

# ENGAGEMENT RING

## BRIEF & MOODBOARD

### Basic Info

**Project Name:** ENGAGEMENT RING & PROPOSAL

**Brand:** ORIGINAL DESIGN

**Date:** 27/10/2015

**Key Personnel:** GAVIN BIRMINGHAM, JADE NAPIER

**Type of Product:** ENGAGEMENT RING

**Budget:** £200 PROTOTYPE BUDGET £1200 RING BUDGET

**Start Date:** 27/10/2015

**Completion date:** 01/12/2015

**Mission Statement:** I NEED AN ORIGINAL DESIGN FOR AN ENGAGEMENT RING, HOWEVER THE "CLIENT" IS EXTREMELY FUSSY AND IS HARD TO PLEASE. I HAVE DECIDED TO PRODUCE A RANGE OF SEVERAL ENGAGEMENT RINGS WHICH I WILL PRESENT TO THE "CLIENT" AT THE NEXT ROMANTIC OPERTUNITY. IT IS MY HOPE THAT THIS WILL RESULT IN OUR POTENTIAL ENGAGEMENT. ONCE THE "CLIENT" HAS DECIDED UPON A CHOSEN DESIGN, THIS WILL GO INTO PRODUCTION WITH A LOCAL GOLDSMITH.

### Brief

MUST BE AN ORIGINAL DESIGN

MUST BE EYECATCHING

MUST BE MINIMALIST

MUST NOT HAVE A LARGE SETTING

MUST NOT SIT HIGH ON THE FINGER

PROTOTYPES MUST BE 3D PRINTED IN SUITABLE METAL MATERIAL

£1200 BUDGET FOR THE FINAL DESIGN

IDEAL NUMBER OF PROTOTYPES IS SEVEN

PROTOTYPING COST MUST NOT EXCEED £200

PROTOTYPES MUST BE WEARABLE RINGS

PROTOTYPES MUST BE CORRECT SIZE TO FIT THE "CLIENT"

