Visual Storytelling

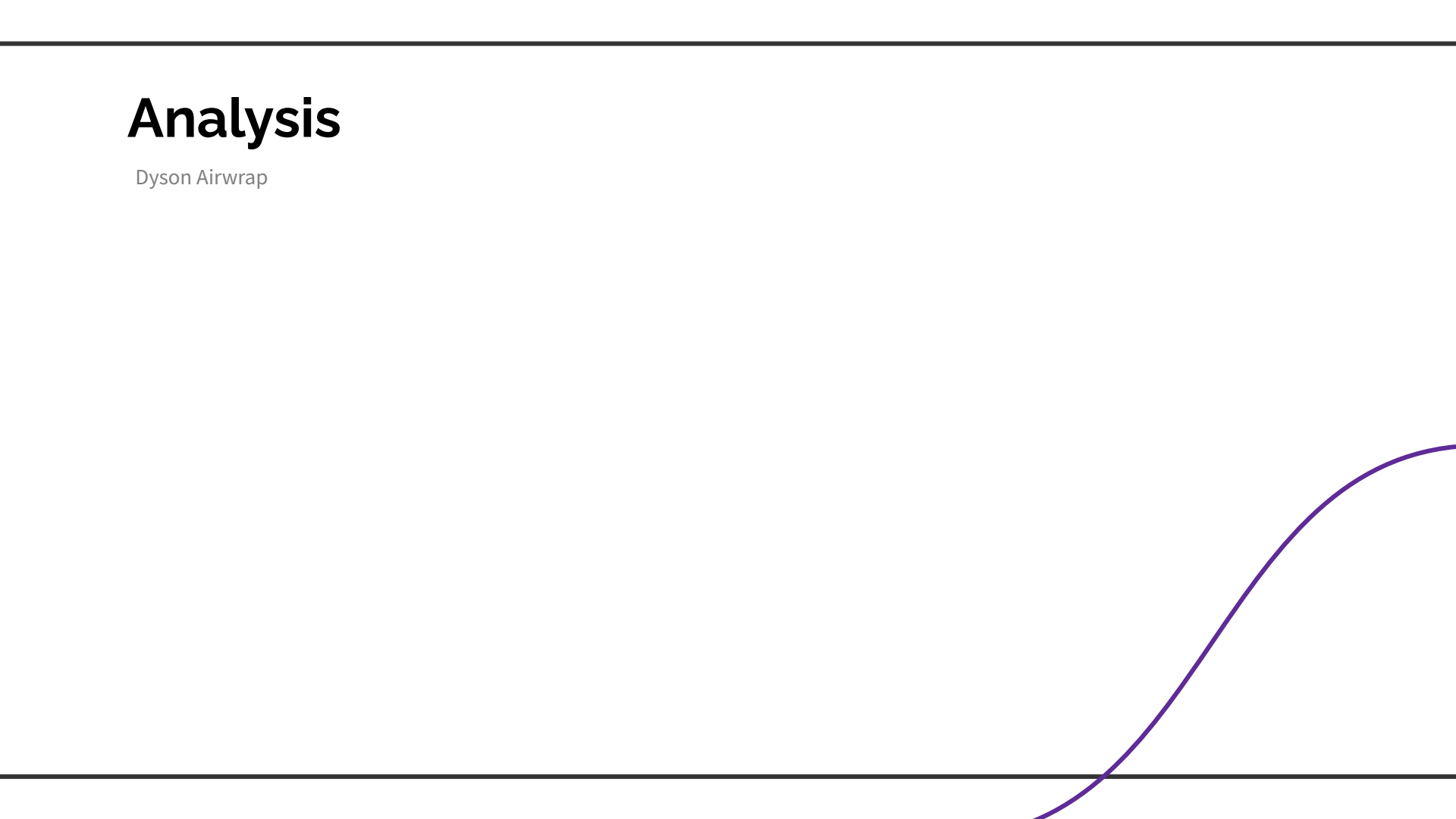
Julia Dluzniewska
24423084

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Analysis

Dyson Airwrap



Analysis



ATTACHMENT

AIR NOZZLE

HEAT CONTROL +
AIRFLOW BUTTONS

ON/ OFF BUTTON

FILTER

CABLE

Analysis

Use Context

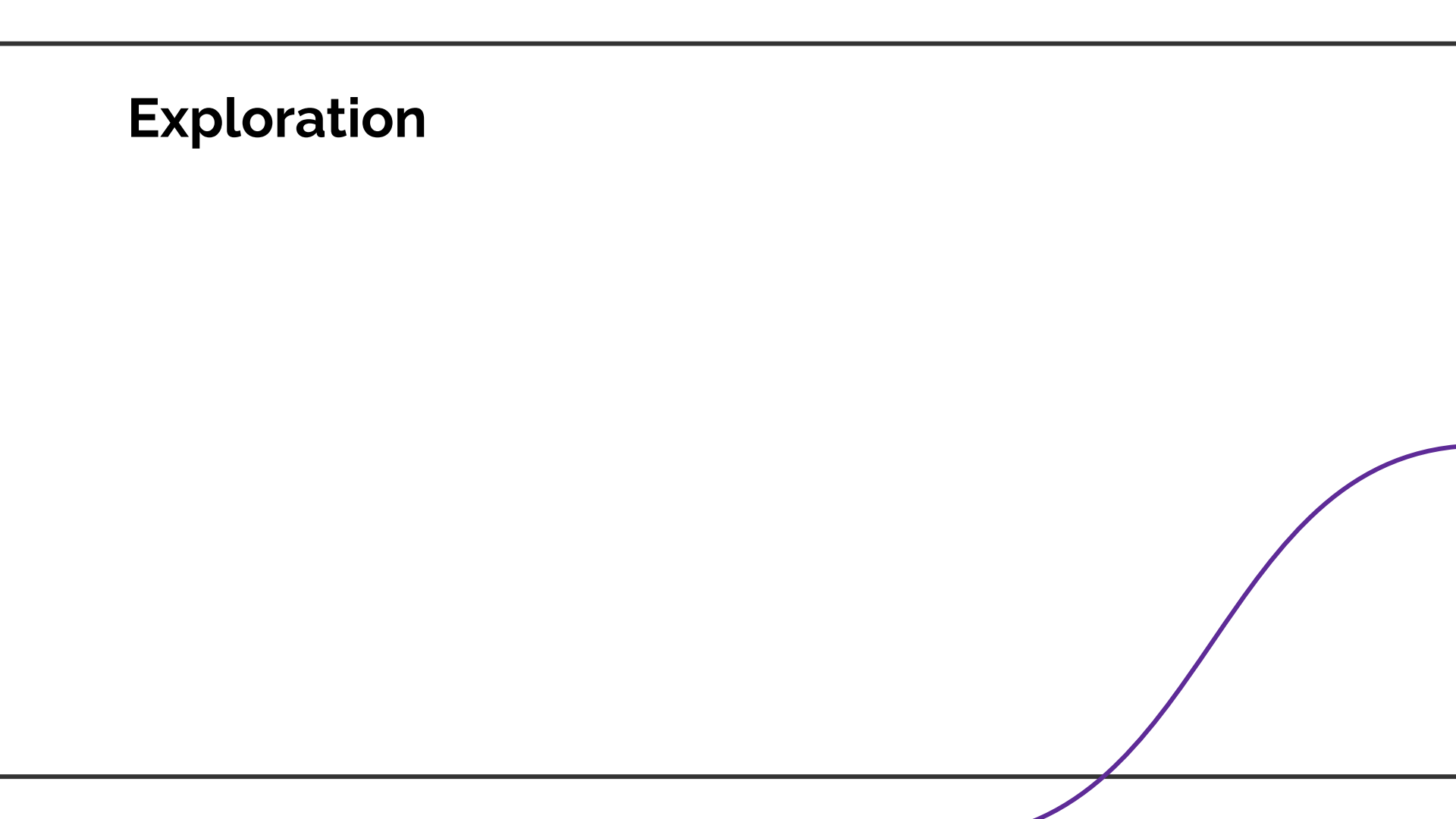
1. Vertical/horizontal positioning enabled by elongated barrel and pistol grip handle.
2. Single handed portability due to slim, lightweight cylindrical form.
3. Extended reach for overhead/back styling using long barrel and balanced weight.
