

Nature-based Concepts

Muhammad Faiz Yahaya & Bakri Bakar

A new form of products requires novel idea which would influence the product market segmentation. Nevertheless, in order to produce an extraordinary idea, designers must have substantial references. Nature has proven to be abundant with them. Velcro, shark suit (swimming suit) and even VW beetles are some of the finest examples of nature-inspired products.

Symbolically, during the second semester, the first year students in IND 3101 Creative Design Studio 1 course were given the 'Nature to Products' theme in order to execute their final project. The main objective of this project is to use nature as an inspiration for their design processes. Students are required to produce an artefact that is categorised as a portable home appliance device. The project emphasises understanding the most reliable natural element which can be adapted in a design development process. Elements such as colours, textures, shapes, forms or event functions are some useful references from nature studies.

The ability to creatively transform natural element to become a product is one of the important criteria to be assessed in this project. Here, students are free to choose and express their ideas without any constraints on productions. In summary, the fusion of creativity with technology has helped students to improve their awareness about a product's function and practicality.



■ **Dyno Dryer**
Nik Azlan Nik Abdul Aziz

■ **King Fisher Hair Dryer**
Masnee Sabari

■ **Goose Toothbrush**
Masnee Sabari