peer, friends, teachers, nanny

user study

Expanding vocabulary

Communication skills

Sharing experience

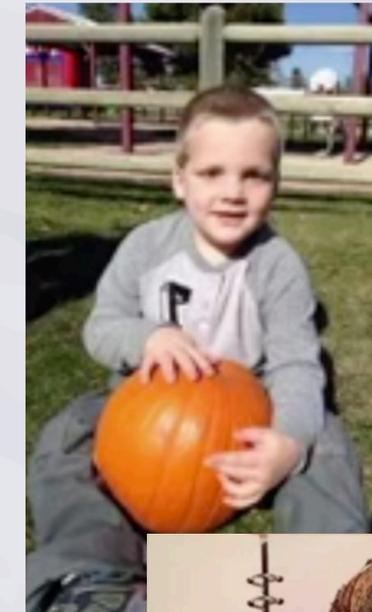
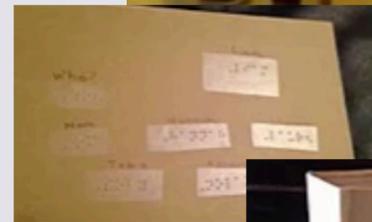
Exposure to Braille although they can not read

Difference between real items and toys

Child to be included in class

Graphics / motivating & fun & interests

Support learning



Literacy Accessible

Experience Book, Conversation Book, Story Boxes / Bags, Tactile Books, Adapting Classroom Readers, Adopting Science Books

problem definition

Perceiving visual world

Abstract and concrete things

Education

Creating an easier learning process

Communication

Team play

Interactive

Experimental

Creative

Experience

To connect with world easier

Imagination improvement

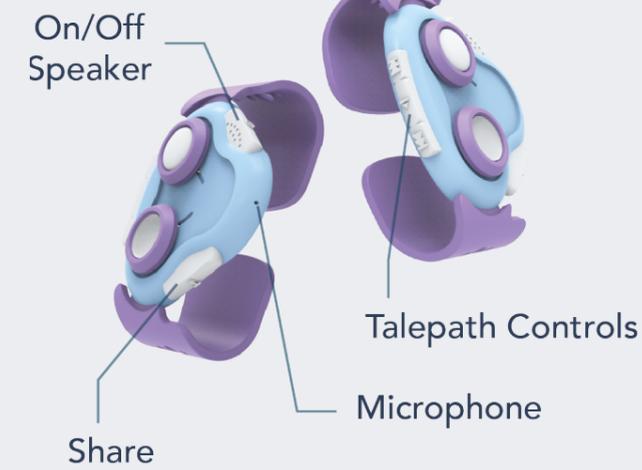
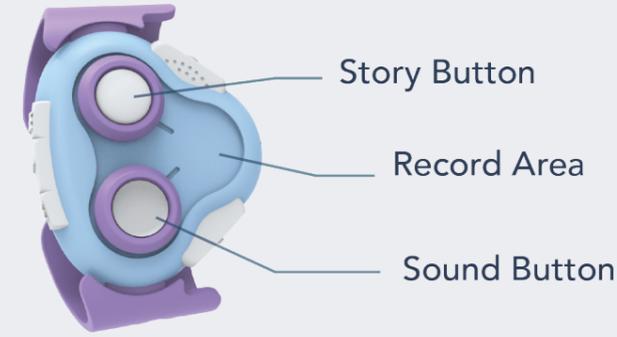
Creativity

finalization

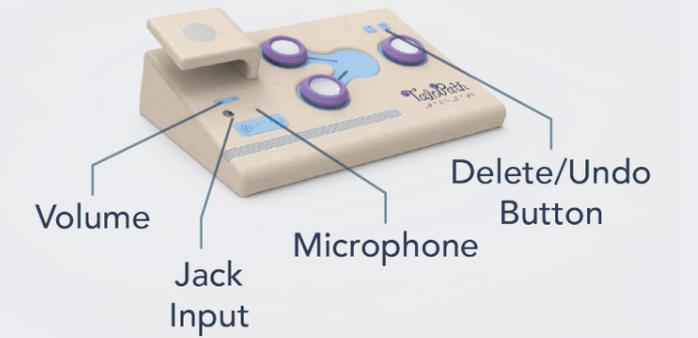
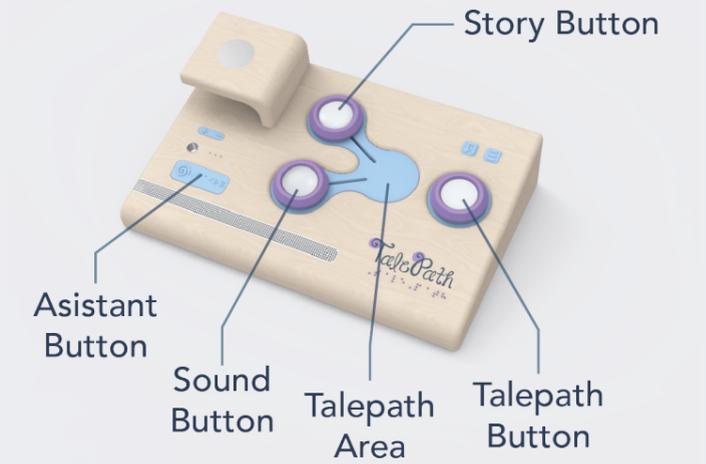


TalePath
.....

Bracelet



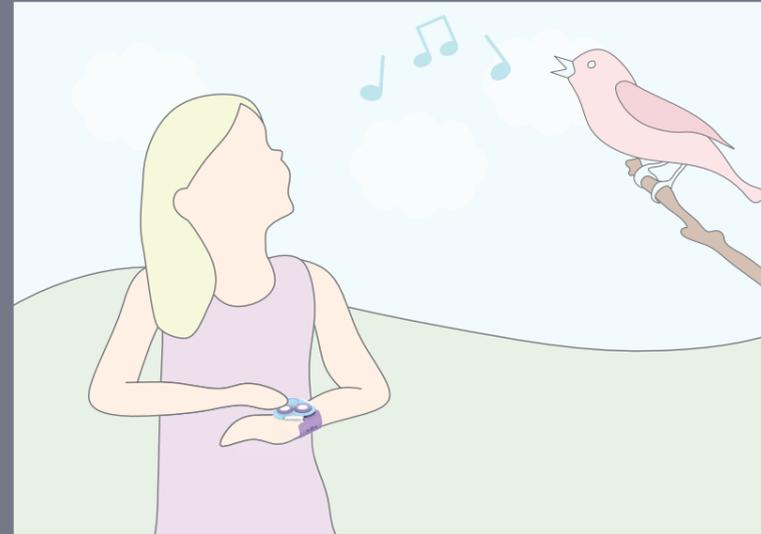
Station



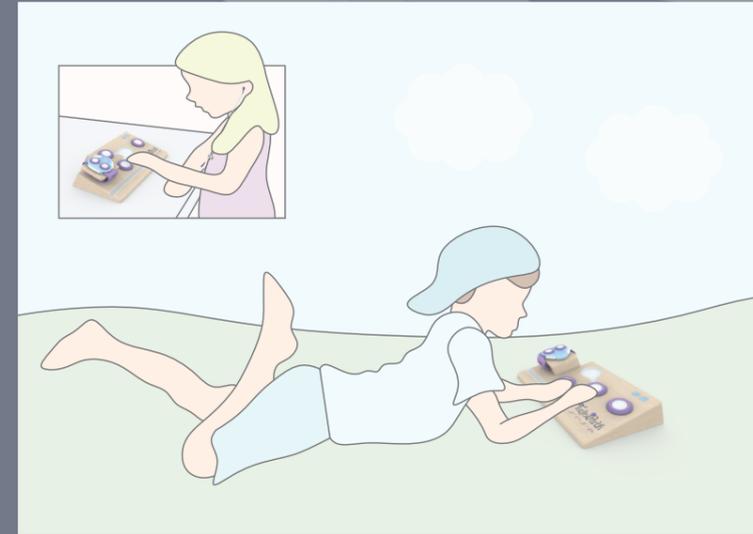
scenario



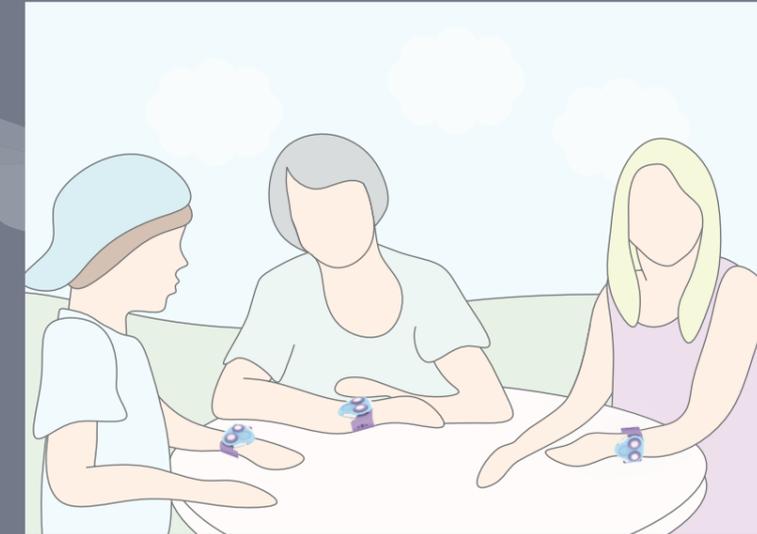
When mother telling a story children record her voice with their bracelet.



According to the story, children find sounds and record them.



They montage story and sounds with station and create TalePath.



They share their Talepaths with others through their bracelets.

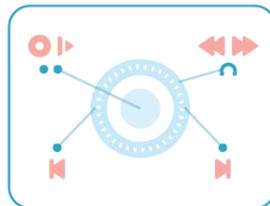


They listen their TalePaths both with bracelet and station.

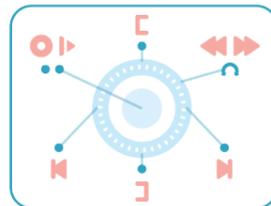
diagram

	RECORD	PLAY / PAUSE	BACKWARD	FORWARD	BEGINNING	END	SELECT START	SELECT END	VOLUME	DELETE	UNDO	SHARE	SYNC	TALEPATH	ON / OFF
EARPHONE	●●								●						
BRACELET	●●	●●	↶	↷	⏮	⏭			●			●	●	●	●
STATION	●●	●●	↶	↷	●	●	●	●	●	●	●	●	●	⏮	⏭

Bracelet Button



Station Button



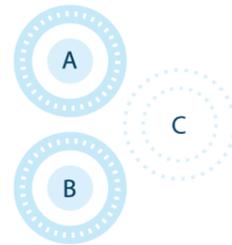
●●
REVERSE PRESS

⏮
HOLD PRESS

●
PRESS

↶
TURN (CW / CCW)

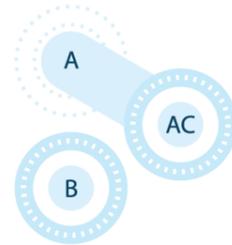
BRACELET



A / Story Play
B / Sound Play

A ▶ ◀ ▶▶ ◀◀ ▶▶

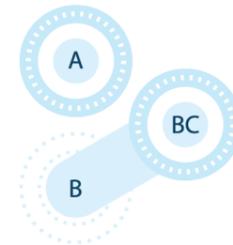
B ▶ ◀ ▶▶ ◀◀ ▶▶



AC / Story Record
B / Sound Play

AC ○

B ▶ ◀ ▶▶ ◀◀ ▶▶

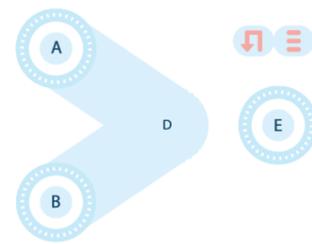


BC / Sound Record
A / Story Play

A ▶ ◀ ▶▶ ◀◀ ▶▶

BC ○

STATION

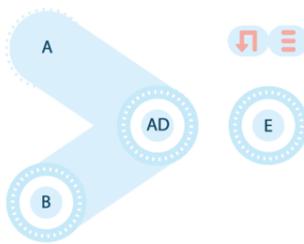


A / Story Play & Arrange
B / Sound Play & Arrange
E / TalePath Play & Arrange

A ▶ ◀ ▶▶ ◀◀ ▶▶ ◀◀ ▶▶

B ▶ ◀ ▶▶ ◀◀ ▶▶ ◀◀ ▶▶

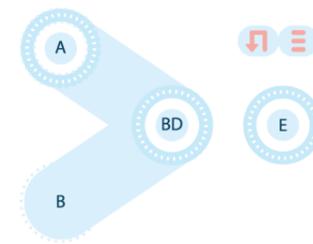
E ▶ ◀ ▶▶ ◀◀ ▶▶ ◀◀ ▶▶



AD / Story Play & Send
E / TalePath Play & Arrange

AD ▶ ◀ ▶▶ ◀◀ ▶▶ ◀◀ ▶▶

E ▶ ◀ ▶▶ ◀◀ ▶▶



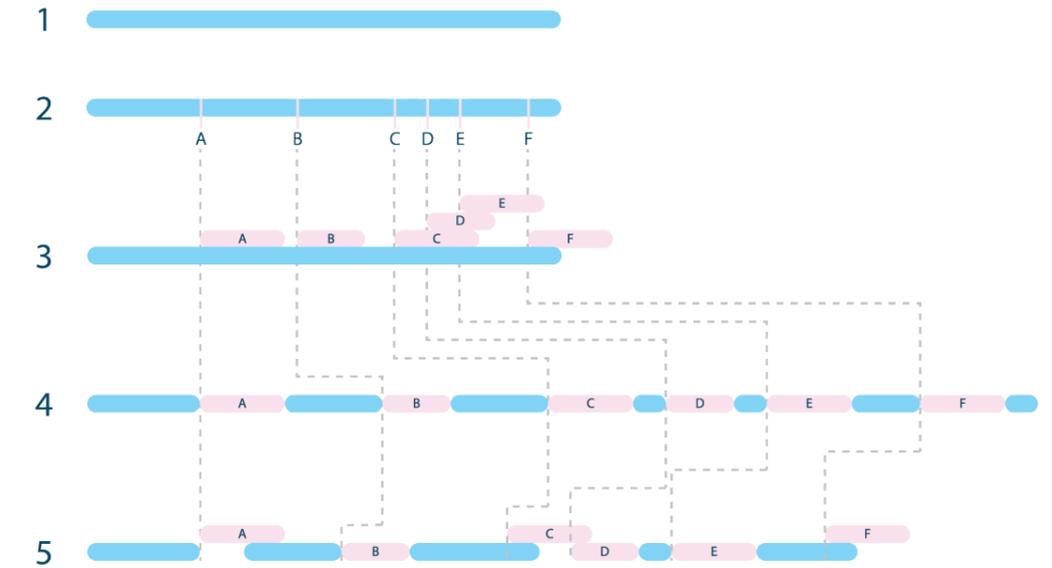
BD / Story Play & Arrange
E / TalePath Play & Arrange

BD ▶ ◀ ▶▶ ◀◀ ▶▶ ◀◀ ▶▶

E ▶ ◀ ▶▶ ◀◀ ▶▶

TALEPATH

■ STORY
■ SOUND



model making

While prototyping, it was used **wood**, **cardboard** and **PLA plastic** materials.

3D printer, laser-cutter, spiral saw, sand band, boring tools etc. was used.





jury

What is TalePath?

TalePath is a specialized product for children, who are blind and visually impaired, to create audio-based stories by using their creativity and auditory skills.

Aim

To enhance interaction between children and their environment; encourage them to share and communicate with other people while improving sense of hearing.

How?

Talepath includes three parts which are recording bracelet, earphone and story station. Children can record stories telling by parents and sounds from environment. Then they can create audio-based stories in story station.

Share

Children can share their sound or story records and their audio-based stories with other users.