4. Upright storage supported by hang loop and clean base silhouette.
5. Slim profile allows precise sectioning and close-to-root styling without visual obstruction.



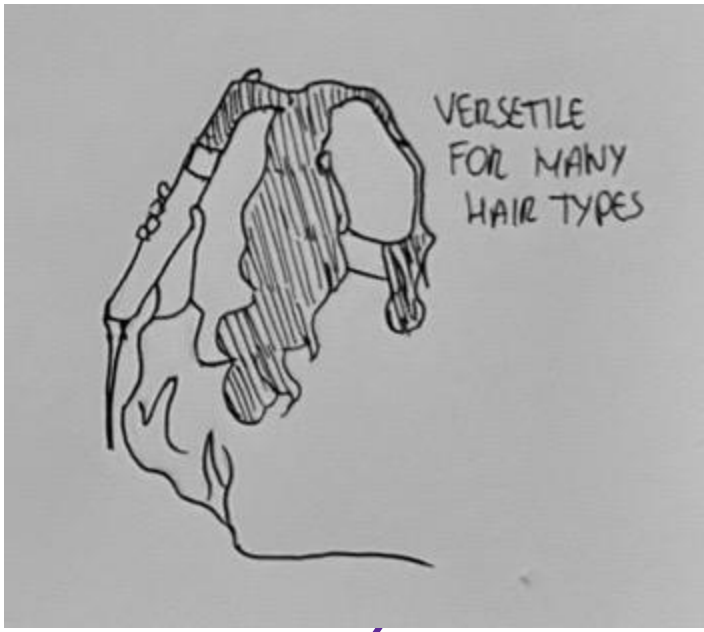
User Interaction

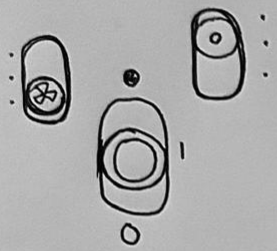
1. Thumb accessible controls: three vertical buttons on handle side.
2. Secure grip from tapered, smooth handle surface.
3. Quick attachment swap via flush circular magnetic ring.
4. Tangle resistant cord movement from clean base exit.
5. Clear tactile differentiation between buttons enables confident use without looking

