

Luke Wadsworth

Product Design
United Kingdom

View the full portfolio at http://www.thecreativefinder.com/luke_wadsworth

Professional Experience and Curriculum Vitae

Yo! I'm a Product Design Student (MDes Design Products). I have other interests in Graphic Design, Photography, Illustration, Art, Music and anything creative really. Distinction in Art Foundation. A-Level in Graphic Design, Mathematics and Physics (A*, A*, A)

Specialise in: Product Design, Graphic Design, Album Artwork, Business Cards, Website Design, Posters, Branding, Illustration...

<http://www.lukewadsworth.co.uk>

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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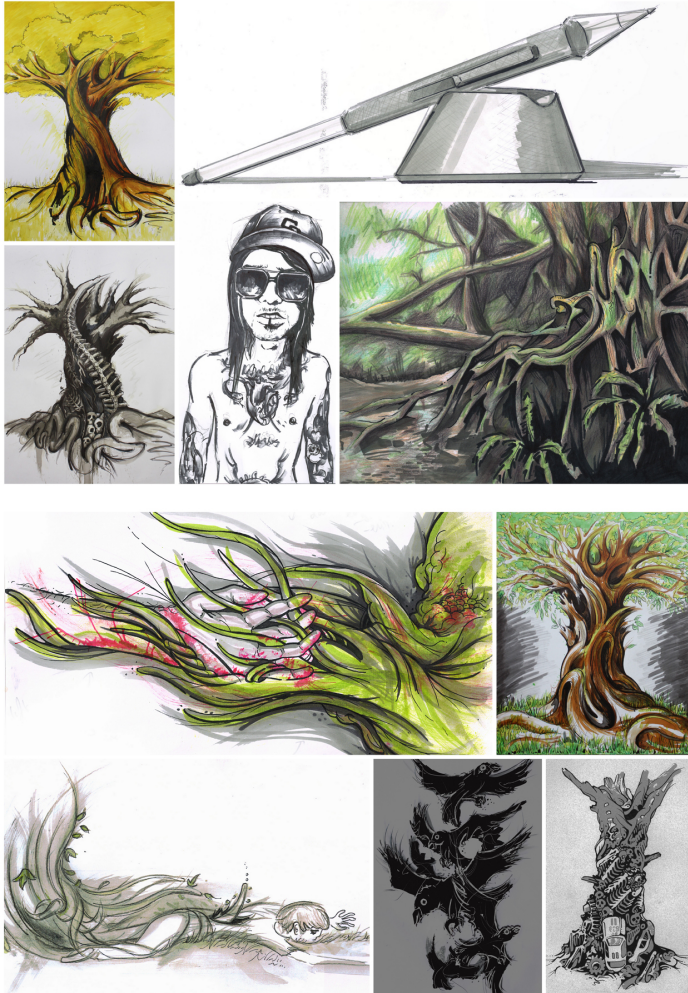
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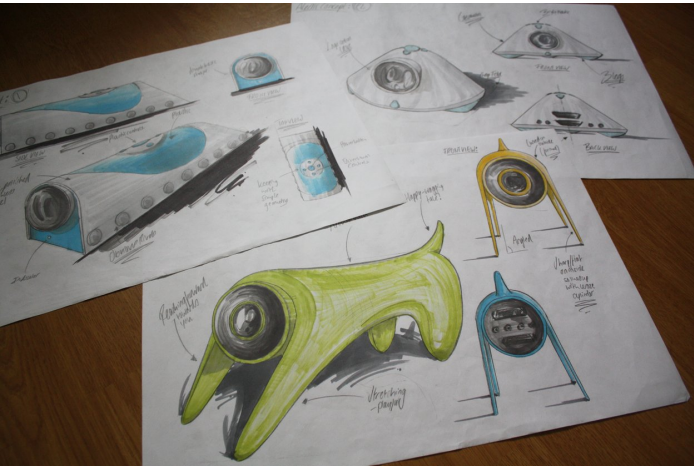
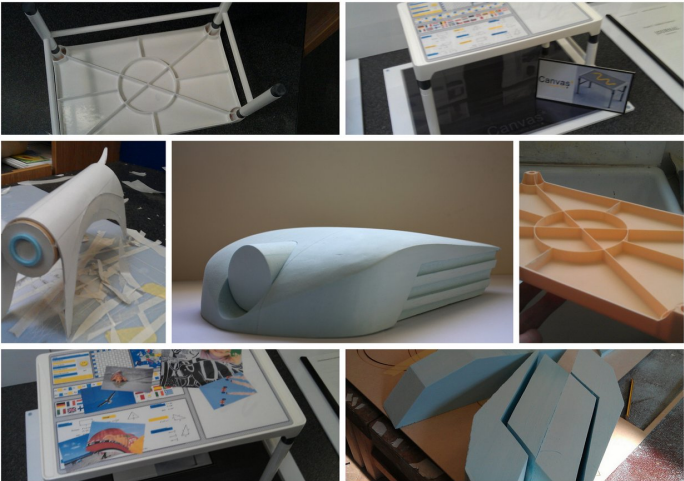
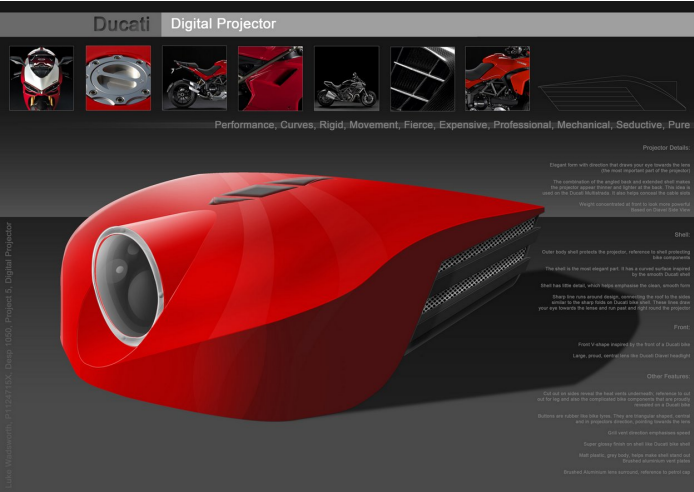
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lenovo Hero.

Point of Sale Stand

A sleek, minimal stand, designed to represent, but not overpower the laptop itself. Focused on the whole user experience, with the intention of capturing your attention. This robust design features immersive sound, lighting and video.

Stand designed with one direction, so that there is a relationship between the viewer and the product. The laptop will subsequently feel more personal.

It's most intriguing feature: mystery. By incorporating a pulsing light and ambient music, this stand remains in the shadows, so that you wish to find out more. On approaching the stand, video, sound and subtle lighting will impress the viewer, convincing them that this is the best product and it was designed just for them.

SIDE

Front surface, top and back board all flow smoothly into one

No joining methods visible, Demonstrates Quality

Radius on front for comfort

Hollow IM Polypropylene body

Matt Grey Sides reflect durability, which gains the viewers trust

Bottom narrower to allow for viewers feet

Sensor detects feet if stopped to look, triggering video etc.

FRONT

Widescreen 'cinema look' display showcases product

Glossy, ABS front accentuates premium quality and focus's attention

Wider at top like plinth displaying trophy

Pulsing light blends into top surface, leading you in

Speakers at either side create an immersive sound

Strong, bold design to reflect product



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