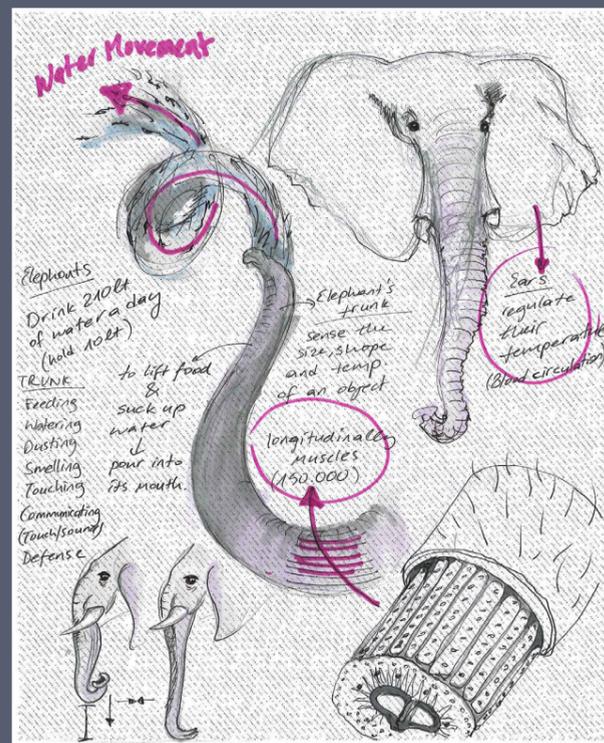
ELEPHANTE

2014

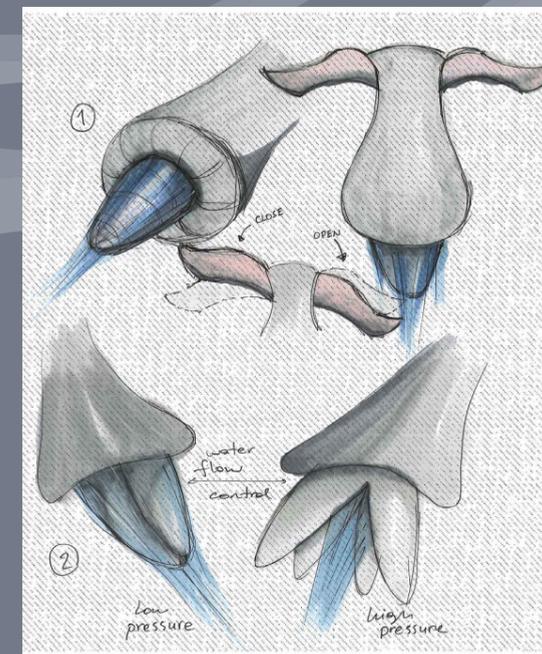
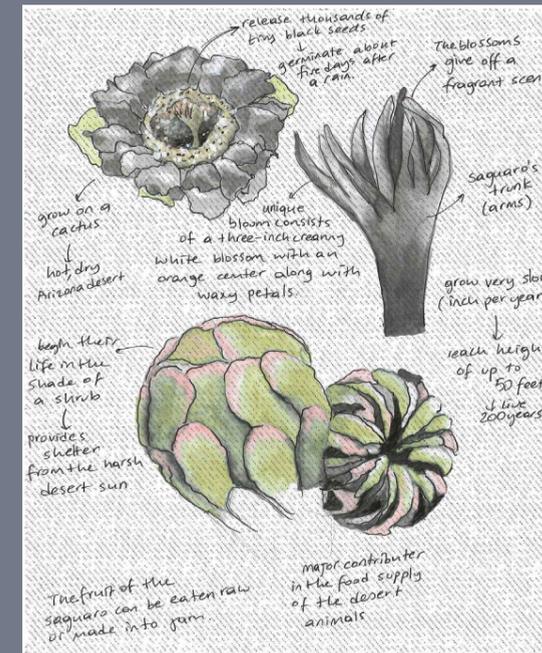
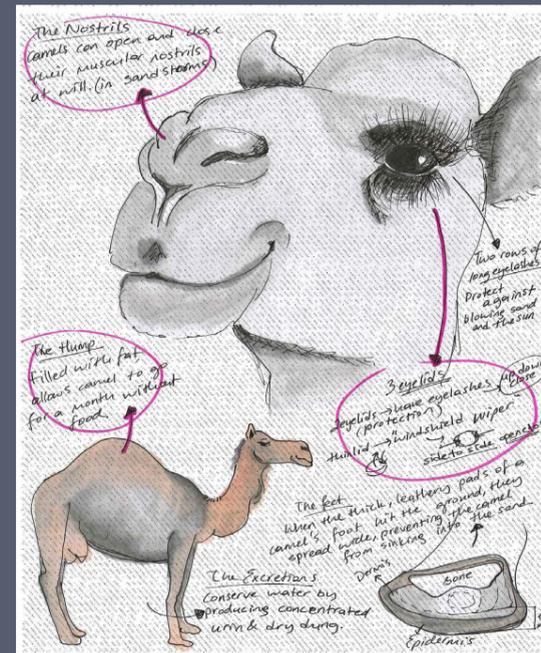
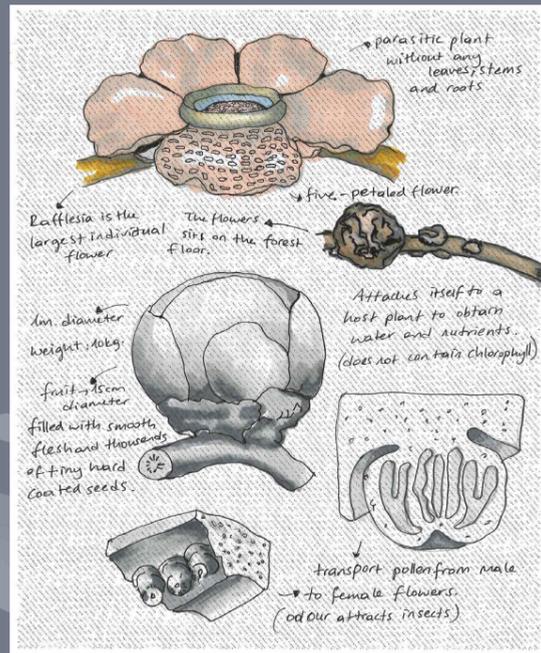
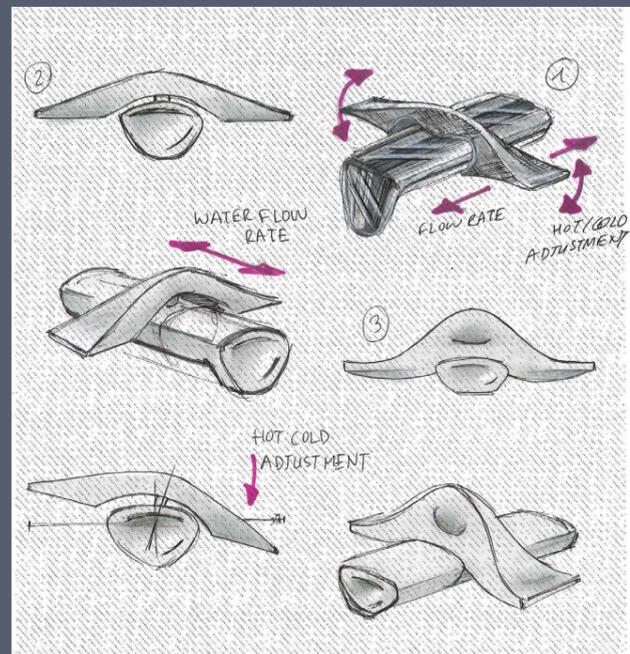
Elephante aims to decrease the water usage by adjusting water flow and temperature. It also creates an adjustment memory for quick uses.

biomimicry sketch analysis

"Biomimicry is used to understand the natural flow of water by getting the inspirations from various sources from nature. This gives a unique perspective to an everyday product."

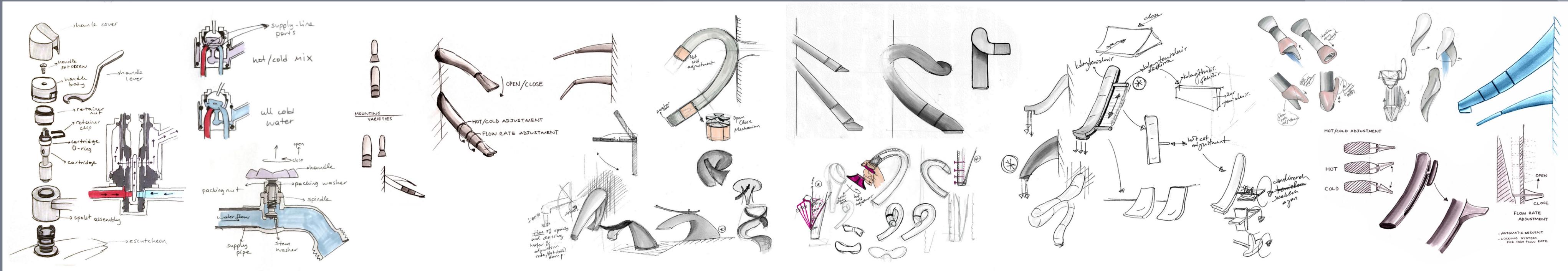


Final Inspiration: Elephant



idea generation sketches

Understanding technical details of faucets, water flow surfaces and ergonomics.



finalization



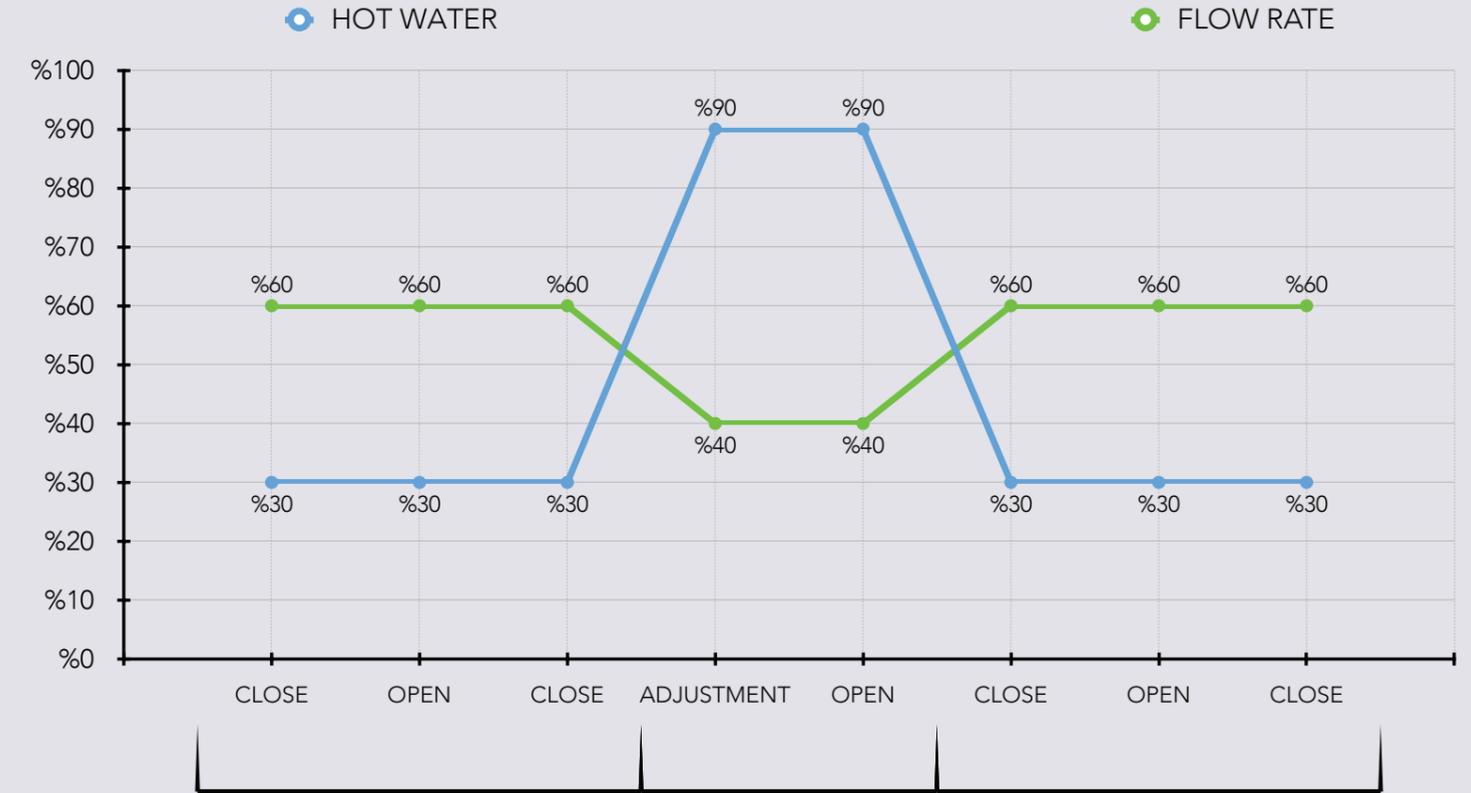
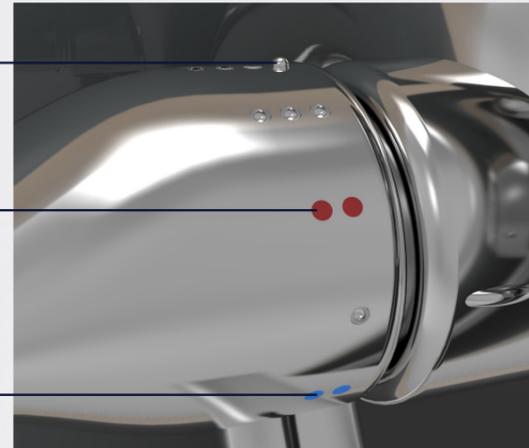
scenario

Temperature and flow rate are separated from the faucet opening handle; enable to open faucet without further adjustments. An adjusted optimum water flow rate and temperature is automatically active when the faucet close.

details

Hot indicator hillock for disabled people

Heat indicators



While assembly, daily use of temperature and flow rate are adjusted. In that chart daily values are adjusted to %60 flow rate and %30 hot water. Every time you open the faucet the values will be the same.

Before opening the faucet you can adjust water according to your special needs. For example, if you are going to shave, you can adjust %40 flow rate and %90 hot water.

After shaving, when you close the water, values come back to adjusted values (%60 flow rate and %30 hot water).

In that way, daily values of faucet are saved.



YOUNG CHEFS

2015

Young Chefs is a double life packaging transforming into hats for children to free draw on it after the pasta is consumed.

METU 3rd year project
Design for



user group



Children between 5-8 years old

parents, friends,
teachers, nanny

user study



Furkan

5-year-old boy / Does not go to school
Packages with his favorite cartoons take his attention

Usually wants his parents to open a food a package

Collects small toys come with a chocolate egg

Tends to tear the package



Defne

8 years old girl / Goes to school
Enjoyed opening packages
Integrated other material : toothpicks etc.
Talking about herself
Collects toys coming with chocolate eggs and stickers (a huge collection!)

project dimensions

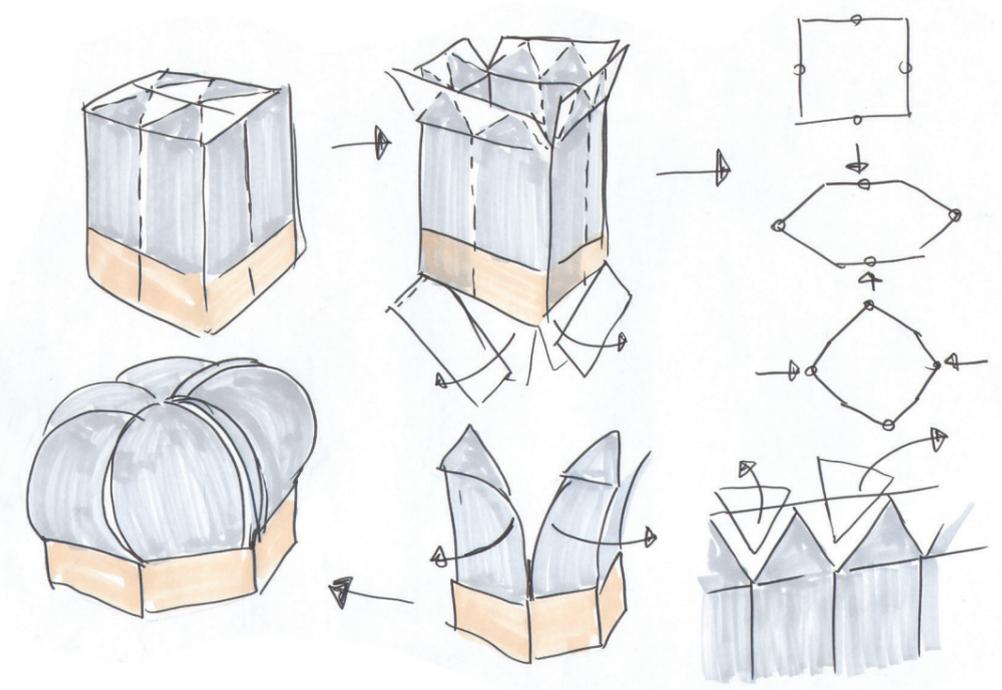
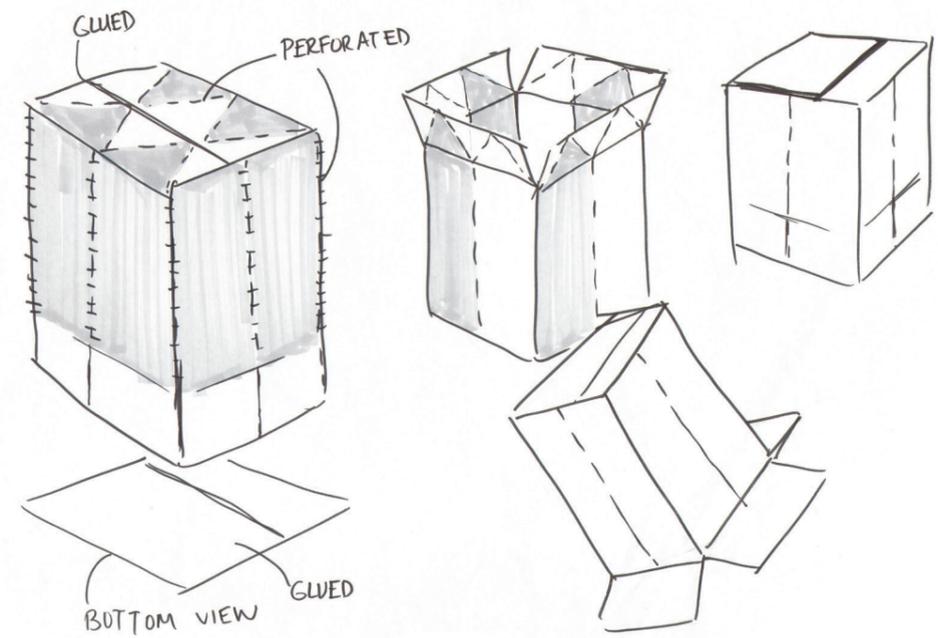
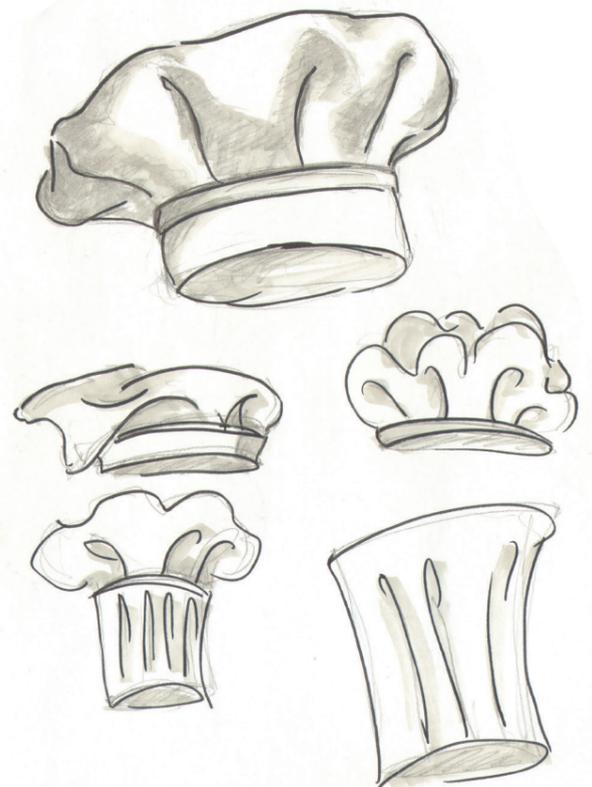
Attractive
Playfull
Educational
Eye catching
Challenging
Motivating
Sustainable
Durable
Understandable
Safe
Easy to store
Healthy

Remarks

*"carried by the flow" of the activity.
Optimized challenge
Absorbed attention
Clear feedback
In control of the activity
hours pass without noticing*

idea generation sketches

During the design process, trying to find best forms and shapes both for package and child hat.