Exploration

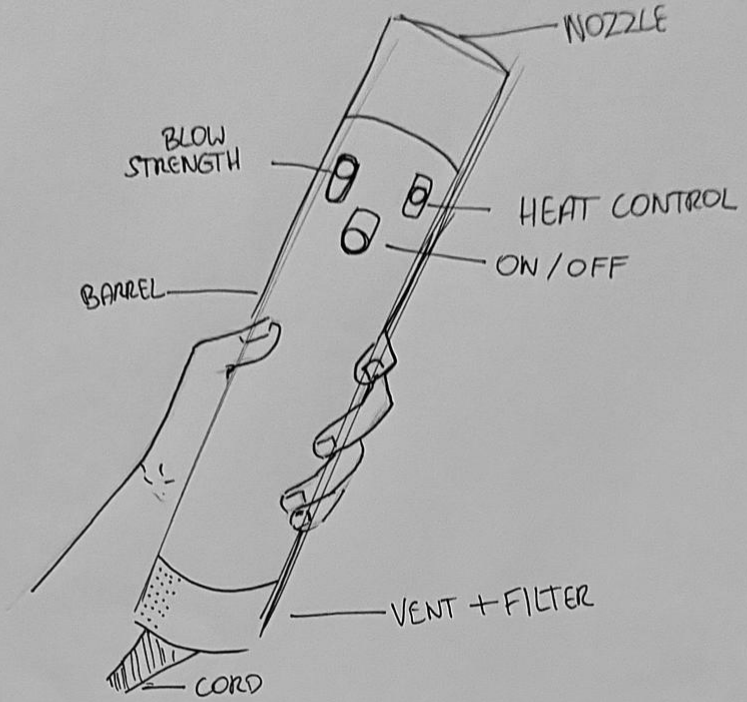



SUITABLE FOR LEFT + RIGHT
HANDED USERS


VERSETILE
FOR MANY
HAIR TYPES

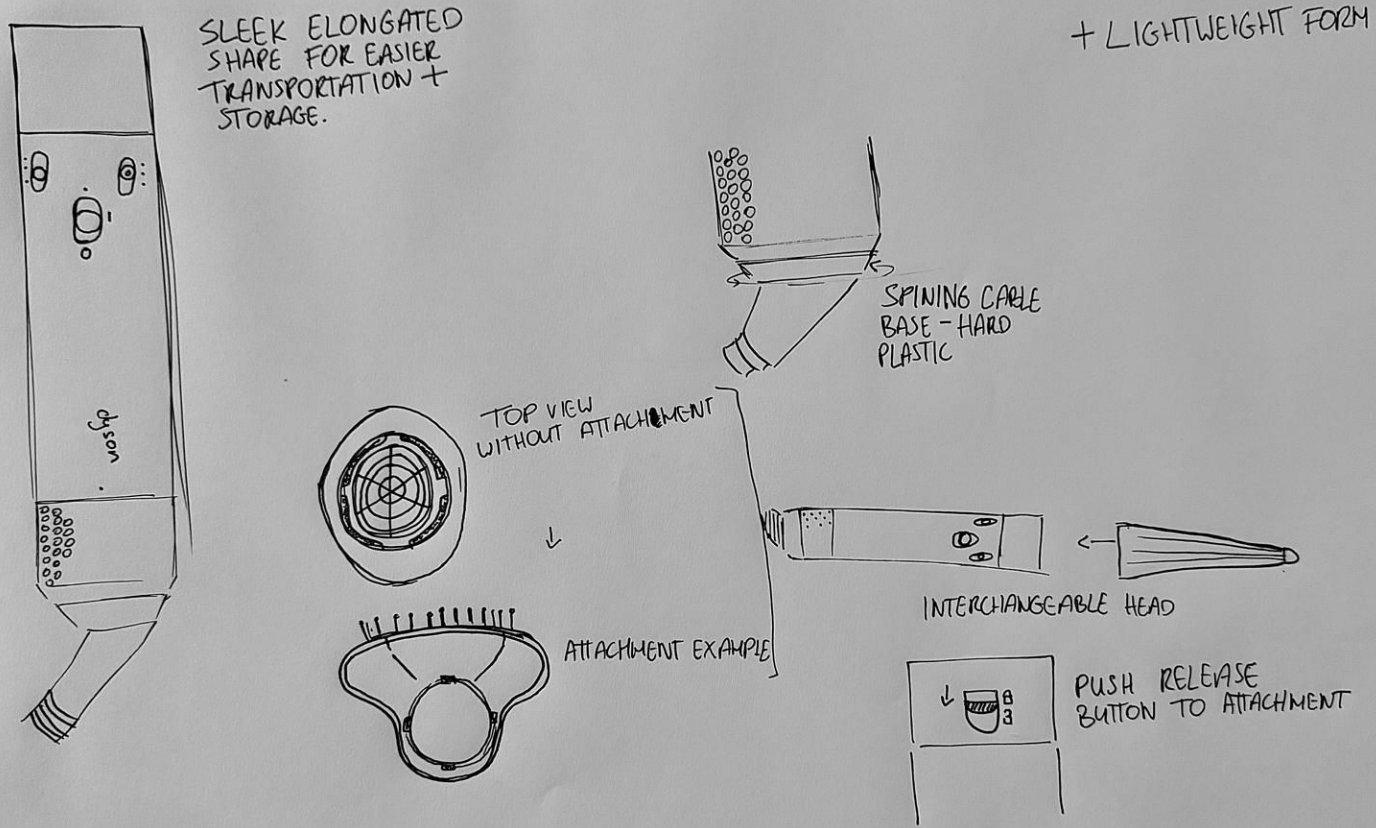


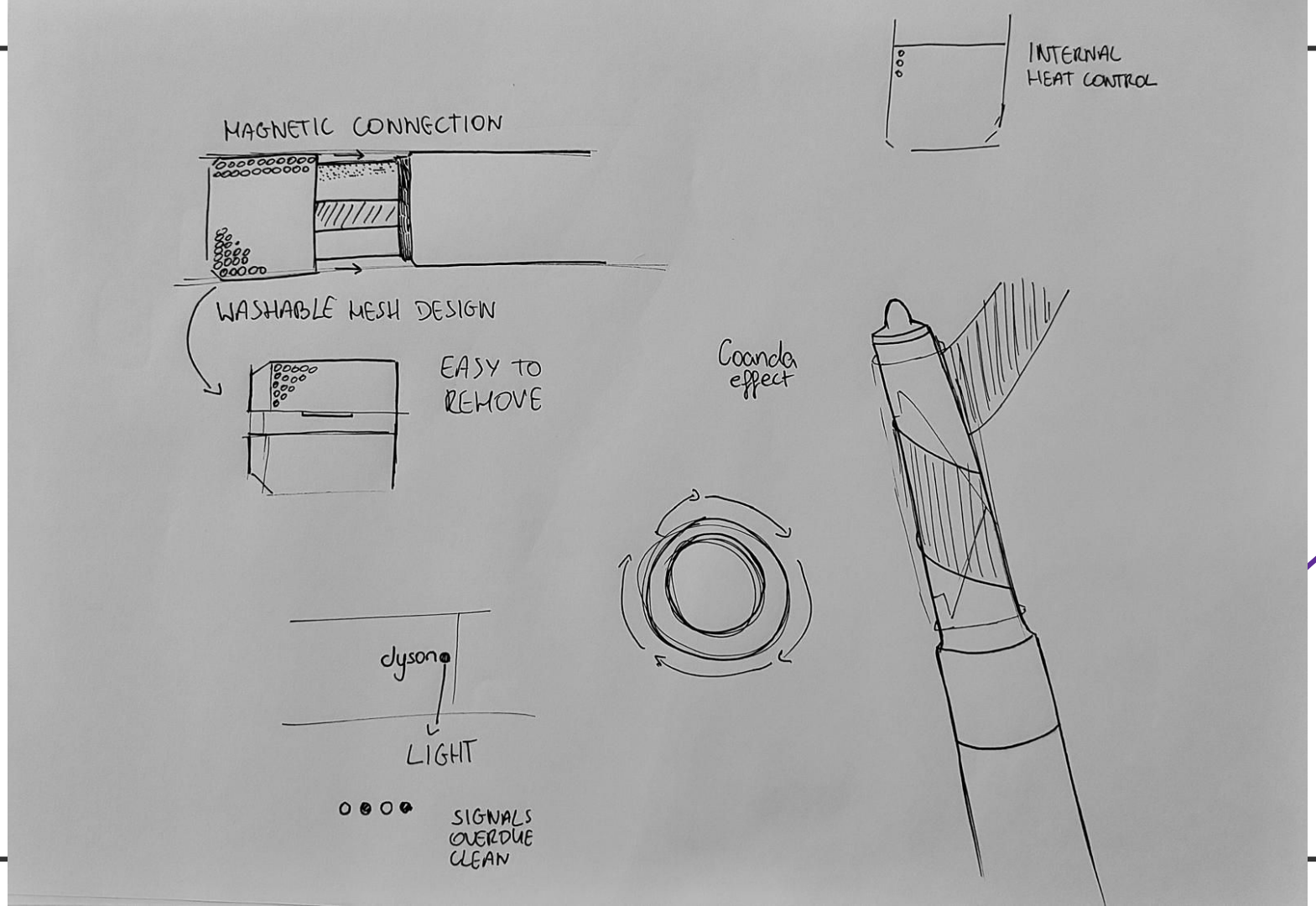
ILLUSTRATIONS + COLOURS TO HINT FUNCTION