WHITE GOLD IS PREFERRED MATERIAL FOR CHOSEN DESIGN

MUST CONTAIN 1 OR MORE DIAMOND

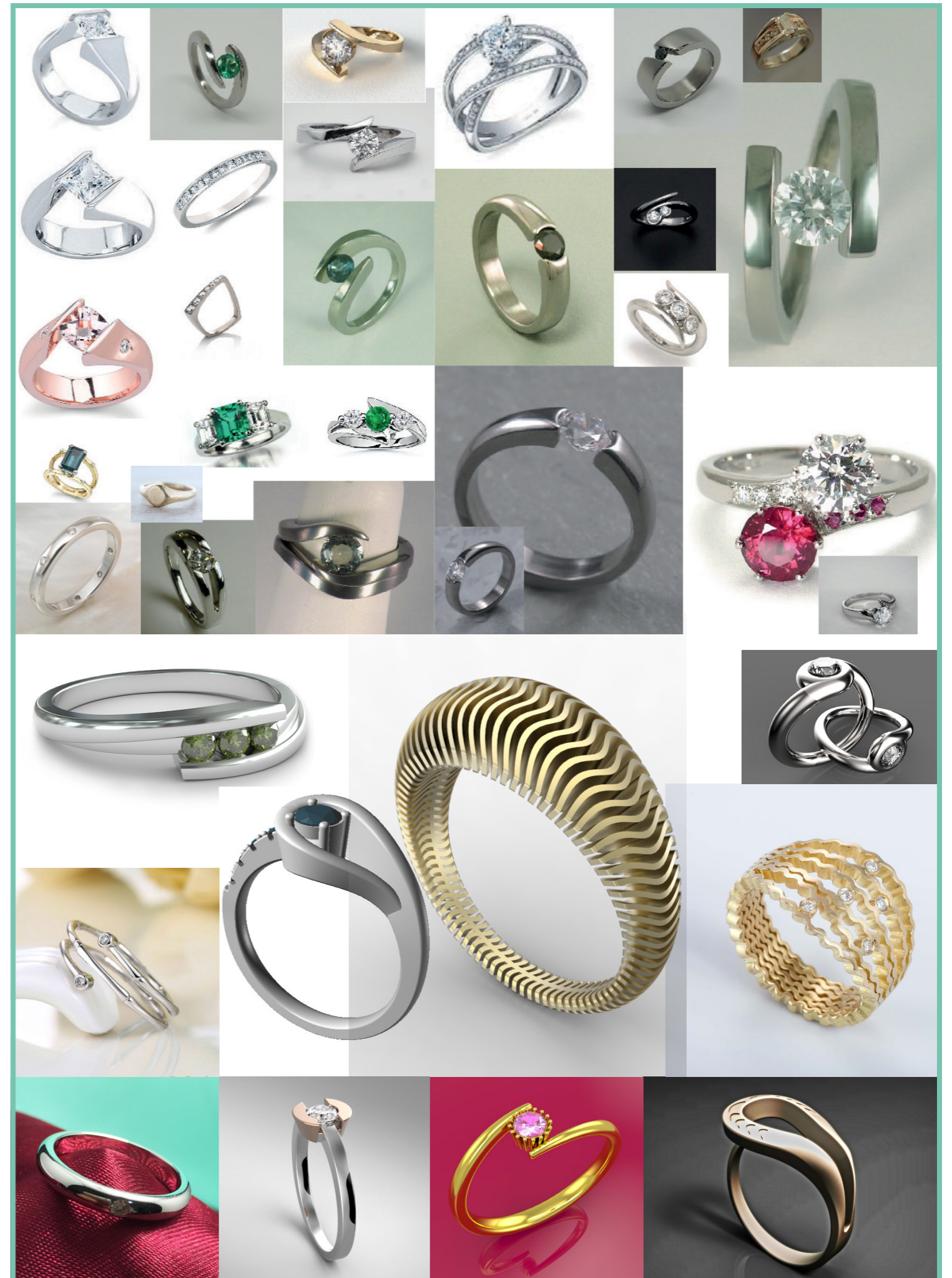
JADE STONE IS A PREFERRED MATERIAL

### Knowns

TOTAL BUDGET OF £1400 HAS BEEN SET FOR THE PROJECT. 7 PROTOTYPES ARE NEEDED. 3D PRINTING FROM SHAPEWAYS IS PREFERRED METHOD OF PROTOTYING. PROTOTYPING ALL 7 AT THE SAME TIME IS PREFERRED.