finalization



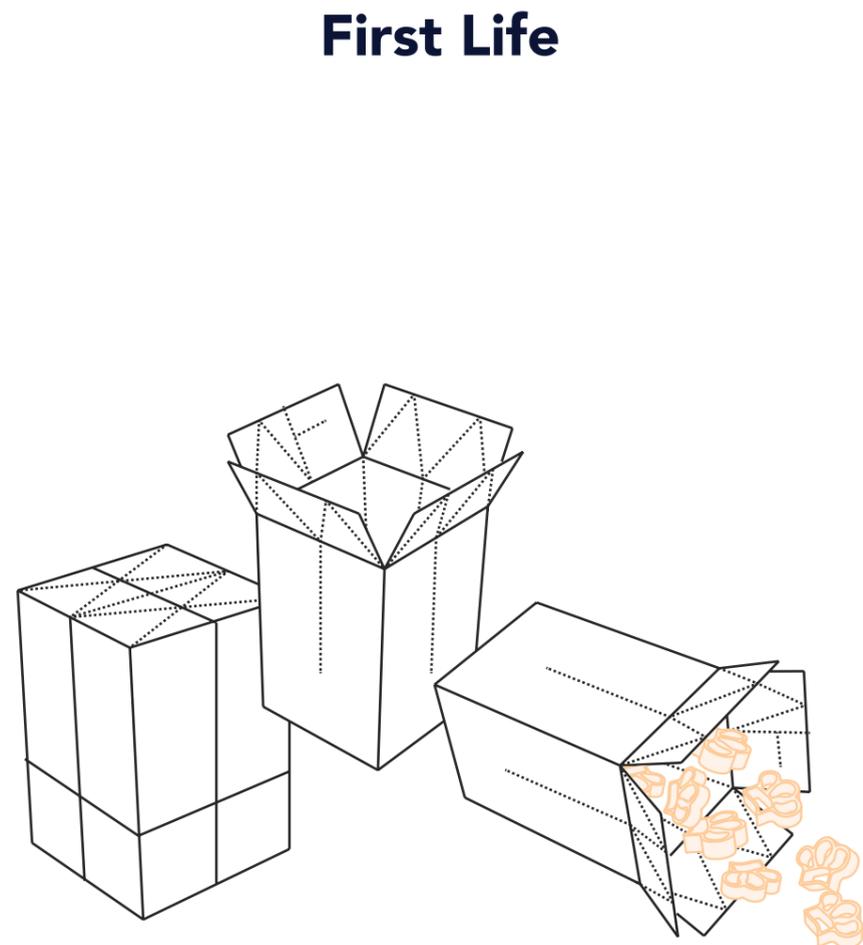
scenario

First Life

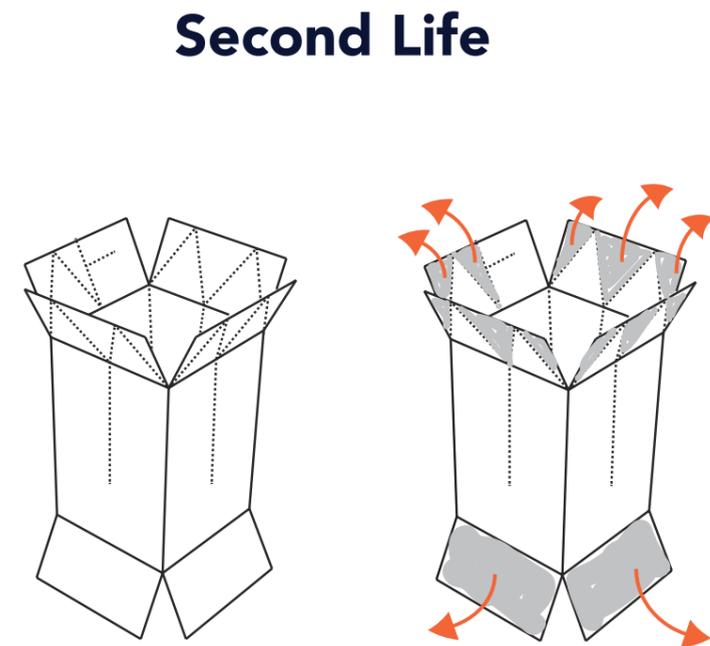
- Easy Open
- Reusable
- Easy manufacturing process
- Avoiding paper wasting

Second Life

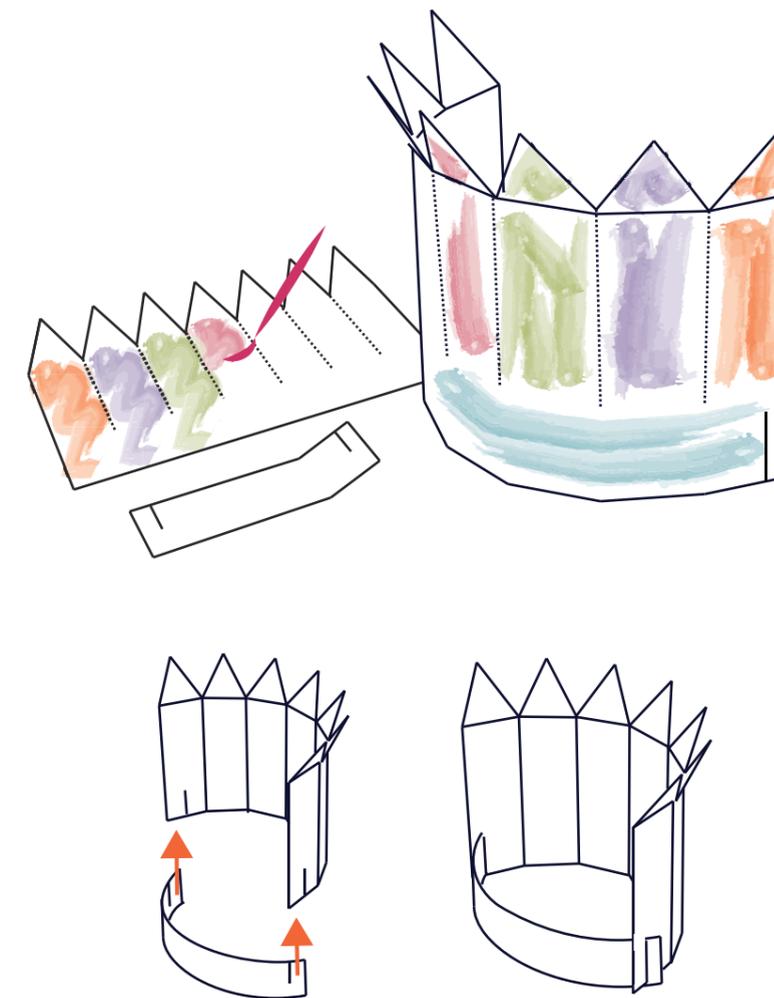
- Easy preparation
- Avoiding paper wasting
- Customisability



Open the pasta package and run of the chef pasta



Open top and bottom
Cut from perforated lines
Take out the square piece



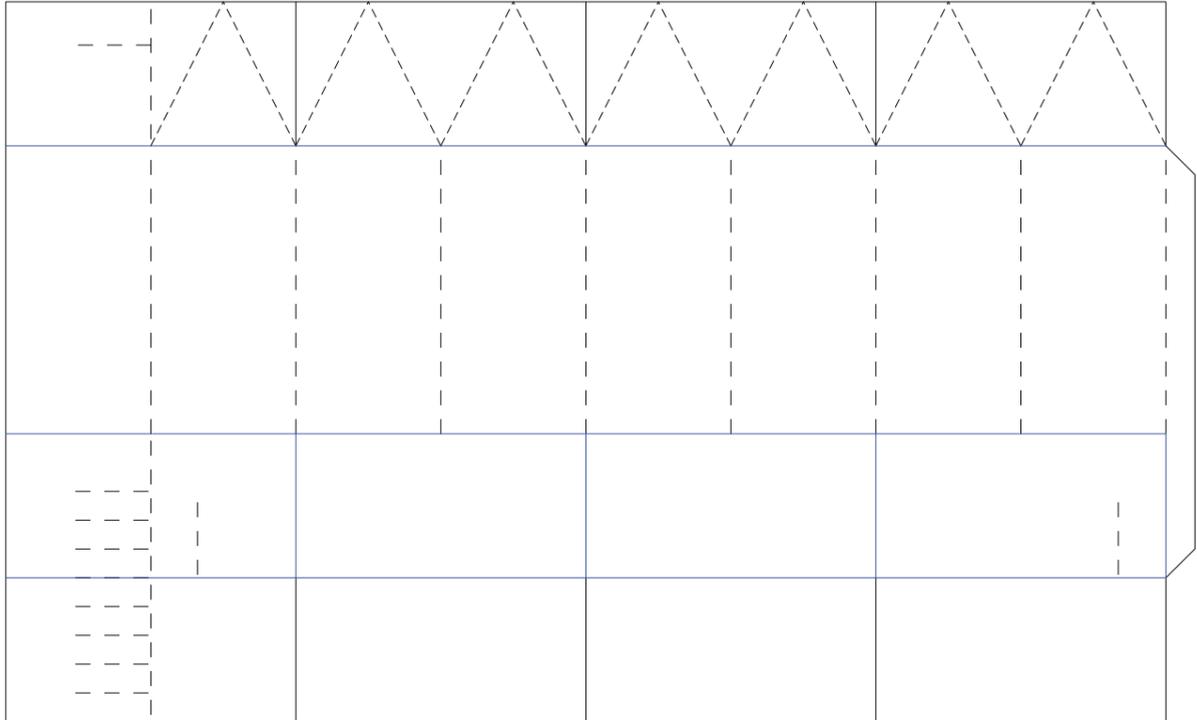
Paint it however you want
Put on the pieces according to guides

layouts

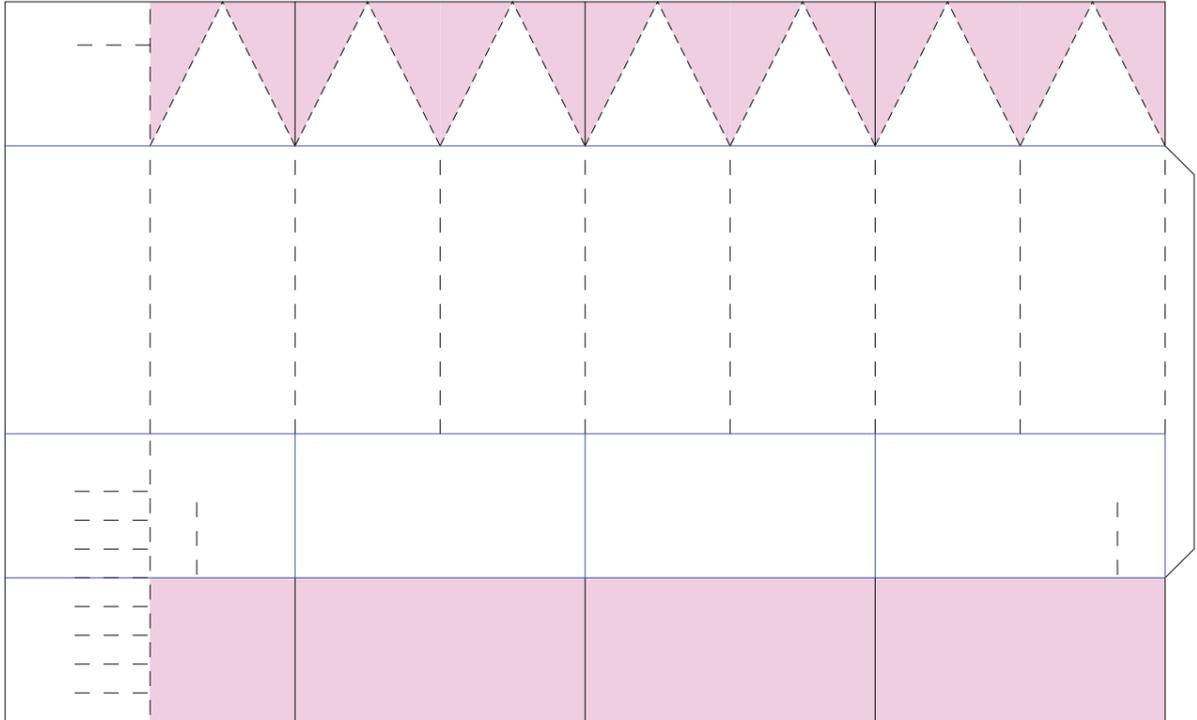
Graphic Design



First Life Layout



Second Life Layout

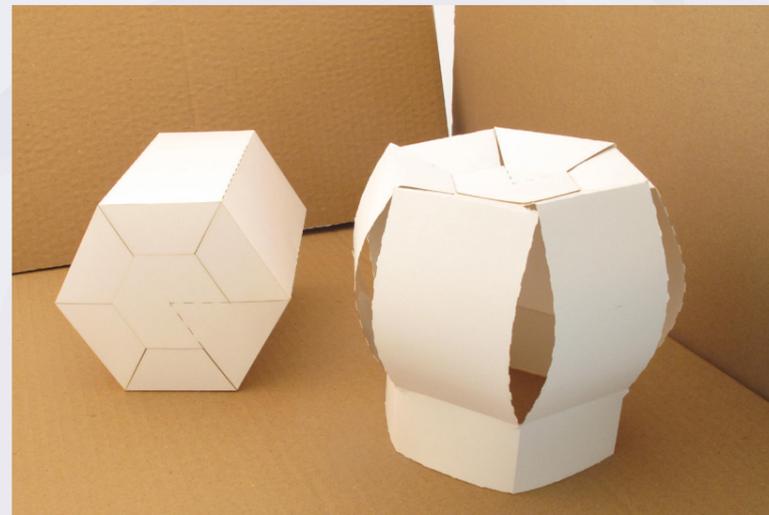


model making

While prototyping, it was used **bristol board and paper** materials.

Laser-cutter and printer was used.

First Mock-ups





jury

What is Young Chefs?

Sustainable food packaging with double life: Paper-based local food packaging transformed into play material for children between 5-8 years old.

Aim

Sustainability
Product - user interaction
Create an environment for children to cook with their parents
Create family time
Improving creativity and motor skills of children

Can also use at Birthday Parties, School Shows, Child Events





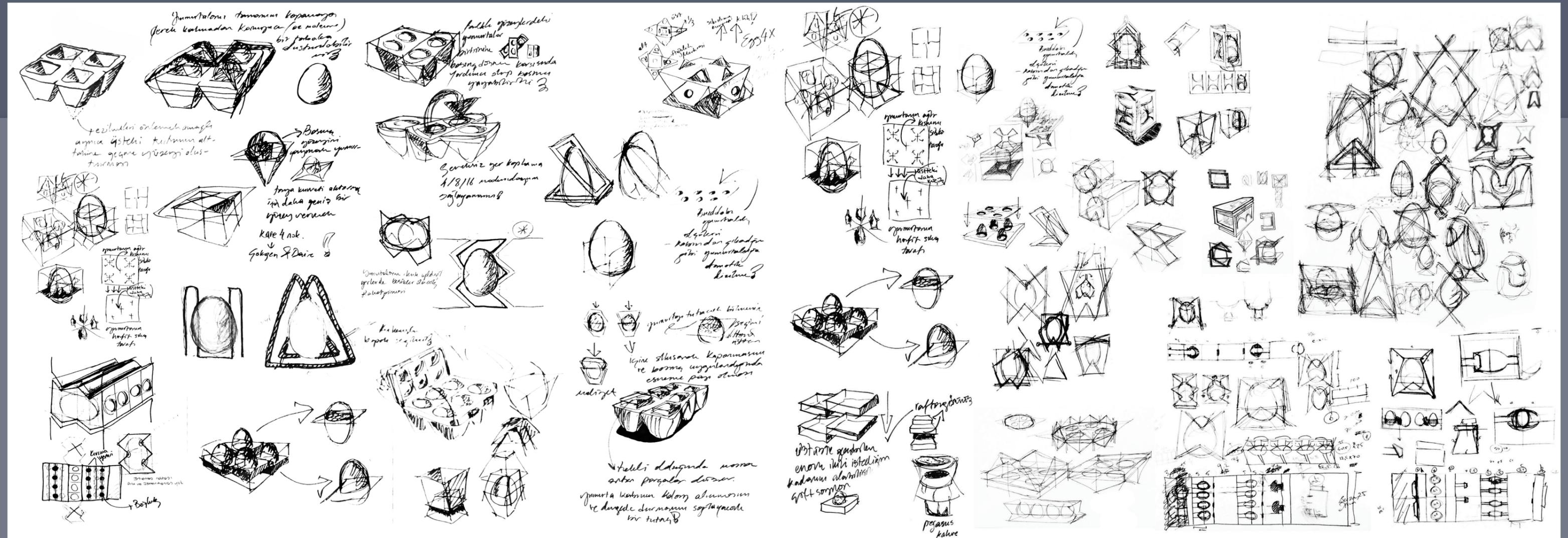
HEGG

2013

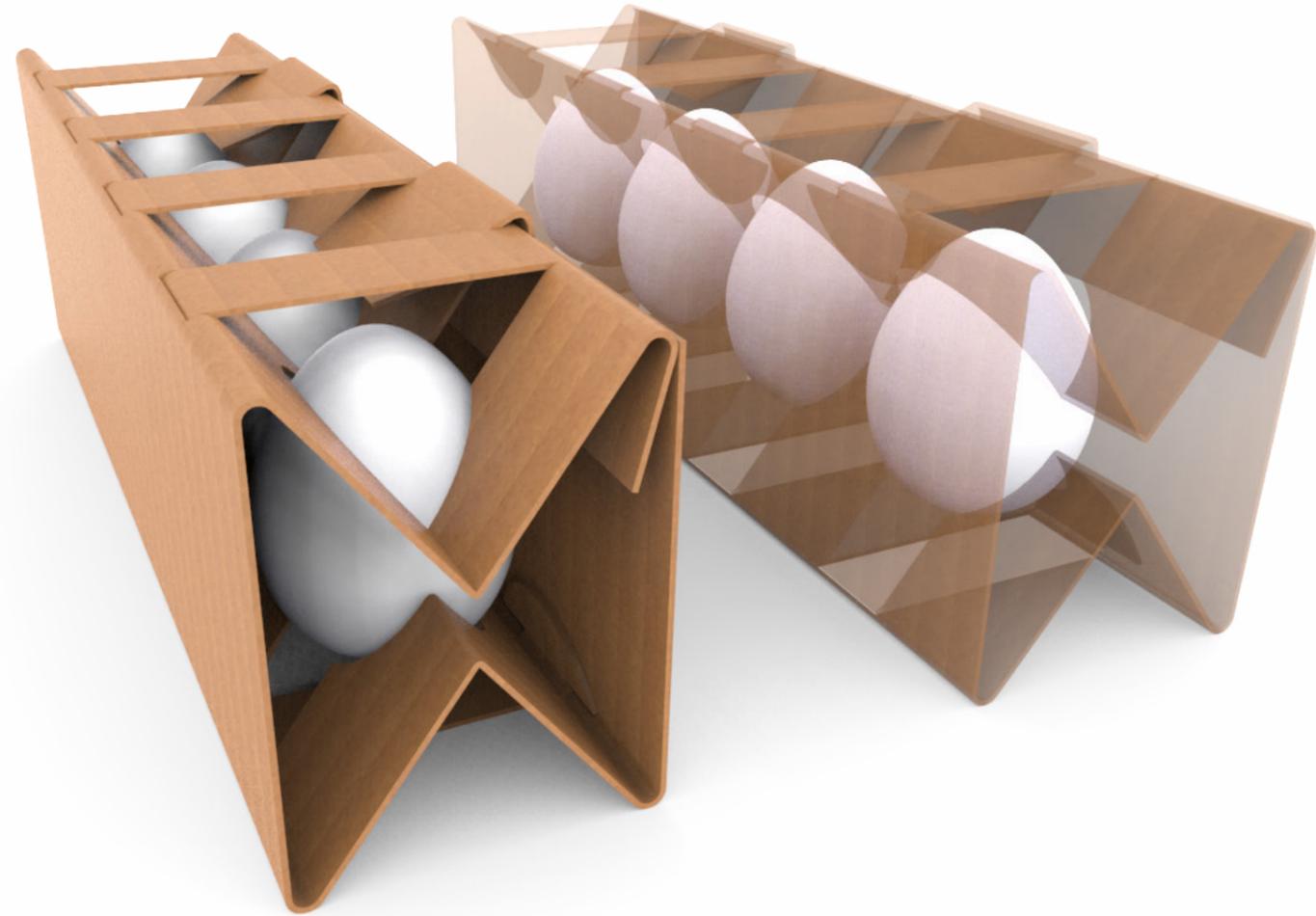
Hegg is an egg package, designed to withstand a fall of 1.3 meters while using the least amount of cardboard waste.

idea generation sketches

During the design process, egg's geometry and structure was researched and cardboard properties were put into various tests.