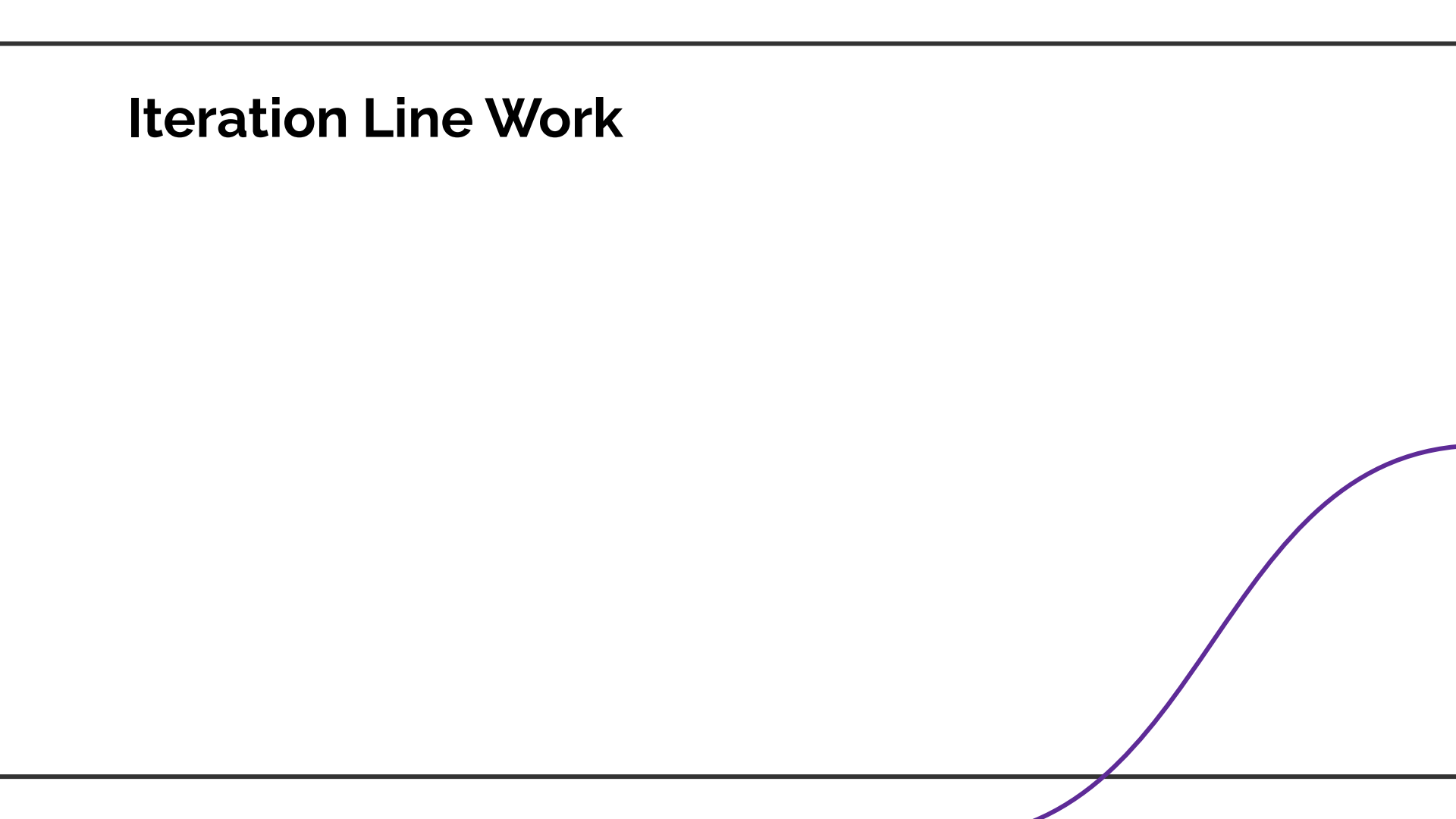


VERSETILE FOR MANY HAIR TYPES

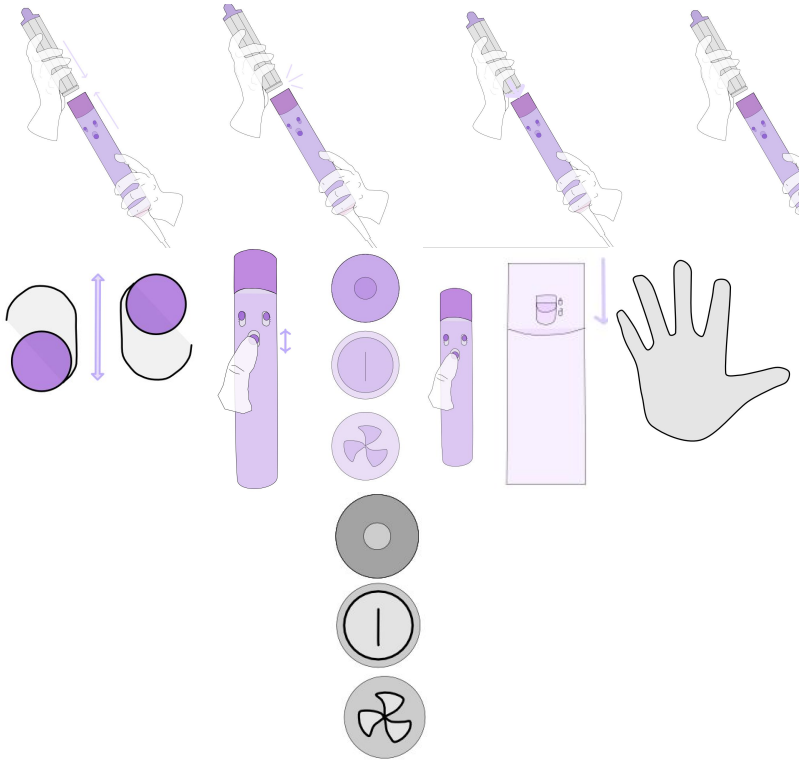

SLEEK ELONGATED SHAPE FOR EASIER TRANSPORTATION + STORAGE.
+ LIGHTWEIGHT FORM
dyson
SPINING CABLE BASE - HARD PLASTIC
TOP VIEW WITHOUT ATTACHMENT
ATTACHMENT EXAMPLE
INTERCHANGEABLE HEAD
PUSH RELEASE BUTTON TO ATTACHMENT

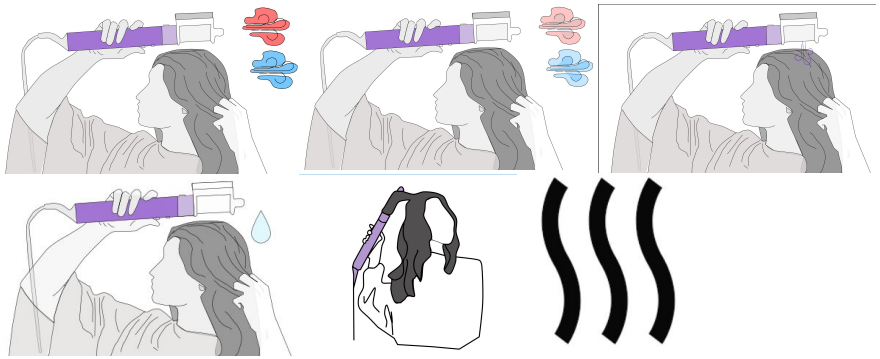

INTERNAL
HEAT CONTROL
MAGNETIC CONNECTION
WASHABLE MESH DESIGN
