

INDUSTRIAL DESIGN

INDS 3500 JEFF FENG

SPONSORED BY BREDA

SPOTLIGHT

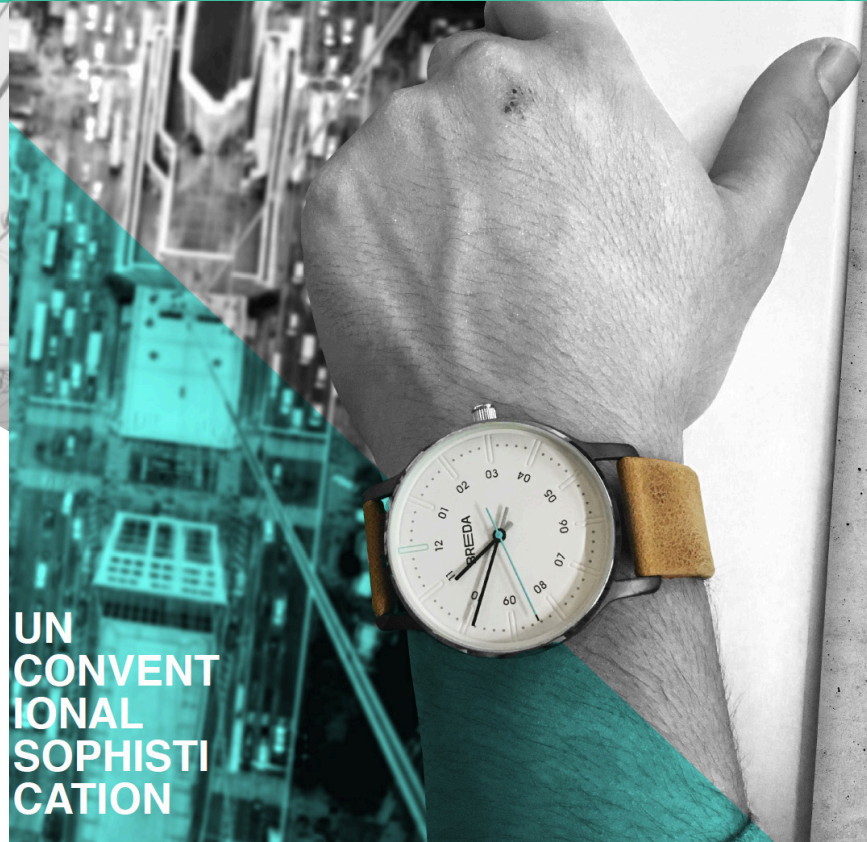
GRANDTIME PROJECT

Jeff Feng's Fall 3500 class embarked on an intriguing project to design an analog leather watch with studio sponsor BREDA. BREDA employees collaborated in guiding students through the full process of watch design. They explored market research as well as design conceptualization, refinement, and production.

As part of market research, students delved into BREDA's brand guidelines learning about their history, target customer, previous collections and design principles.

During design production, students learned about building a watch, movements, watch parts and best material for long-term wear.

BREDA generously offered to make several versions of each watch designed by the ID students. Soon the modified student designs will be for sale at retailers across the country.



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STUDENTS IN INDS3500

Sandra Chacara
Lawrence Dillon
Quinn Edgecombe
Ronald Finger
Diego Garcia
Maryam Ghanem
Stephan Gomez
Juan Gomez De La Torre
Timothy Joe
Swtha Nelakanti
Josh Probst
Brandon Rhodes
Artemio Villegas



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