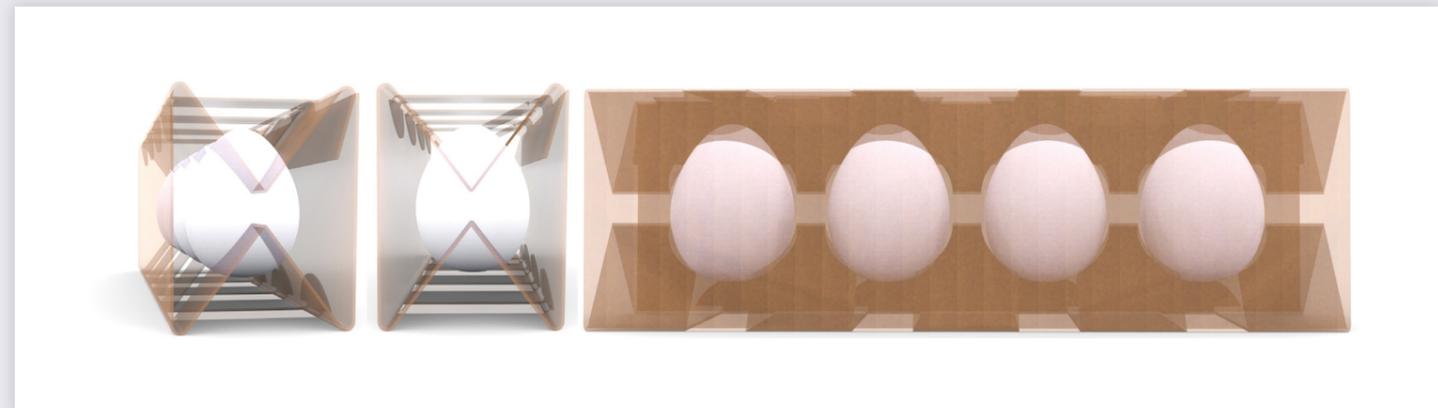


finalization



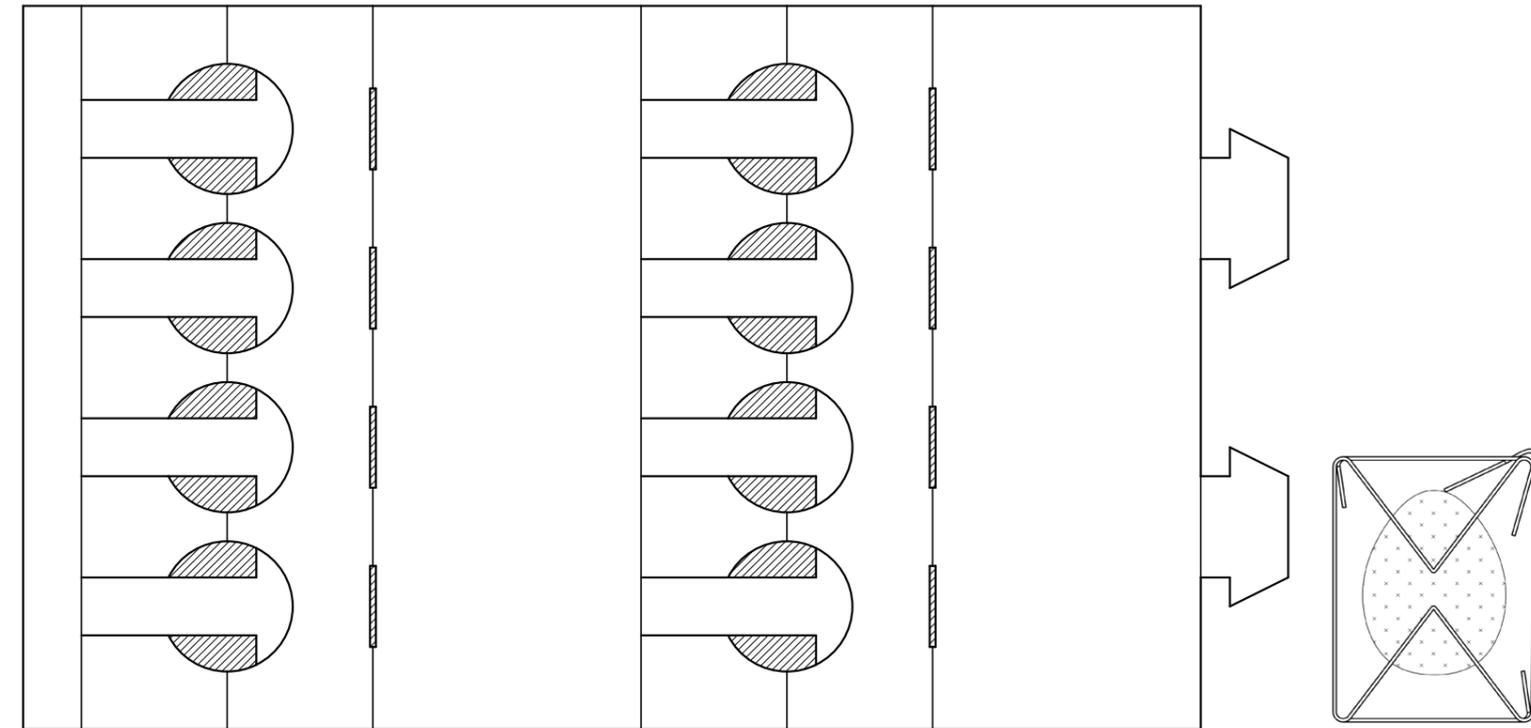
features

Waste of cardboard is minimized.
Eggs **withstand 1.3 meter fall.**
Package can be opened with one hand.



technical details

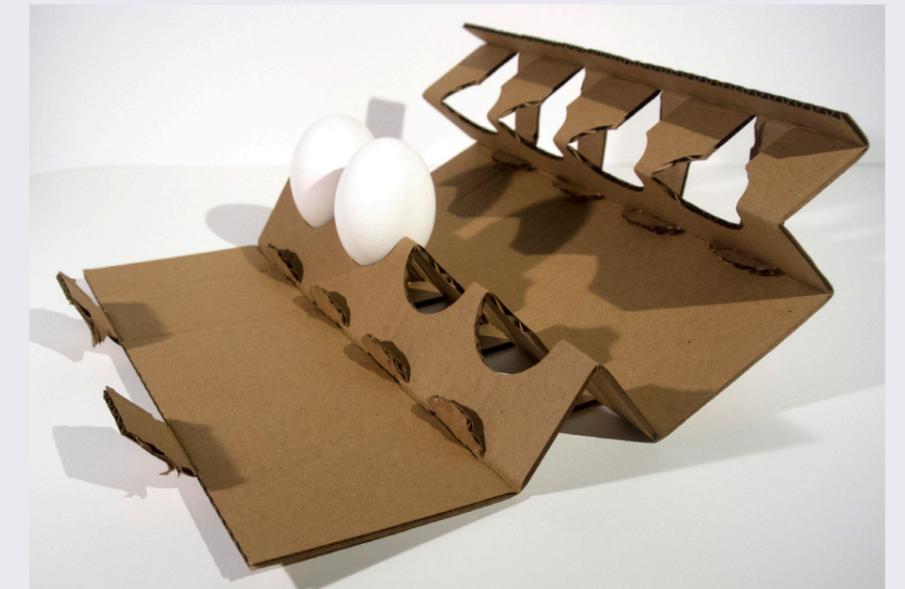
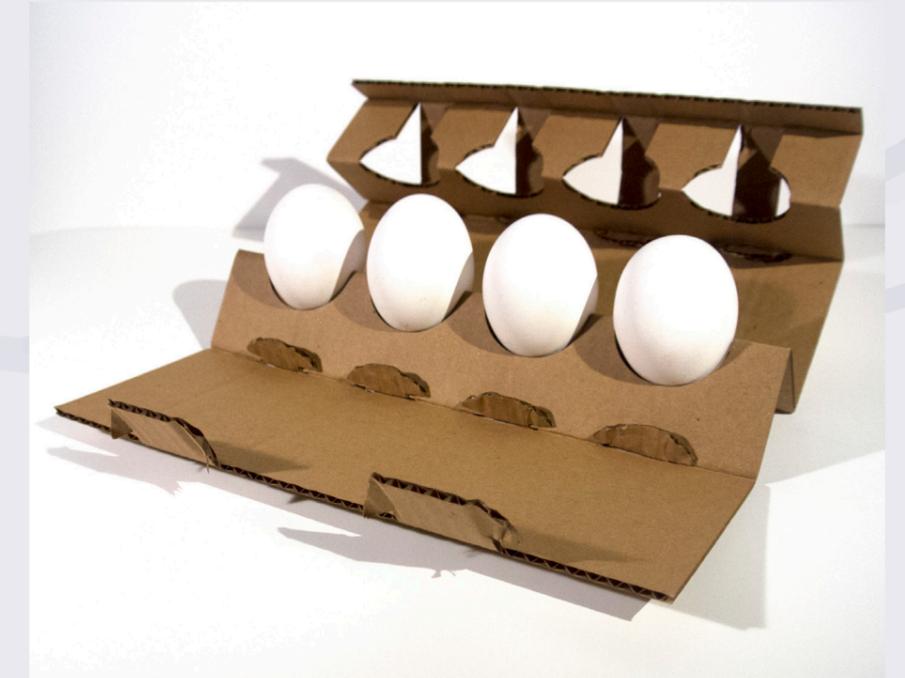
430 x 250 x 3 mm. cardboard required.
Package dimensions are 250 x 60 x 80 mm.

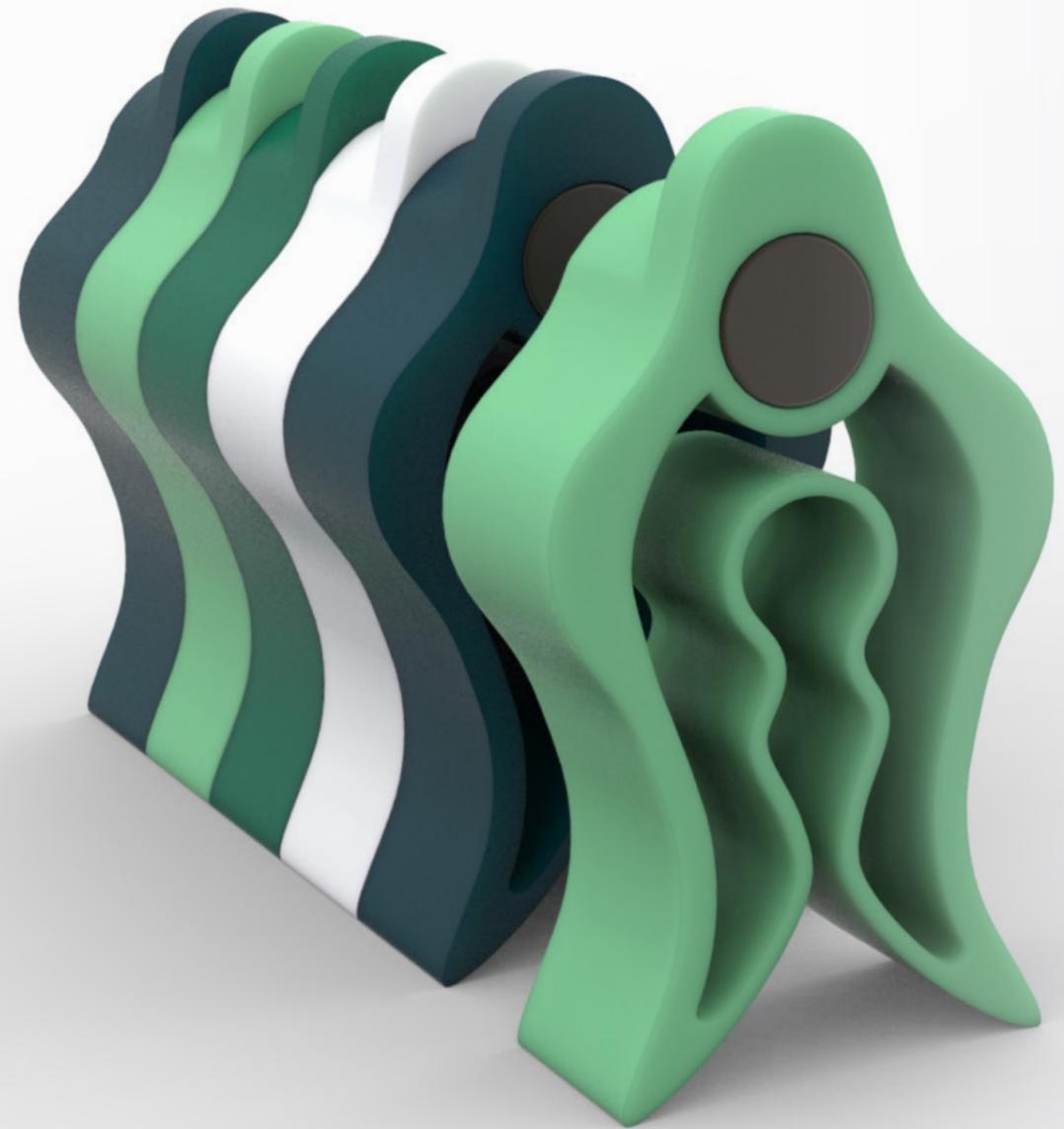


 Waste of cardboard is %5,03 from 430 x 250 x 3 mm.

mock-up

Laser cutter was used for final cardboard mock-up.





PINNER

2013

Pinner is designed to create a soft touch between the cloth and pin to minimize folds.

finalization

Magnets give a chance to put on and take off laundry easily and quickly because all pieces come together.

mock-up

3D printer was used for final ABS plastic mock-up.





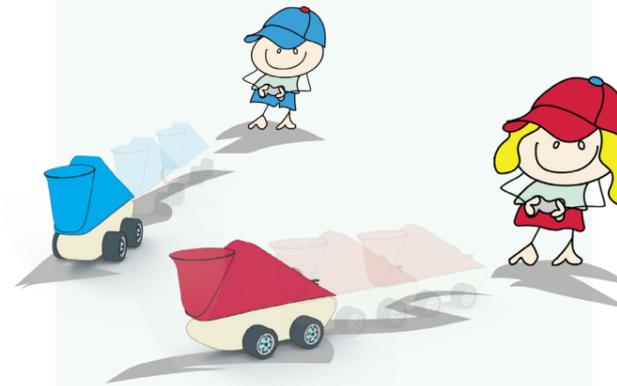
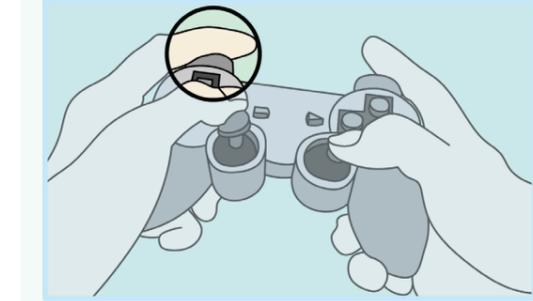
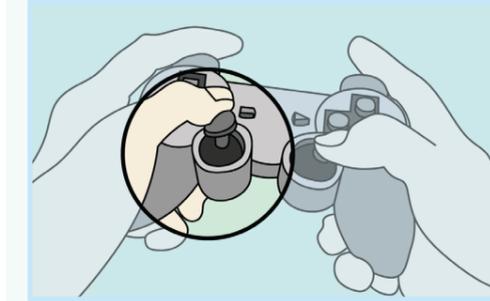
OU
2014

Interactive game design for kids.
This project created by hacking
PS3 joystick and remote
operating toy car.

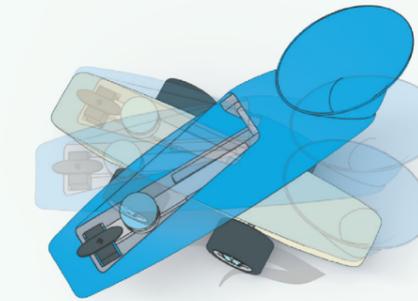


scenario

It is easy to learn OU. There are two cars, two joysticks which control the cars and balls.



Right joystick is used for catching and escaping from competitor. RC car can be ridden both X and Y coordinates.



Left joystick is used for adjusting catapult. Catapult can be rotated 360 degrees. It is increased the zone-of-shoot.



L3 button is used for shooting. It triggers the catapult and releases the ball.

model making

Arduino is the main source of this project.
Remote operating toy car was used for the body.

Chipboard wood, metal profiles, spring, hooks were used for the catapult.