EASY TO
REMOVE
Coanda
effect
dyson
LIGHT
SIGNALS
OVERDUE
CLEAN

Iteration Line Work

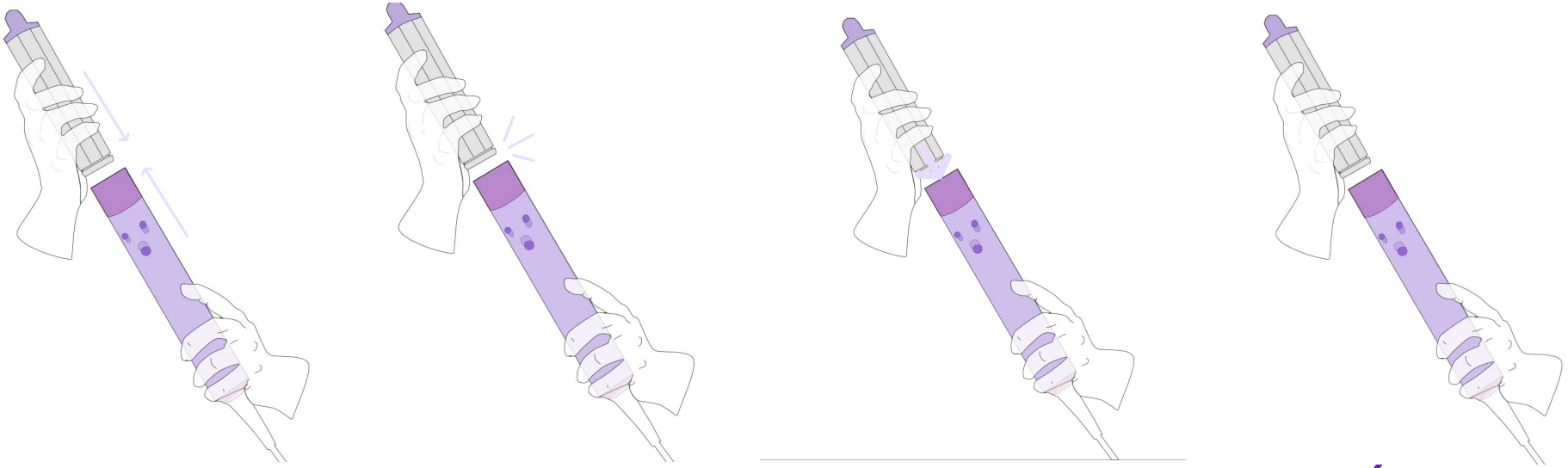


Line work

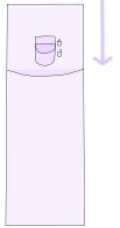




Feature 1: Releasing and attaching different

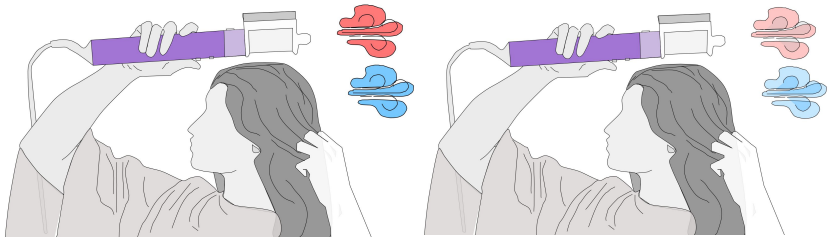


Feature 1: Releasing and attaching different heads.
I explored the use of arrows, arrow size, lines and just a simple picture without direction to portray the action.