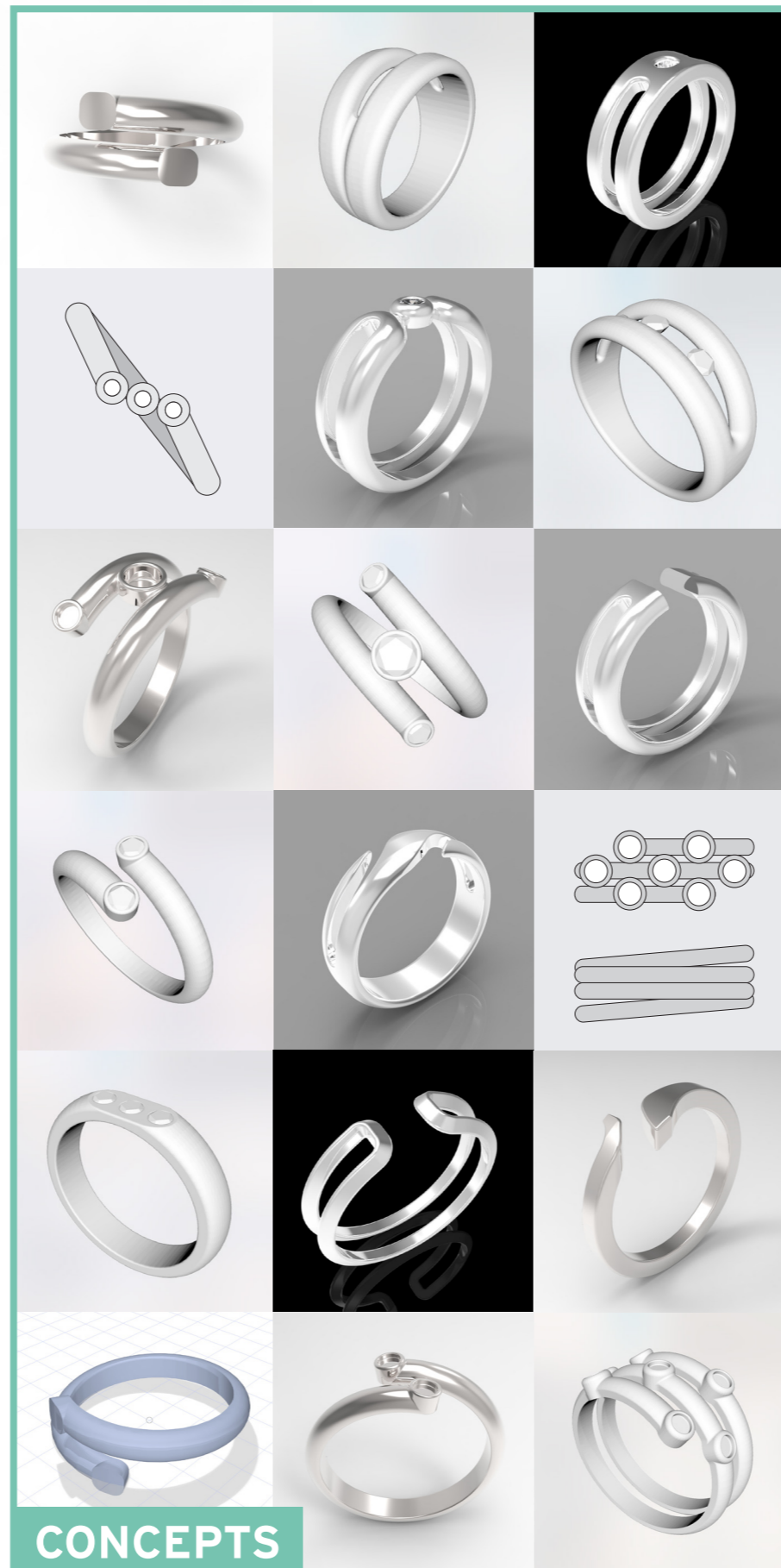
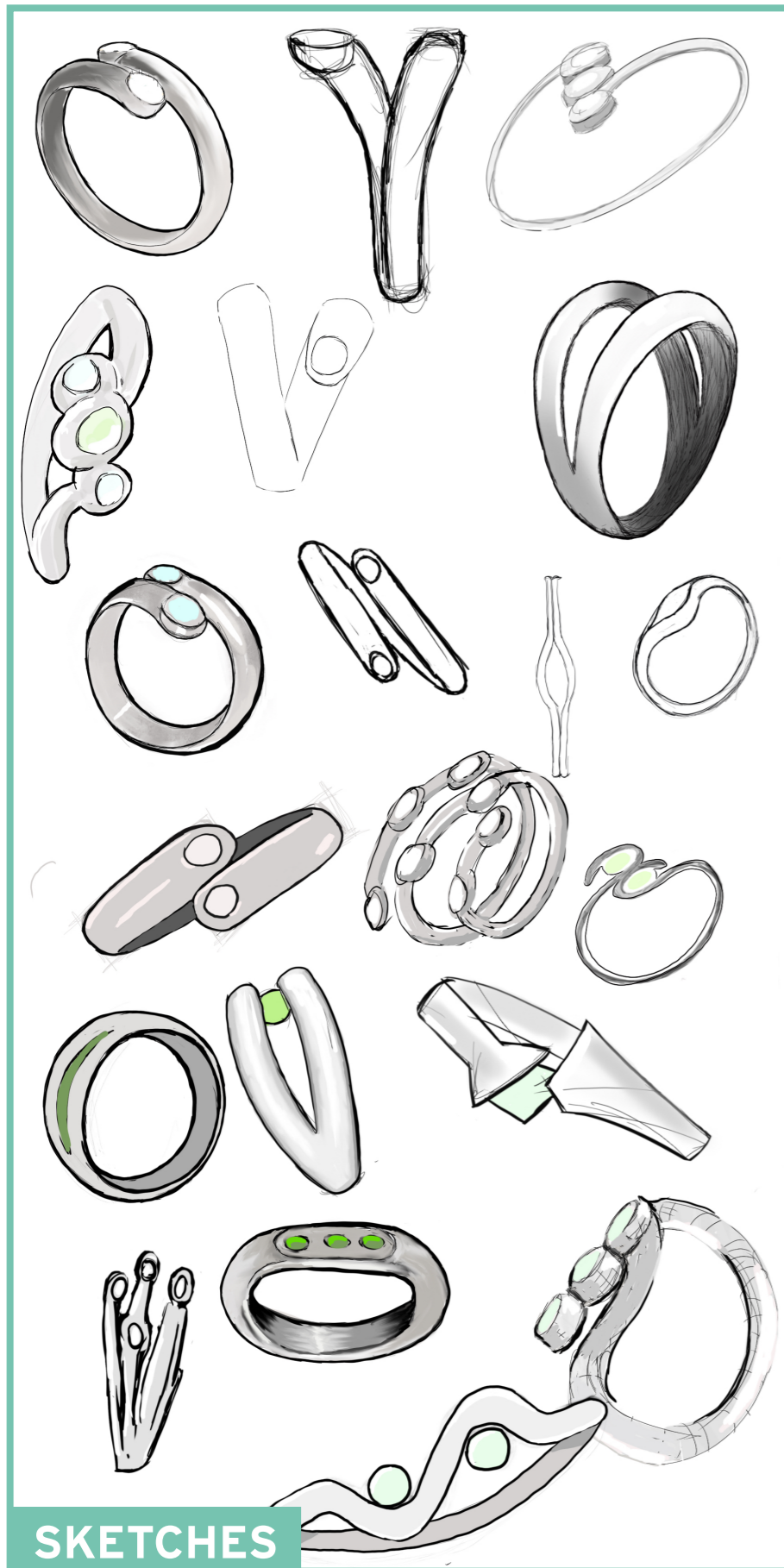
### Unknowns