Dc Motor x2
For car wheels



Servo motor x3
For rotating shooter and catapult



Bluetooth Dungle (Hama)
For connecting PS3 Joystick to car



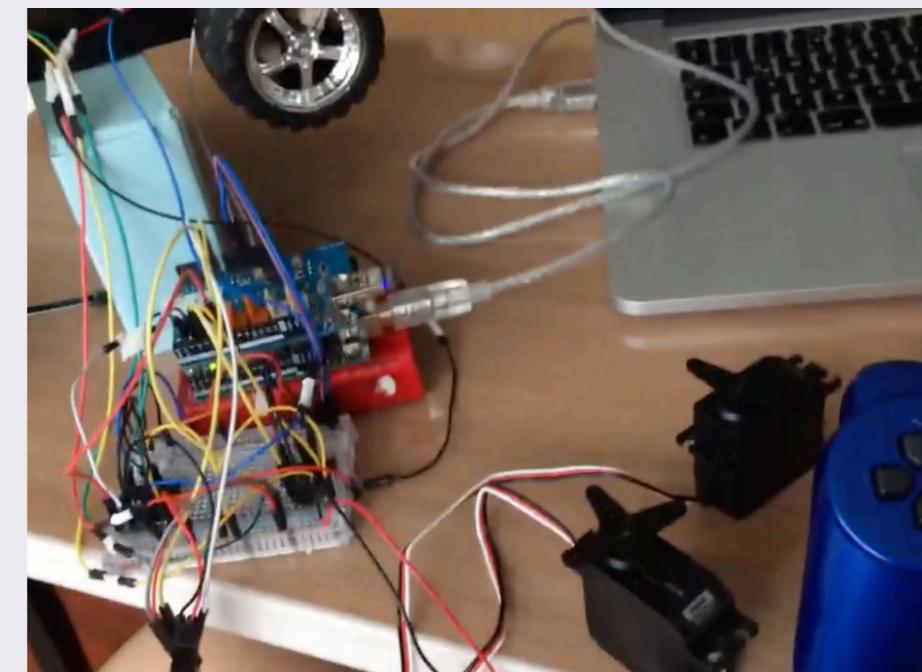
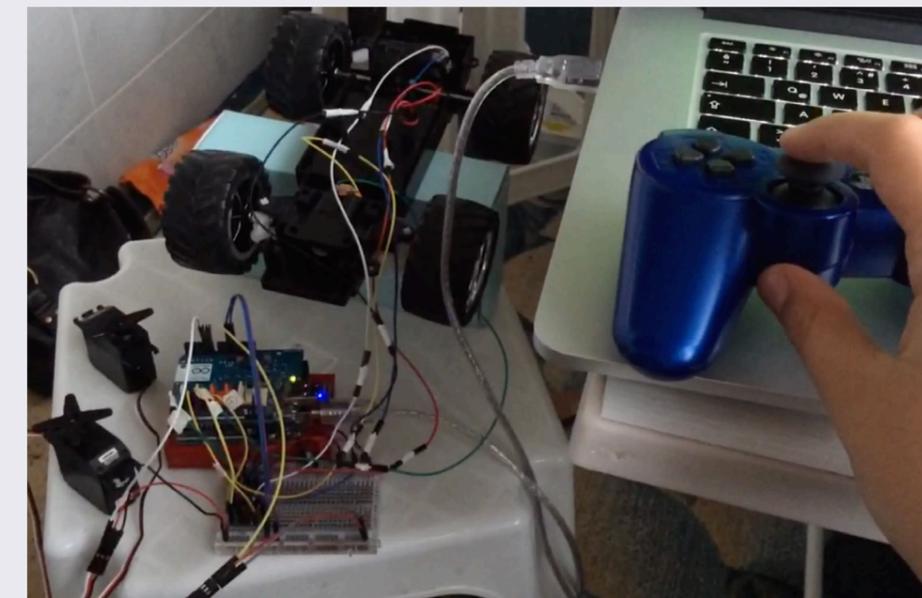
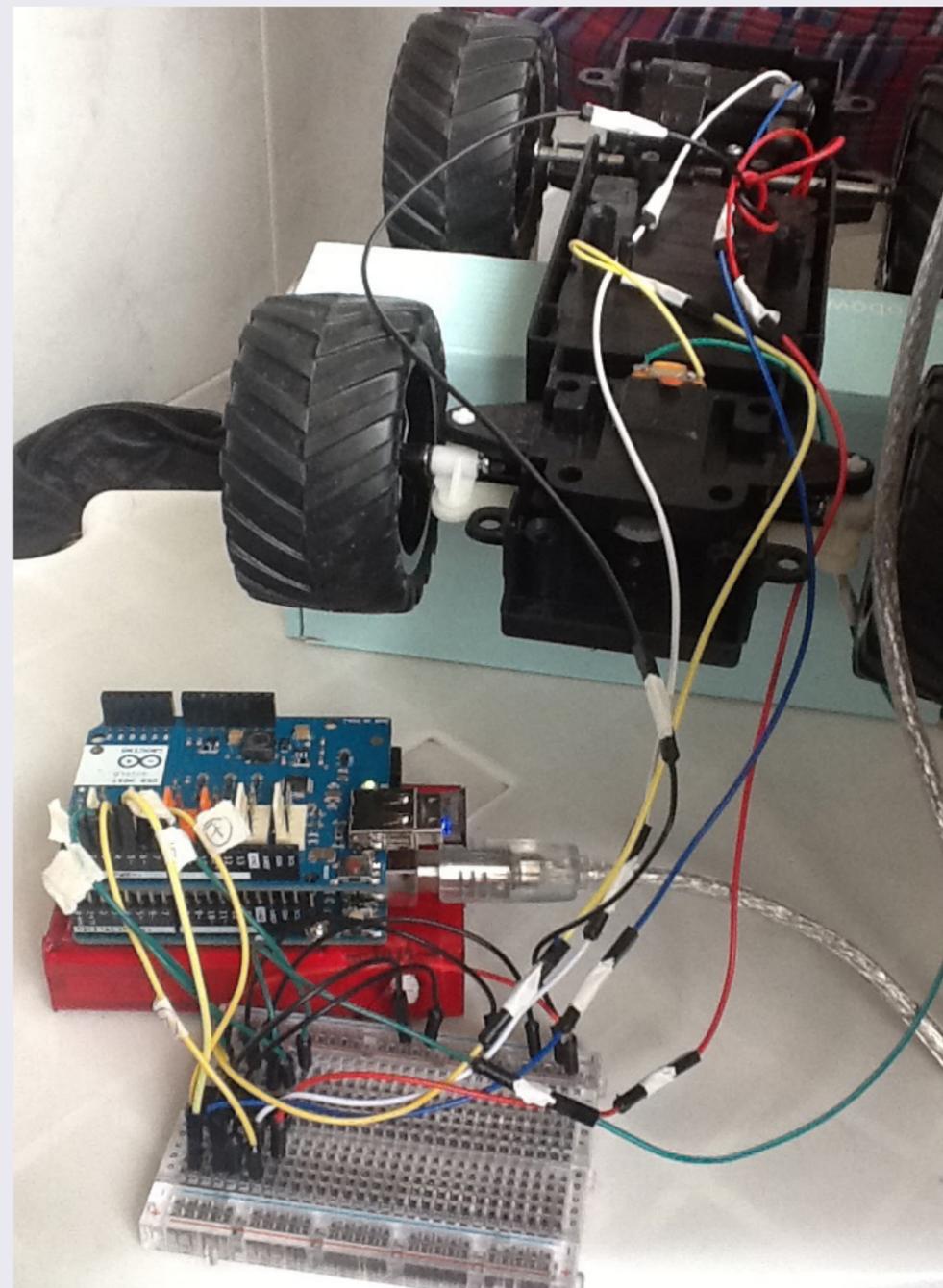
Arduino USB Host Shield
For bluetooth dungle



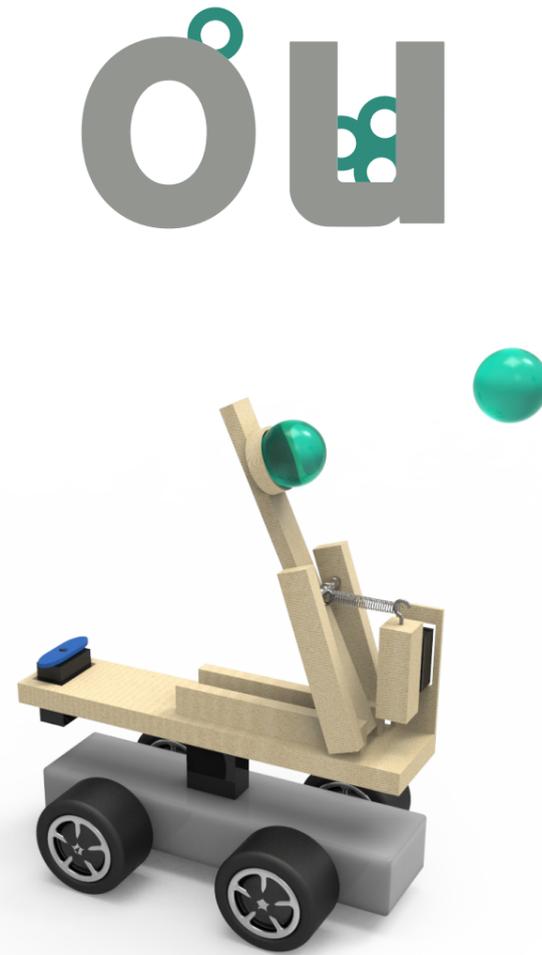
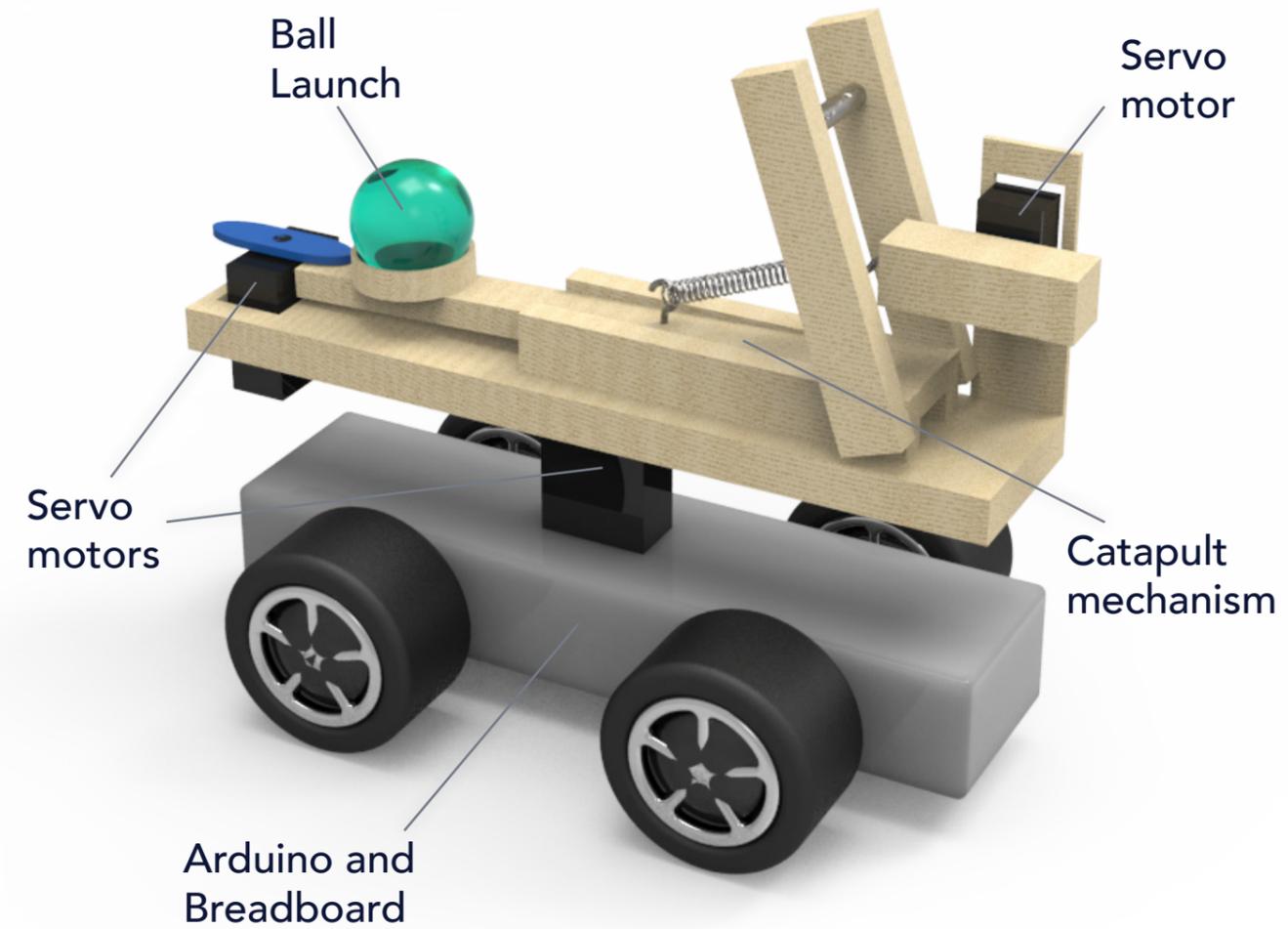
PS3 Joystick