Showing the back and how to push release

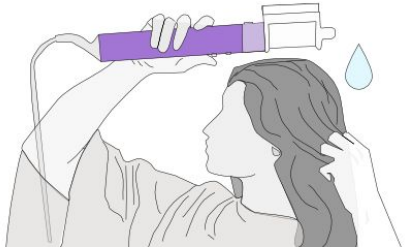
Feature 2:Temperature



Different colours to signify heat.
Exploration of colour intensity



A wind symbol to show how the dryer works



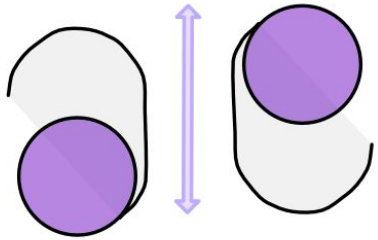


Showing the dryer makes hair go from wet to dry

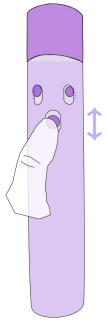


Initial attempt at human interaction line work.

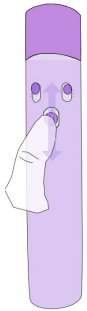
Feature 3: Simple usage



A close up and arrow to show how the feature works and how the buttons slide up and down.

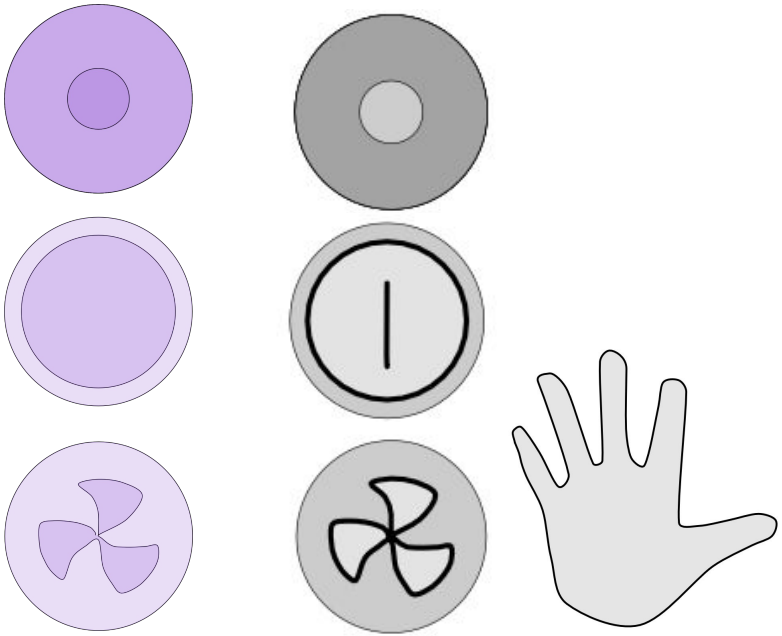


An arrow to show how the thumb would slide up and down



Arrow on the thumb to make it more blunt

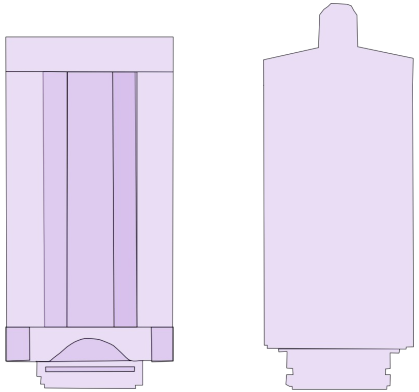
Textured Buttons



I explored different colours and line weight to represent the buttons. I decided that the purple and the thinner lines matched the rest of the linework much better.

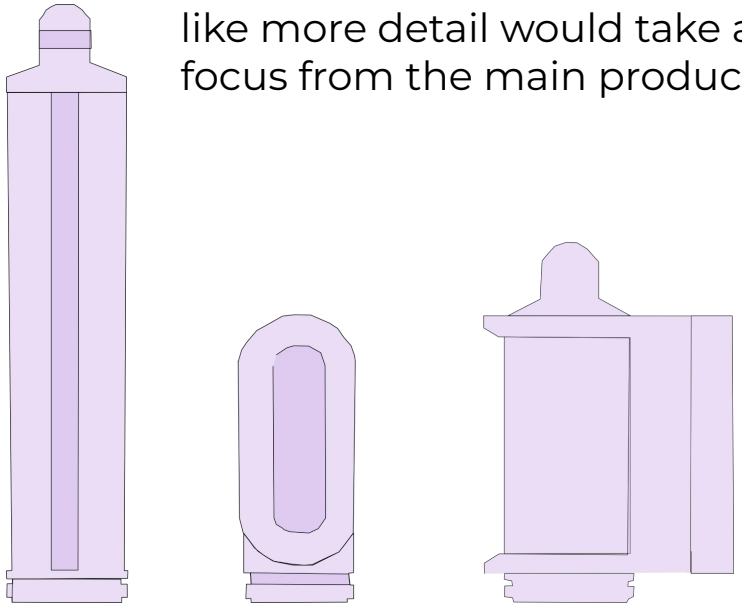
I thought of adding the hand into the representation of the buttons however it was unnecessary.