ACTUAL DESIGNS NEED TO BE FINALISED. A SUITABLE GOLDSMITH NEEDS TO BE DECIDED UPON. DELIVERY METHOD (PROPOSAL) HAS STILL TO BE FINALISED.



# ENGAGEMENT RING

## SKETCHES, CONCEPTS & PROTOTYPES



<p>1.</p>	<p>1. A spiral design with a stone setting at each end, holding a larger stone in the middle.</p>	
<p>The prototypes are 3D Printed in Stainless Steel by Shapeways in Eindhoven. This was relatively cheap and allowed for a better feel and weight compared with plastic 3D prints. The models were revised with 5% size increase due to shrinkage of the newly printed material. The final prototype to be made in 3D Printed Silver.</p>	<p>2.</p>	<p>2. A simple Ring design with three inset stones.</p>
<p>3.</p>	<p>3. Two Bands joined together at the base with several stones set within the opening.</p>	<p>3.</p>
<p>4.</p>	<p>4. A spiral design with a stone setting at each end.</p>	
<p>5. A spiral design with a scatter ring stone setting.</p>	<p>5.</p>	<p>6. A spiral design with several scatter ring stone settings, prototyped in Silver. This became the chosen design for the proposal.</p>
<p>6.</p>		<p>6.</p>

PROTOTYPES

## ENGAGEMENT RING

### FINAL PROPOSAL

Once the proposal was successful with the prototype ring, a suitable long-term engagement ring was needed. Using the prototype, a white gold and diamond ring was commissioned from a local goldsmith. He suggested several design improvements to increase the robustness and longevity of the ring. Overall, the project aims were met, it was delivered on time and on budget and the client was happy with the end result.