HC-06 Bluetooth

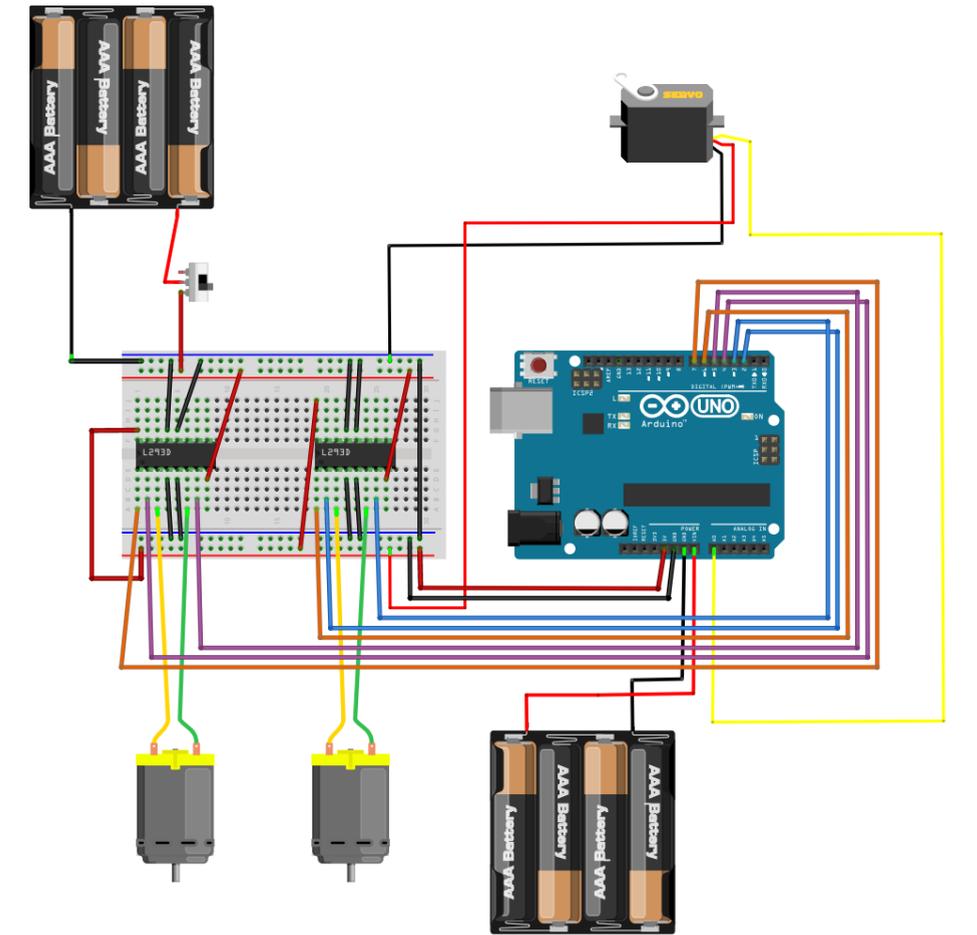


technical details



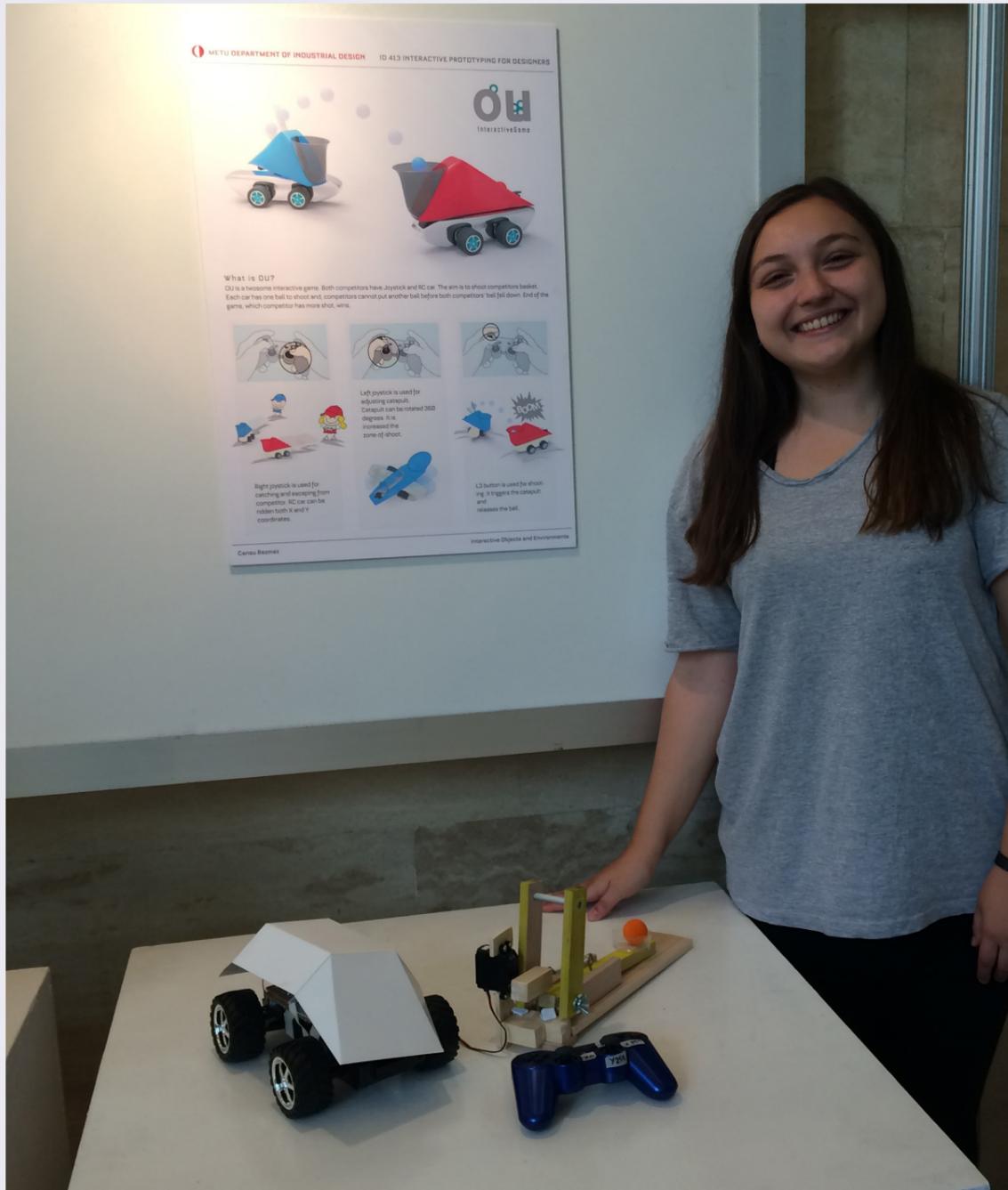
Launch position

circuit



fritzing

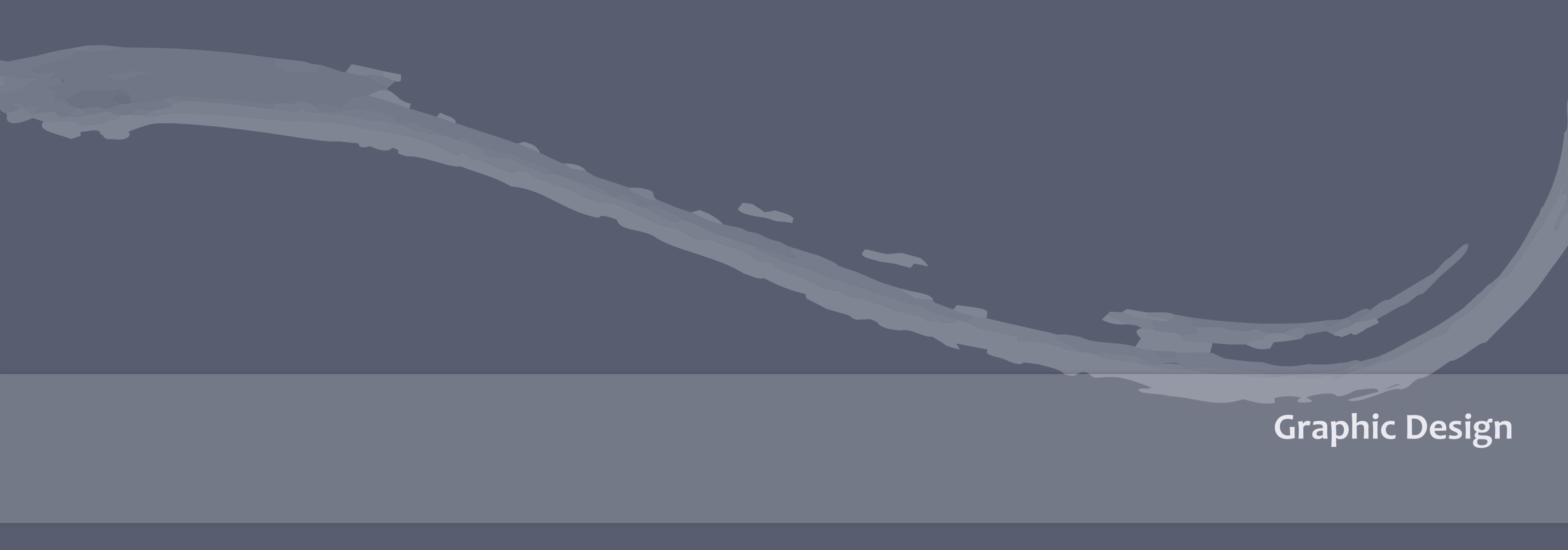
Fritzing program was used for circuit diagram.



jury

What is OU?

OU is a twosome interactive game. Both competitors have Joystick and RC car. The aim is to shoot competitors basket. Each car has one ball to shoot and, competitors cannot put another ball before both competitors' ball fell down. End of the game, which competitor has more shots, wins.

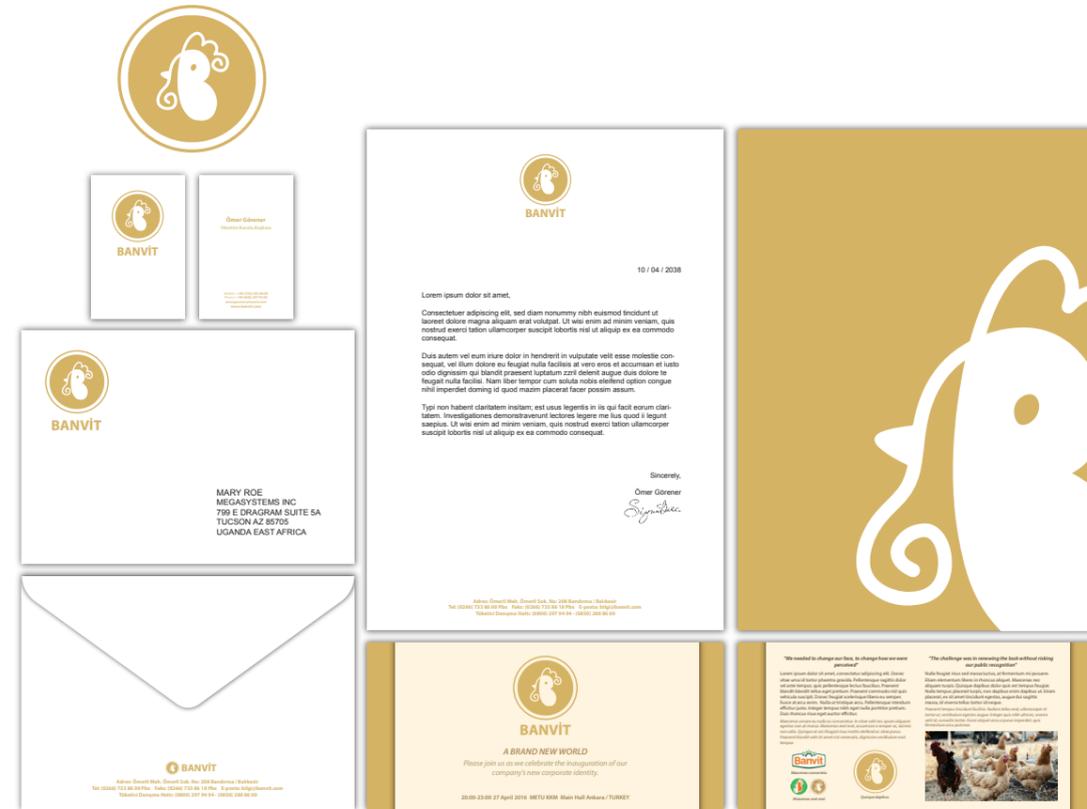


Graphic Design

Logo Design Process



Brand Identity



Content

Business card, envelope, letterhead, invitation card

Promotional Products



Content

Wicker shopping bag, magnetic shopping list, coffee mug

logo & brand identity

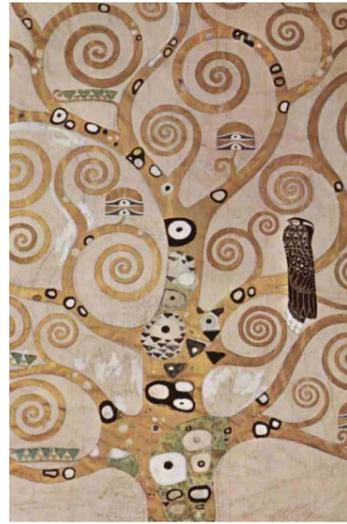
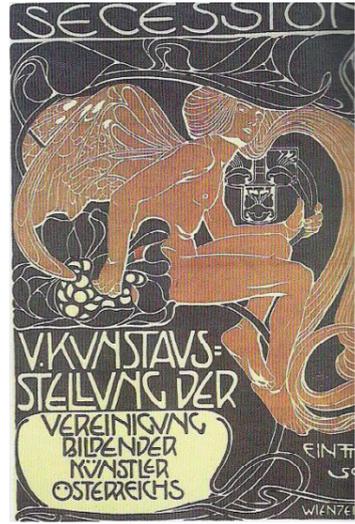
2016

METU 4rd year
Graphic Design Project

Designing logo and brand identity.
Design for



Inspirations



Combination

Vienna secession art movement, Gustav Klimt, my sketches

Logo Design Process



Product Proposal



logo & chocolate package

2016

METU 4rd year
Graphic Design Project

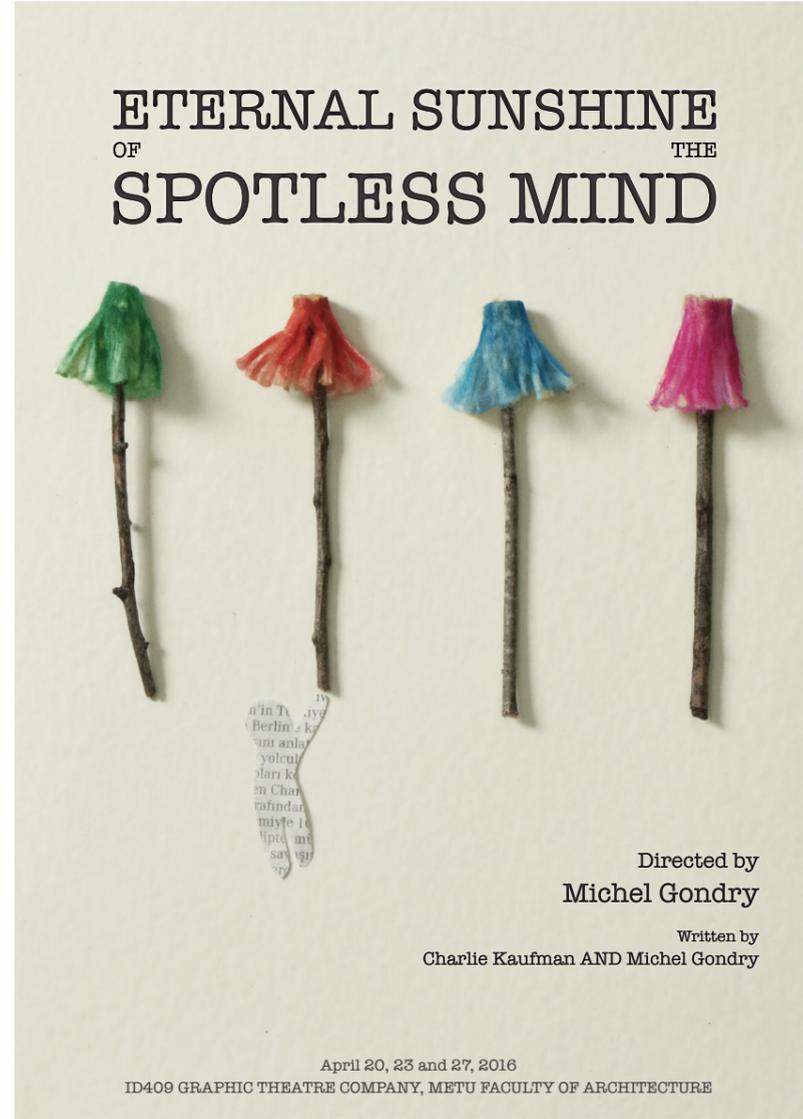
Designing logo and packaging.
Design for



3D Collage



Post Process



theater poster

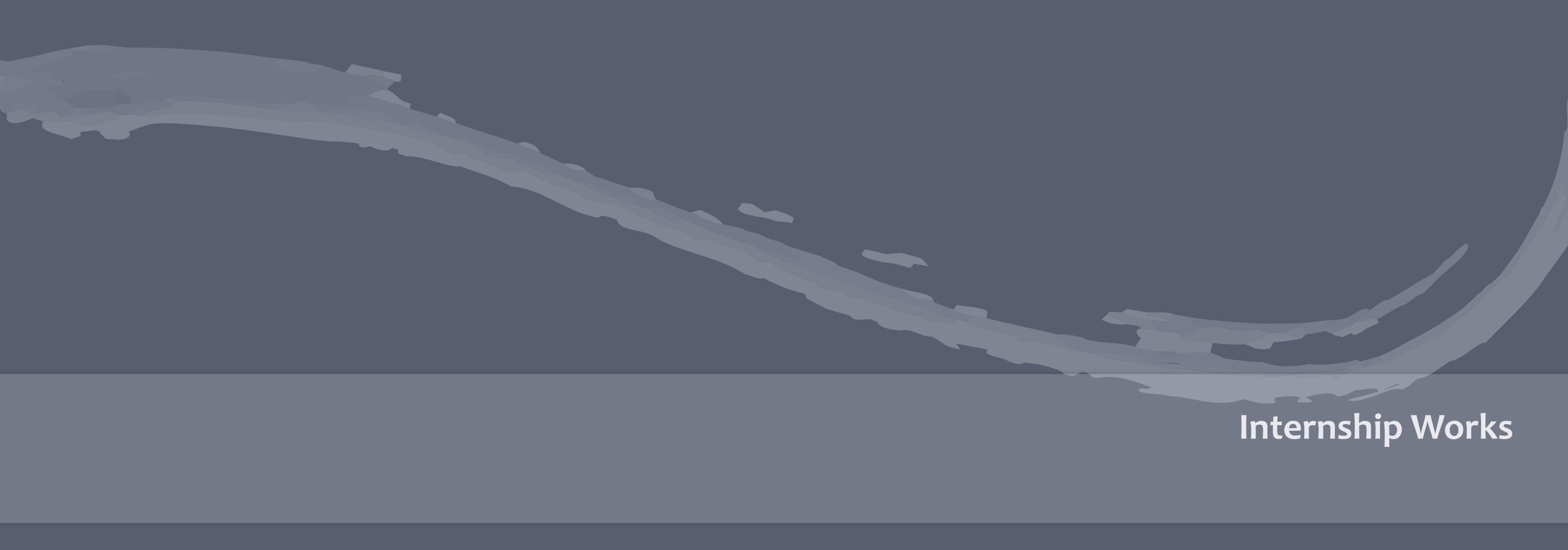
2016

METU 4rd year
Graphic Design Project

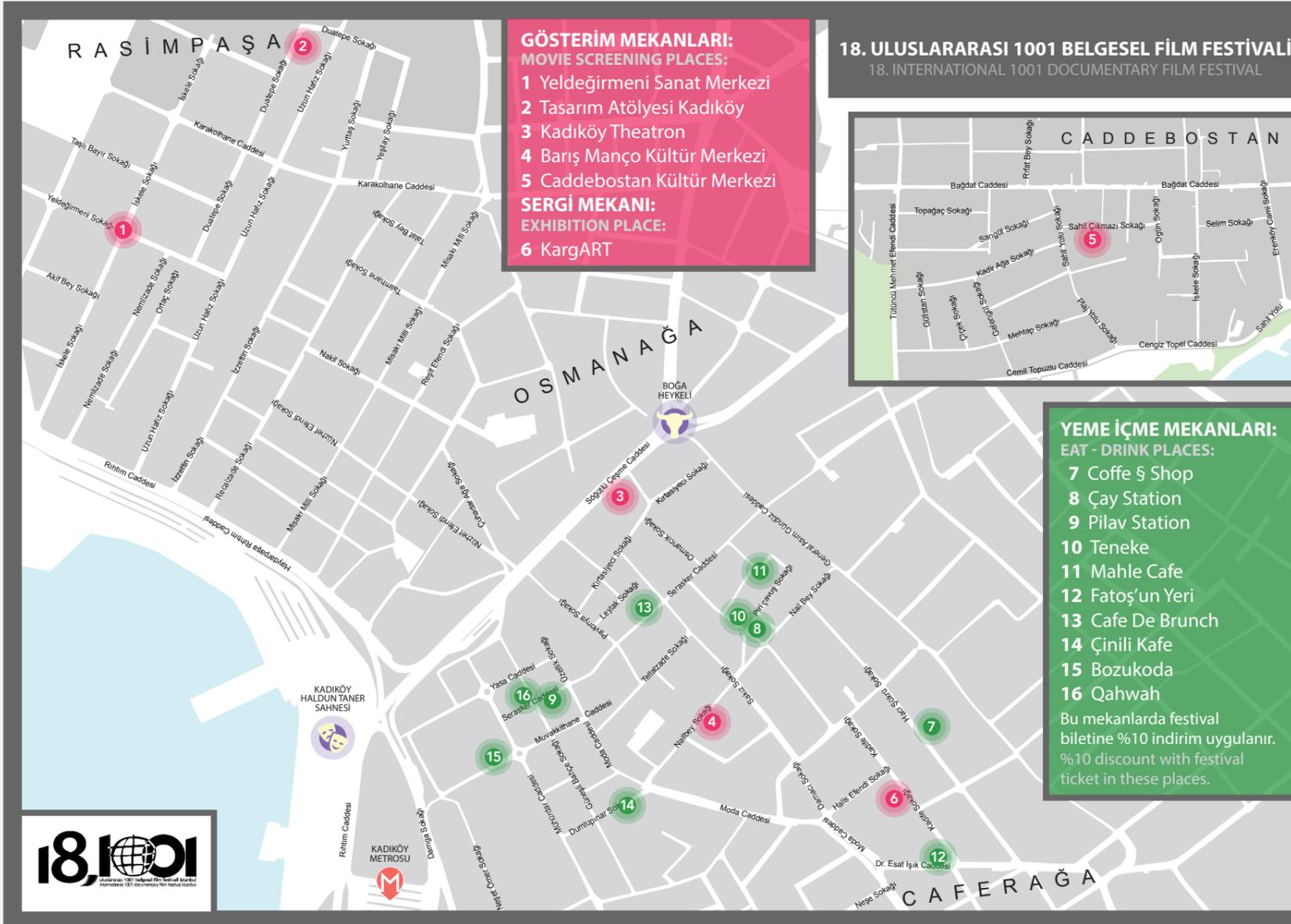
Designing theater poster
according to the movie.

Design for

Eternal Sunshine
of the Spotless
Mind Movie

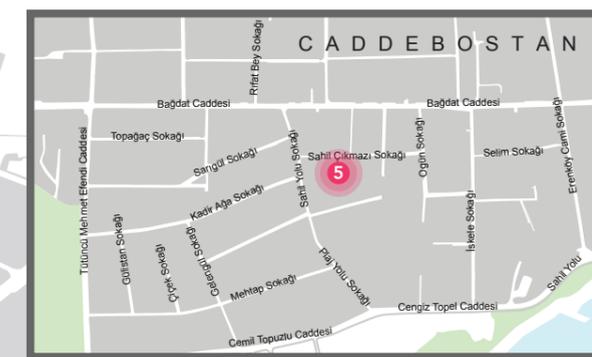


Internship Works



GÖSTERİM MEKANLARI:
MOVIE SCREENING PLACES:
 1 Yeldeğirmeni Sanat Merkezi
 2 Tasarım Atölyesi Kadıköy
 3 Kadıköy Theatron
 4 Barış Manço Kültür Merkezi
 5 Caddebostan Kültür Merkezi
SERĞİ MEKANI:
EXHIBITION PLACE:
 6 KargART

18. ULUSLARARASI 1001 BELGESEL FİLM FESTİVALİ
 18. INTERNATIONAL 1001 DOCUMENTARY FILM FESTIVAL



YEME İÇME MEKANLARI:
EAT - DRINK PLACES:
 7 Coffe Ş Shop
 8 Çay Station
 9 Pilav Station
 10 Teneke
 11 Mahle Cafe
 12 Fatoş'un Yeri
 13 Cafe De Brunch
 14 Çinili Kafe
 15 Bozukoda
 16 Qahwah
 Bu mekanlarda festival biletine %10 indirim uygulanır.
 %10 discount with festival ticket in these places.