Variety of Attachments

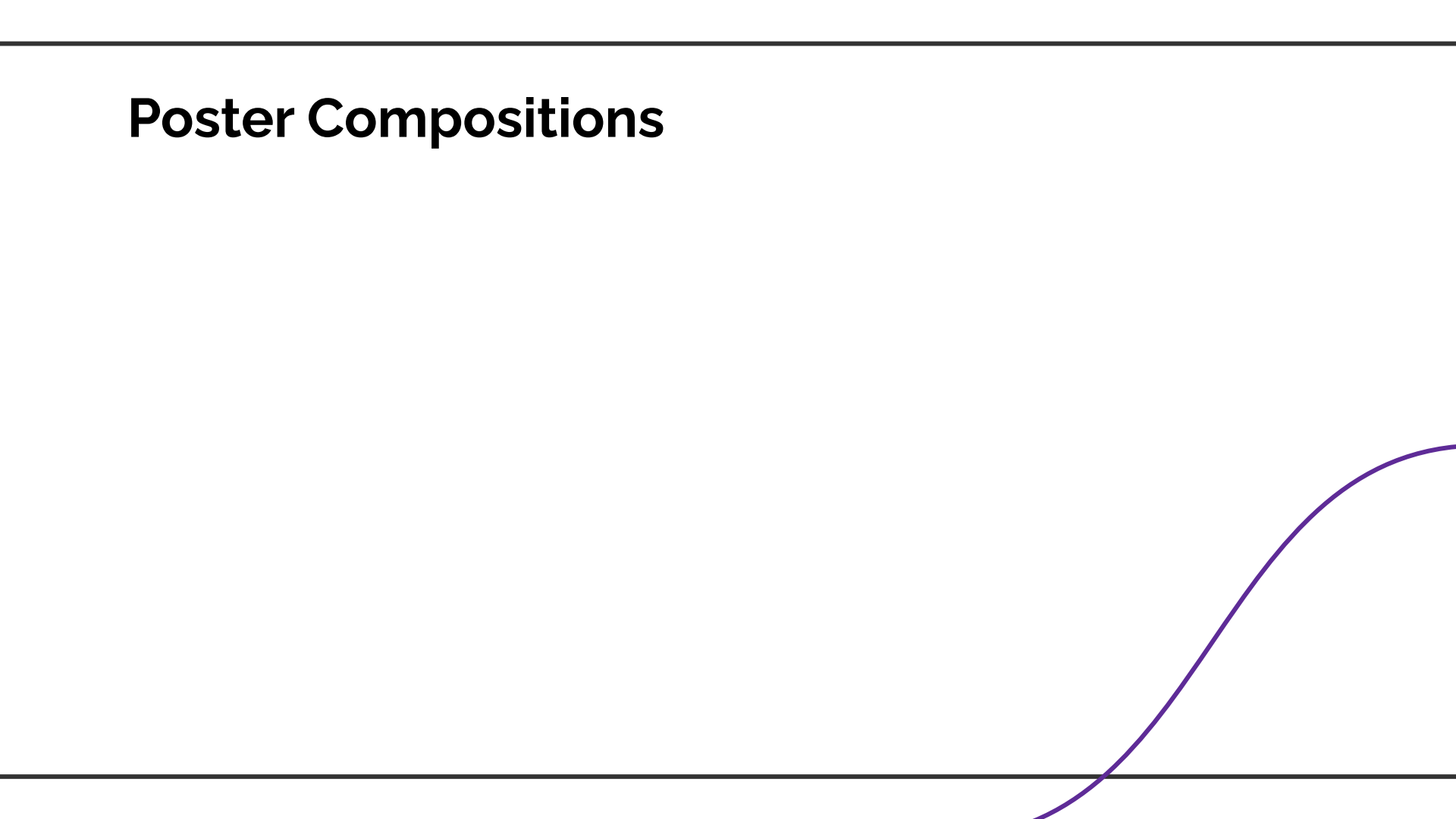


The simpler attachments brought the point across quite well and looked more like the physical item.

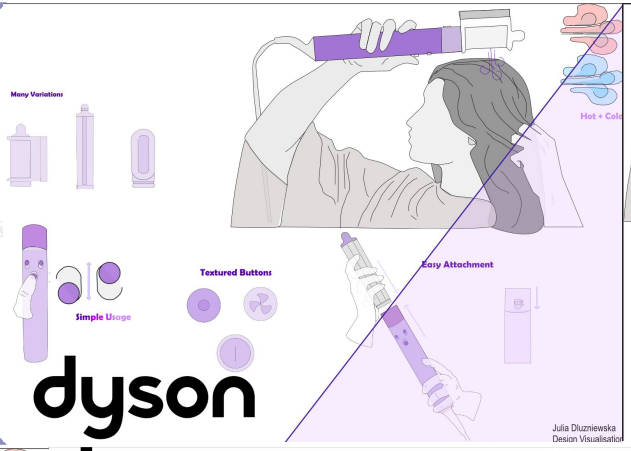
Non brush attachments seemed like more detail would take away focus from the main product.



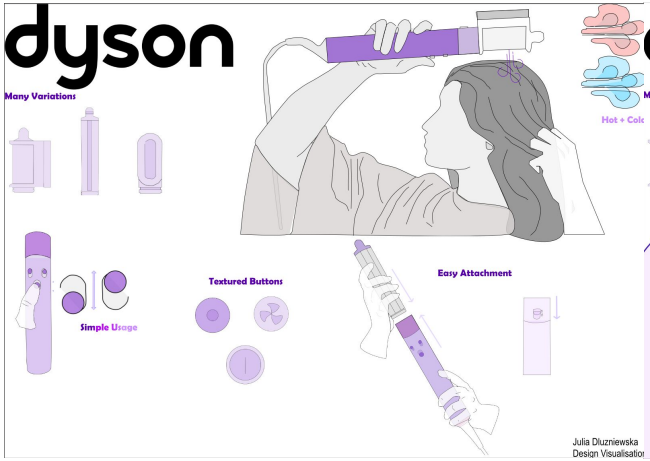
Poster Compositions

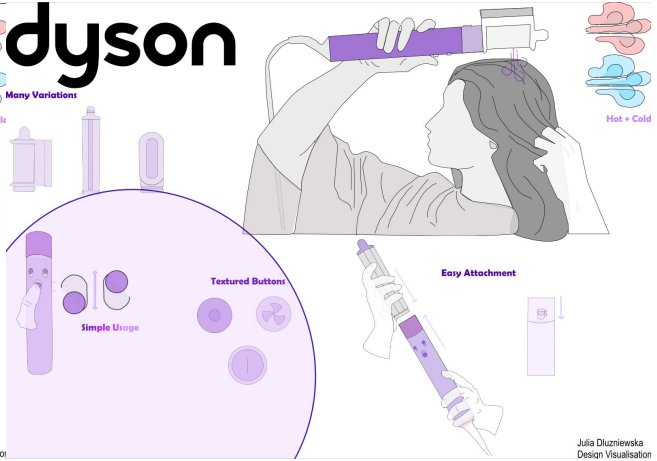



Tactile Buttons
dyson
Many Functions
Variety of Attachments
Easy exchange
Wet to dry to styled
Julia Dluzniewska
Project 1 - Visual Storytelling
PD4504 - Design Visualisation


