Ambreese Hill

Columbus College of Art & Design
Columbus, Ohio

Senior
Advisor/Instructor: **Thomas Kier / Chris Sauerzopf**

Industrial Design Department
Industrial Design senior studio

<div style="writing-mode: vertical">Honorable Mention</div>

Night Vision Goggles

This project was completed as part of the Senior Thesis requirements for the ID Studio IV course. This student chose for his subject to explore the adaptation of traditional military/law enforcement Night Vision Goggles for general consumer applications such as night time nature observation, astronomical observation and surveillance. The project was a 16 week project that involved in depth user and market research, extensive conceptual development and concept refinement both three dimensionally and in the form of presentation imagery. Ambreese used **form•Z** throughout the design process to explore the developing design of the product. He was particularly successful in the manner that he utilized both physical modeling and computer modeling interactively. Each modeling technique is uniquely appropriate to representing specific design concerns and he demonstrated a sensitivity to this concern. **form•Z** was also integral in the development of final presentation imagery for both a stand alone and formal presentation.

Reasons for the nomination:
• Very interesting concept.
• Excellent use of surface styles.
• Strong Overall thesis presentation. The student incorporated **form•Z** well in his final thesis presentation.
• Strong use of rounding and boolean edit features.
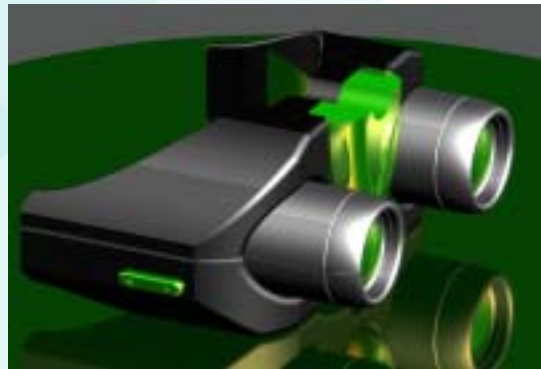
Jury Comments:
The visualizations of this category give rise to the questions, "Why do it? Wouldn't a luscious photo of the mock-up sell the product better?" I suppose the answer is that the electronic presentation rendering (as opposed to digital descriptions that lead to modeling) helps producers decide whether to invest in the mock-up. Given this limitation, I found this project particularly interesting because:
• Its hard-edged techno object is nevertheless curvaceous and complex. That and its dull, satin sheen lend itself particularly well to form•Z. But this wouldn't be enough.
• The multi-media "analytique" (old Beaux-Arts term) that tracks the analysis and design of the project and defends its results, shows the range and breadth and the layering of thought that I believe should be brought to design in all categories. I love the imported Photoshop (or other collage) references to sources and associations; the charts of facts juxtaposed; the orthographic plans and sections; and the luscious use of color. And the finished object looks as if it would be pretty nice to pick up and use. - *Denise Scott Brown*

Strong consistency of design elements, form, materiality and manufacturability - combined with ergonomics and usability. - *Jerry Laiserin*