YEME - İÇME MEKANLARI
 EAT - DRINK PLACES

Coffe Ş Shop
 Caferağa Mahallesi, Bahariye Caddesi, Hacı Şükrü Sokak, No:11.
 0216 449 93 30

Çay Station
 Caferağa Mahallesi, Piriçavuş Sokak, No: 60/A.
 0216 700 11 19

Pilav Station
 Serasker Caddesi, Arayıcıbaşı Sokak, No: 37/B. 0216 348 52 56

Teneke
 Bahariye Caddesi, Osmanağa Mahallesi, Piriçavuş Sokak, No: 48/1. 0216 338 34 44

Mahle Cafe
 Serasker Caddesi, Piriçavuş Sokak, No: 16.

Fatoş'un Yeri
 Serasker Caddesi, Ziyabey Sokak, No:81 A. 0216 345 63 84

Cafe De Brunch
 Osmanağa Mahallesi, Serasker Caddesi, No: 67/B. 0216 345 20 15

Çinili Kafe
 Moda Caddesi, Dumlupınar Sokak, No:10. 0216 346 37 20-21

Bozukoda
 Caferağa Mahallesi, Muvakkithane Caddesi, No: 35

Qahwah
 Caferağa Mahallesi, Mühürdar Caddesi, Serasker Sokak, No:2. 0537 245 47 67, 0537 245 47 57

FİLM GÖSTERİM MEKANLARI
 MOVIE SCREENING PLACES

Yeldeğirmeni Sanat Merkezi
 İskele Sok. No:34 34716 Kadıköy, İstanbul

Tasarım Atölyesi Kadıköy
 Rasimpaşa Mah. Duatepe Sk. No: 61 Yeldeğirmeni Kadıköy, İstanbul

Kadıköy Theatron
 Söğütluçeşme Caddesi no:64 Bulvar Çarşısı

Barış Manço Kültür Merkezi
 Caferağa Mah. Moda Cad. Nailbey Sok. (Caferağa Spor Salonu yanı) Kadıköy/İstanbul

Caddebostan Kültür Merkezi
 Bağdat Cad. Haldun Taner Sok. No:11 Caddebostan/Kadıköy

SERĞİ MEKANI
 EXHIBITION PACE

KargART
 Caferağa, Kadife Sk. No:16, 34710 Kadıköy/İstanbul

%10 indirim %10 discount
 Yeme - içme mekanlarında festival biletine %10 indirim uygulanır.
 %10 discount with festival ticket in eat - drink places.

2 - 7 Ekim 2015
 2 - 7 October 2015

181001
 Uluslararası 1001 Belgesel Film Festivali İstanbul
 International 1001 Documentary Film Festival Istanbul

18. ULUSLARARASI 1001 BELGESEL FİLM FESTİVALİ
 18. INTERNATIONAL 1001 DOCUMENTARY FILM FESTIVAL

www.1001documentary.net

hop
german films
SEYRİ SOKAK
YELDEĞİRMENİ SANAT
theatron
KADIKÖY BELEDİYESİ
TAK
 TASARIM ATÖLYESİ KADIKÖY

brochure design

2015

Client:
18. International 1001 Documentary Film Festival

Double faced, foldable movie festival map and graphic design.

Design Office Internship
 Collaboration with





sticker design

2015

Client:

Kadıköy Municipality

To increase awareness about economy in use of sources.
Sticker graphic design for attention.

Design Office Internship
Collaboration with

TAK
TASARIM ATÖLYESİ KADIKÖY

Design Process



Inspirations

While sketching trying to combine aluminum profile and plastic.

Finalization



Concept

While rendering using different kind of colors, materials and textures for different moods and interiors.

LOLO

2015

Designing a product family for dinner.
ABS plastic and aluminum
profil materials were used.

Design Office Internship
Collaboration with

Paul Hayittai

Pattern Design



Composition

While sketching trying to consider repeating figures. Watercolor painting

Execution



Concept

While rendering using different kind of colors, materials and textures for different moods and interiors.

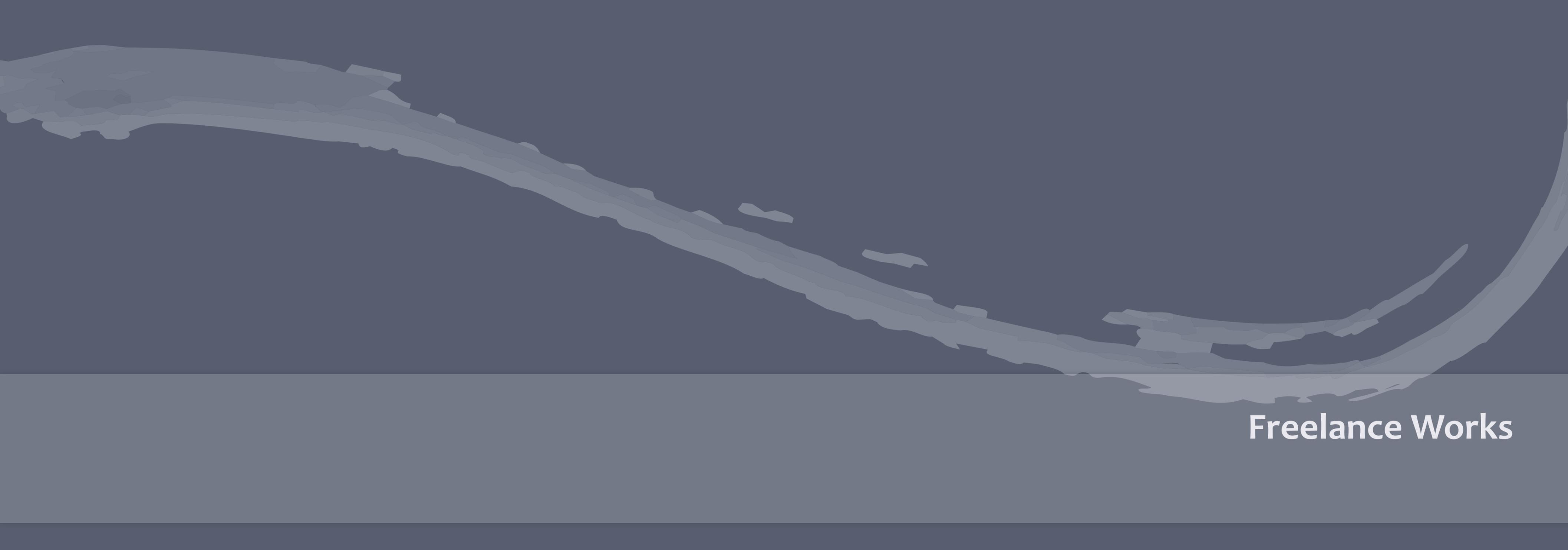
texture design

2015

Designing for textile industry while considering seamless patterns and variety color combinations and different kind of textile products.

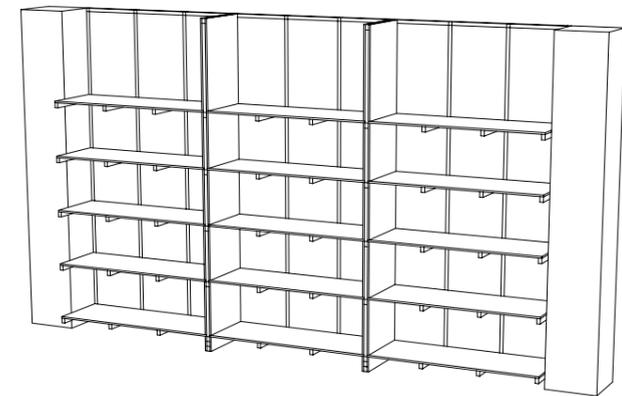
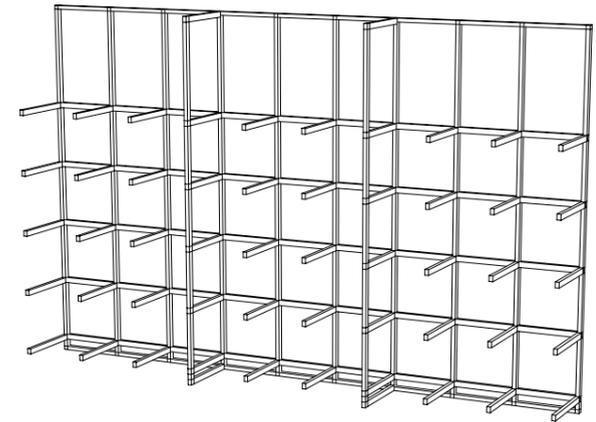
Design Office Internship
Collaboration with

Paul Hayittai



Freelance Works

Technical Details



Structure

Main structure is made of aluminum profile to give strength.

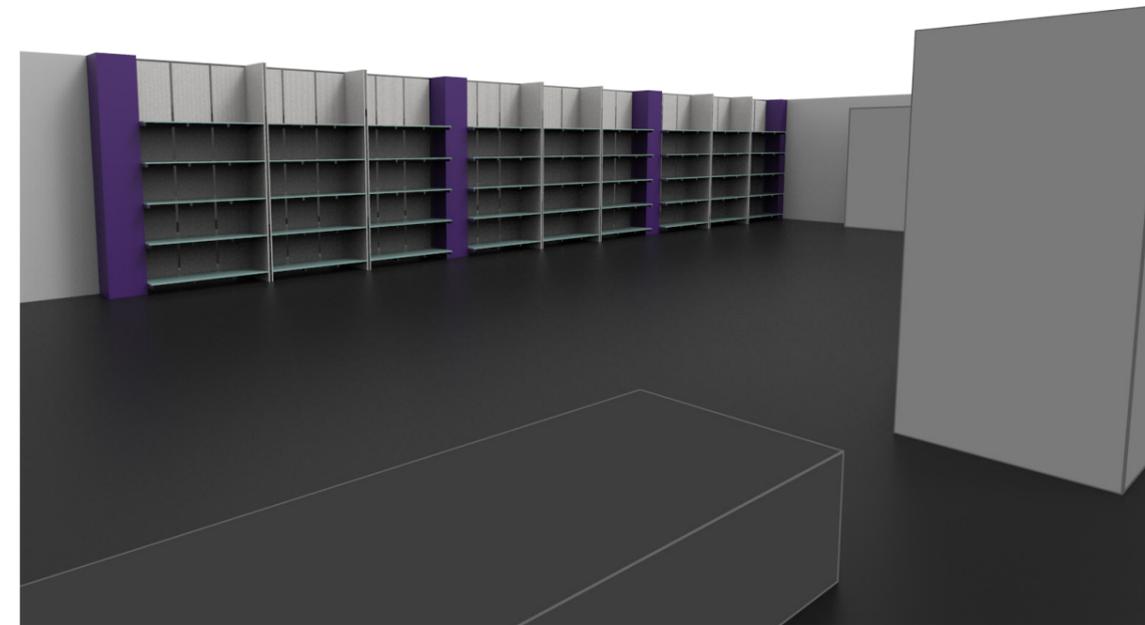
Maunting Process



Assembly

Structure is maunted between columns and shelves are maunted on.

Finalization



Interior

To increase the area efficiency, design is adapted to the columns.

storage design

2015

Client:

Private

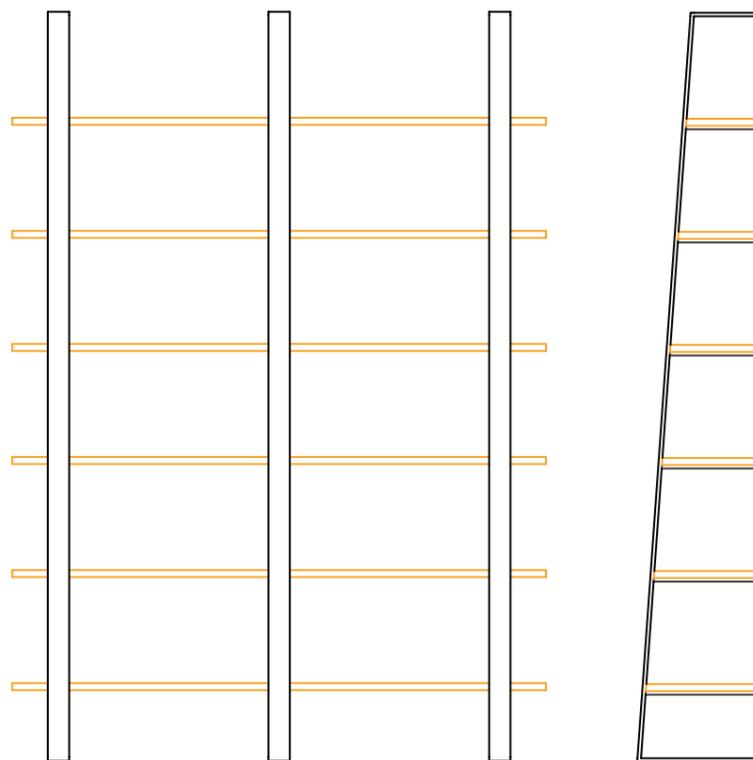
Designing storage area for heavy textile bolt.

Design structure is made of aluminum profile and the shelves made of MDF.

Interior Design



Technical Drawing



- Lama Profile: 60x10 mm.
- Oak: 20 mm.

Finalization

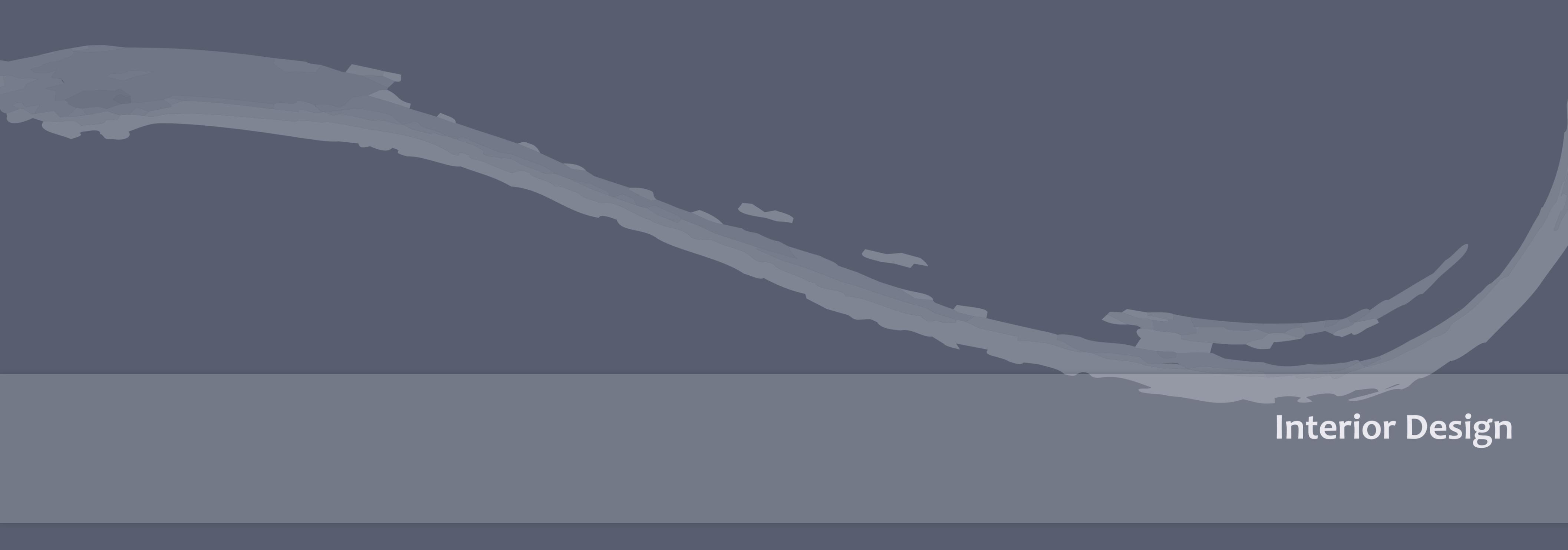


library design

2016

Client:
Private

Designing library according to interior
of the area and materials.
Lama profile and oak wood was used.



Interior Design

Design Process



Technical Planing

While sketching trying to consider floating figures which gives an emotion of lack of gravity. In addition, easy access for both user to move and use the area independently while give a chance to interact with each other.

Rendering



Bedroom

Storage areas seperated for both user and let them to have their own spaces while considering unnecesary movements such as bending. There is a hidden storage space which turns into lightining top of the bed.



Bathroom

There are seperated usage areas for preparing. In addition to that there is a bath area which creates a different space for relaxing.