Many Variations
Hot + Cold
Simple Usage
Textured Buttons
Easy Attachment
dyson
Julia Dluzniewska
Design Visualisation


Hot + Cold
Easy Attachment
Textured Buttons
Simple Usage
Many Variations
dyson
Julia Dluzniewska
Design Visualisation

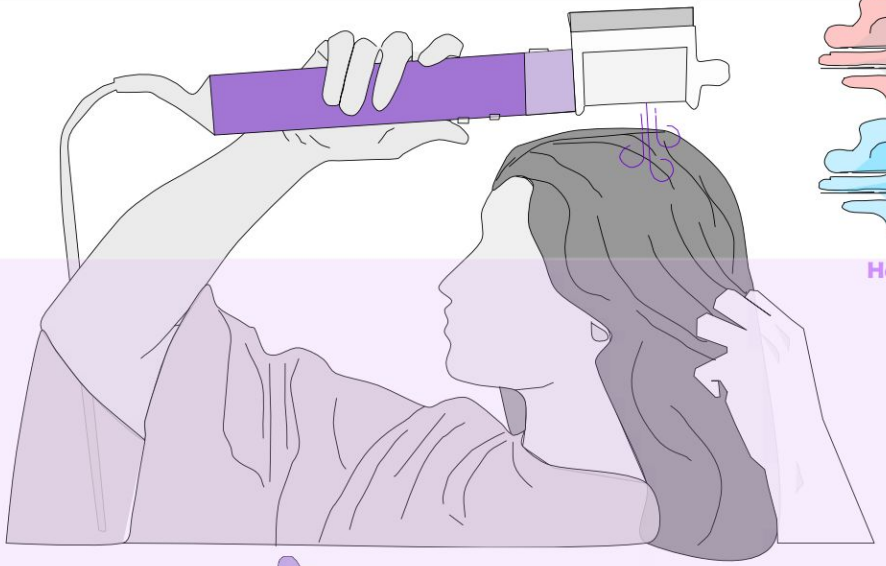

dyson
Many Variations
Hot + Cold
Textured Buttons
Easy Attachment
Simple Usage
Julia Dluzniewska
Design Visualisation

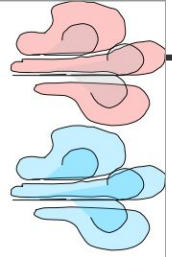

dyson
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dyson
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Design Visualisation

Final Poster

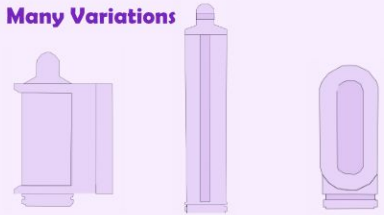
dyson

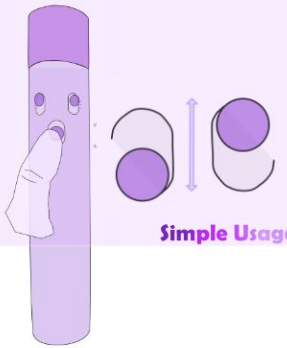




Hot + Cold

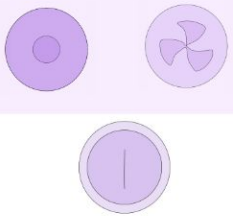
Many Variations

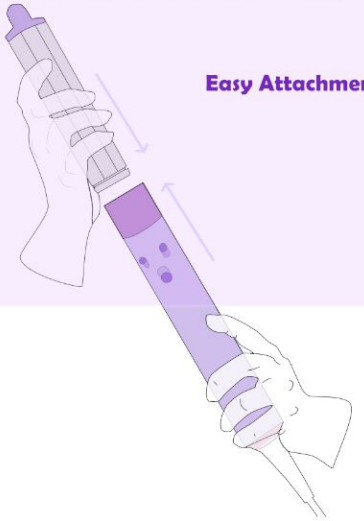




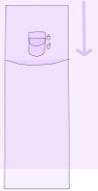
Simple Usage

Textured Buttons





Easy Attachment



Julia Dluzniewska
Design Visualisation

Reflection

The project was completed in a tight one-week timeframe with a short two-day extension which made it intensive yet kept the focus sharp.

This project was a valuable introduction to vector graphics and infinitely scalable illustrations. The clean line techniques and modular approach learned here have already applied usefully to pattern drafting and logo development in other modules.

A more extended research phase specifically on product poster layout principles and effective visual storytelling would have helped build even stronger skills in presentation and narrative structure.

Peer feedback was helpful for refinement with comments suggesting smaller text sizes in some areas to reduce visual clutter and improve overall balance more even and consistent line weights throughout the illustrations for a cleaner professional appearance slightly more detail in elements like attachments interactions and functional parts to improve clarity without adding too much busyness and additional colour use to distinguish features highlight operations like heat airflow and magnetic connections and increase visual appeal. In reflection those points could have been pushed further perhaps by reducing label sizes in denser sections standardising line weights for smoother continuity across the pages adding subtle shading or coloured accents on airflow paths heat zones magnetic rings and button areas and expanding the colour palette in a restrained way to guide the viewer more clearly from the initial Dyson Airwrap analysis through exploration and iterations to the final poster. This would have enhanced the storytelling flow made the progression feel more cohesive and lifted the overall presentation quality.