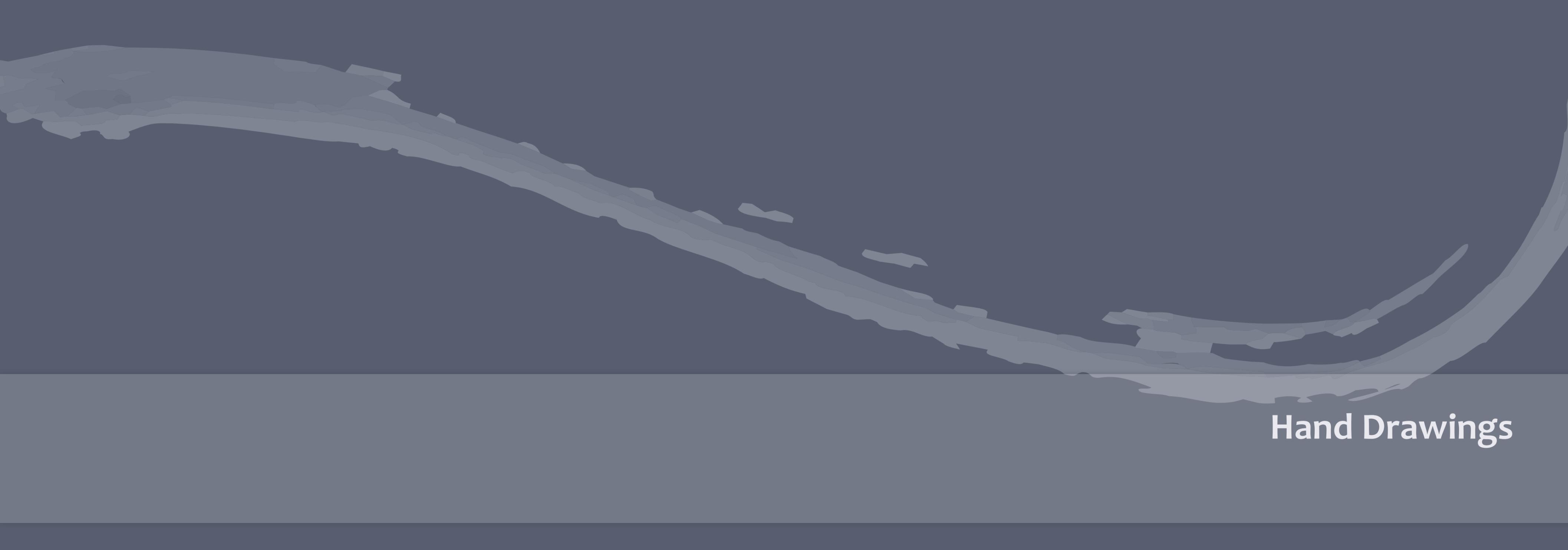
bedroom & bathroom design

2017

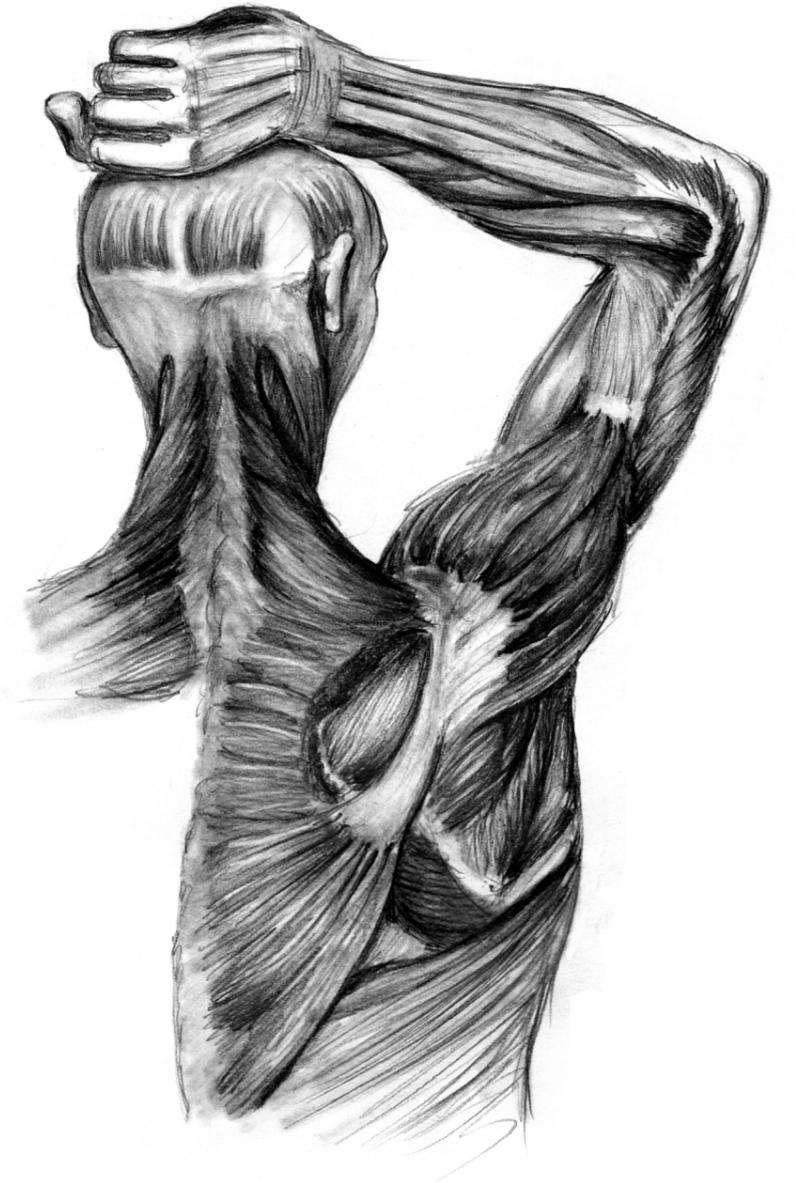
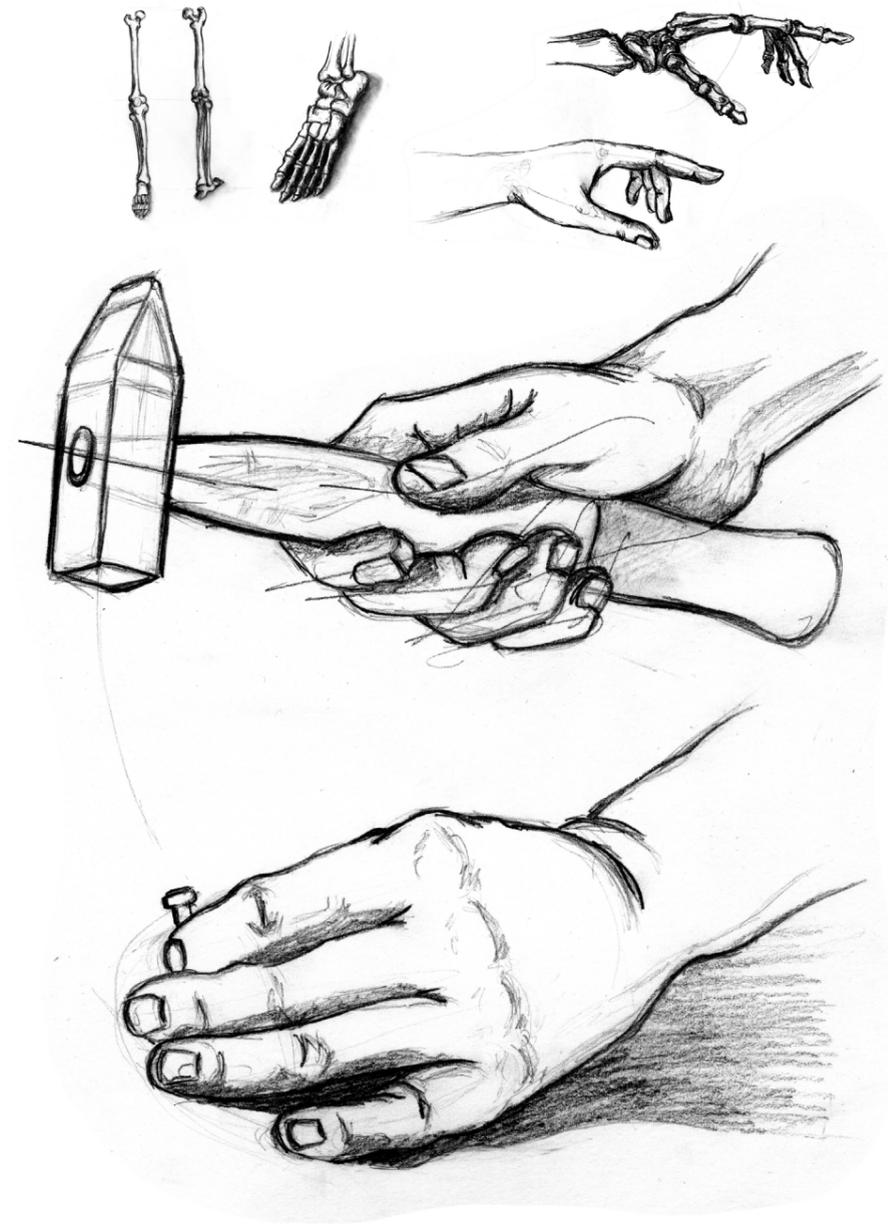
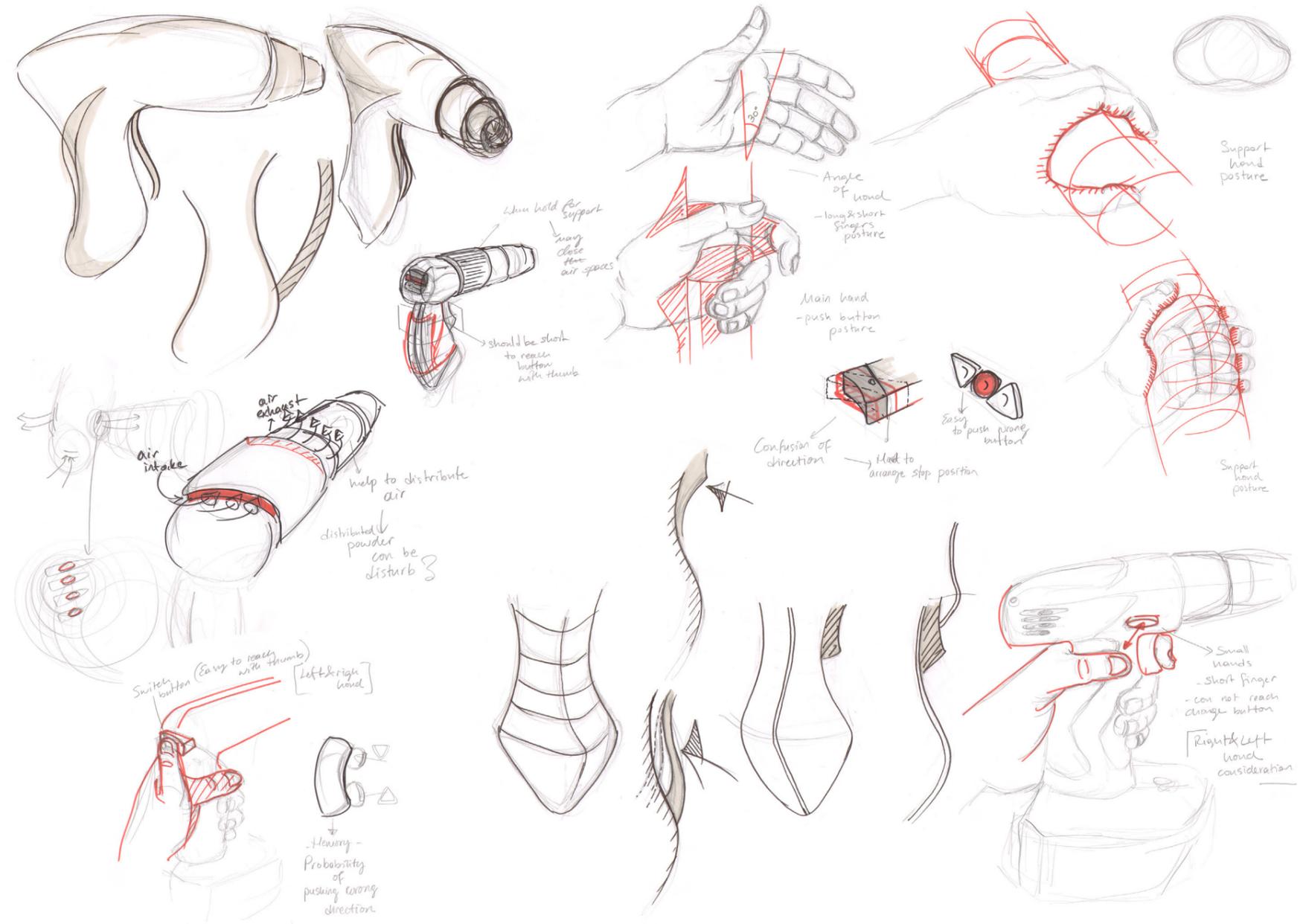
Bedroom and bathroom design for working couple. Usage scenario and ergonomics are considered while designing futuristic floating spaces.

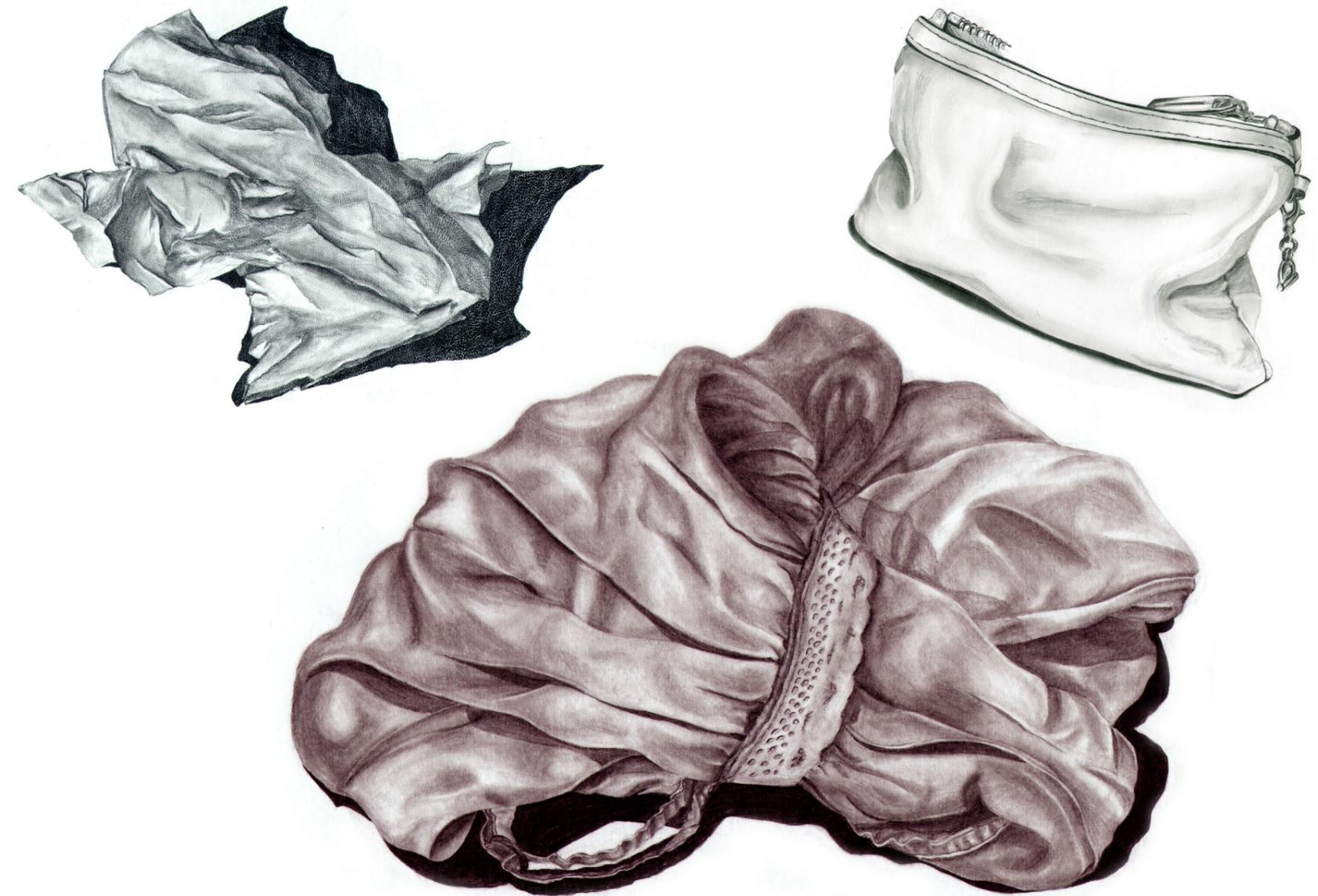
Interior Design Course

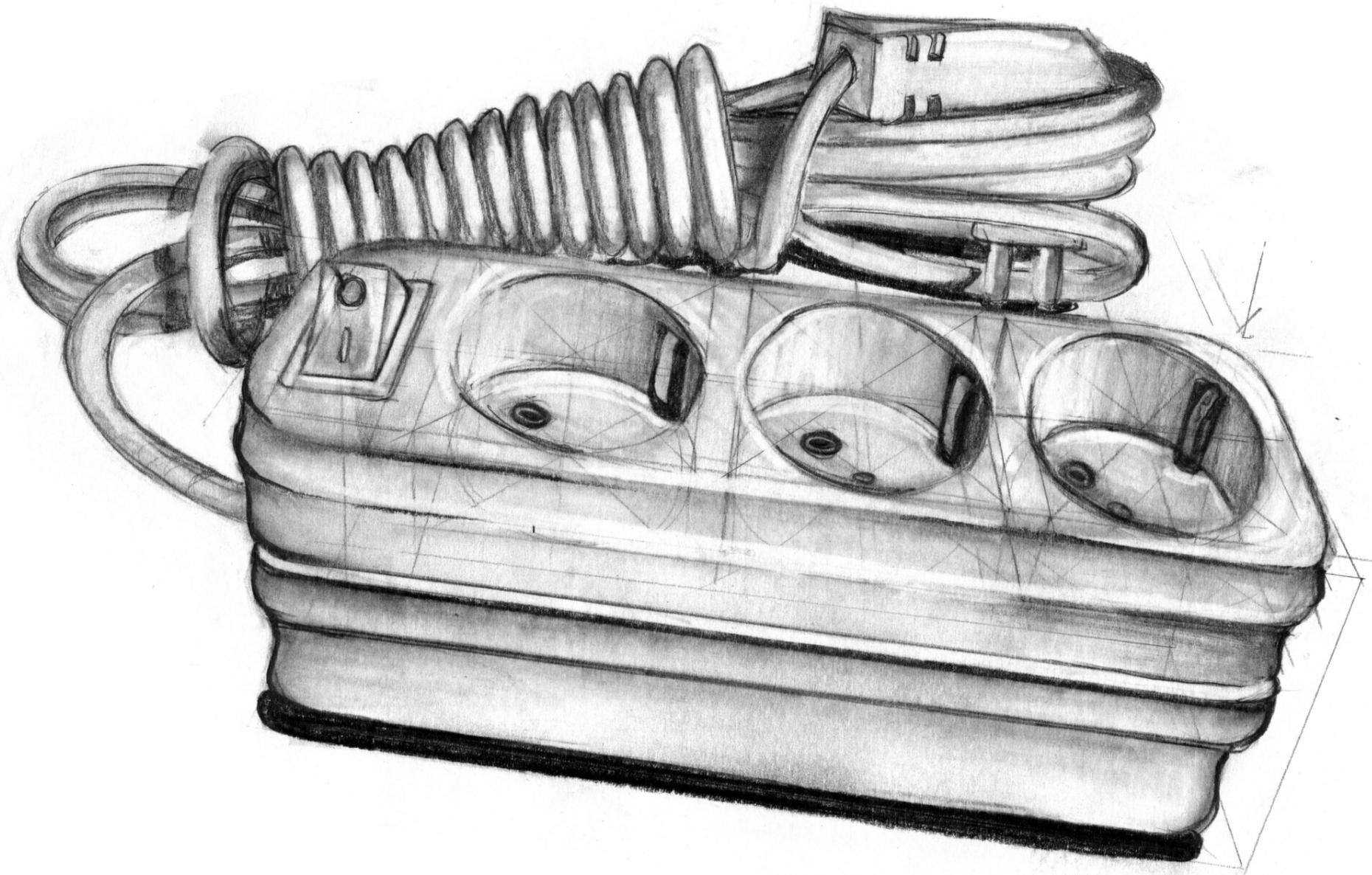
in UAL



Hand Drawings







© 2016 All Rights Reserved.

No part of this document may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of Cansu Bezmez