

Specifications:

Full scale model:

Function:

- Generate a desire to travel to Phnom Penh
- Advertise Phnom Penh
- Showcase some of the culture of Phnom Penh (such as the buildings)
- Portray the attractions of Phnom Penh
- Have a catchy and relevant Slogan
- People should be able to interact with the booth, they should be able to walk through it
- Uses space effectively (people should be able to move around, not too packed not too spacious, and room for bags)
- Show some of what there is to see and do in Phnom Penh

Appearance:

- Be approachable on all sides
- Attractive (use of vibrant colors, Cambodia architecture)
- Light must be used appropriately (Shine on important parts of the booth, uses outside light)
- Must have a central attraction which branches out into other attractions
- Show at least two of the attractive buildings in Phnom Penh (Central Market, Independence monument, Wat Phnom etc.)
- Have an adventure side to the booth (Activities to do: Biking, quads etc.)
- People can see how they can move around the booth

Size:

- Boundaries of the booth are 4x4x4m
- Nothing exceeds 4 meters in the booth

Small scale model:

Function:

- Should display the full scale model as accurately as possible
- Should give an impression on what the full scale product will look like
- Have a catchy and relevant Slogan

Appearance:

- Be approachable on all sides
- Attractive (use of vibrant colors, Cambodia architecture)
- Must have a central attraction which branches out into other attractions
- Show at least two of the attractive buildings in Phnom Penh (Central Market, Independence monument, Wat Phnom etc.)
- Have an adventure side to the booth (Activities to do: Biking, quads etc.)
- Should be neat, no bits falling apart or sticking out
- Should be detailed as if it were the full size model
- People can see how they can move around

Size:

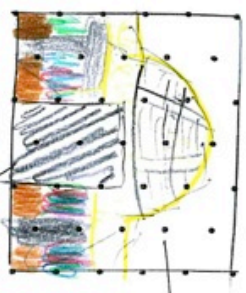
- Must be to a scale of 1:10 from the original model, therefore the boundaries are 40x40x40cm
- Nothing should exceed 40cm

Materials:

- Any appropriate materials for the project (toilet paper rolls, cereal boxes, spare pieces of MDF)
- Recyclable materials
- Small enough to fit in the boundaries of 40x40x40cm

Design 1

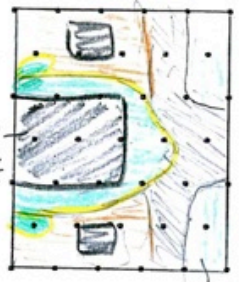
Wall 2 outside:



Picture of
Central Market

Entrance

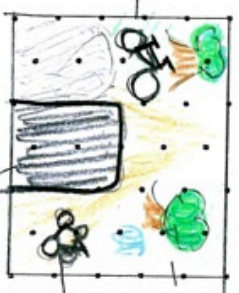
Wall 2 inside:



Picture of
Holes Bath

exit

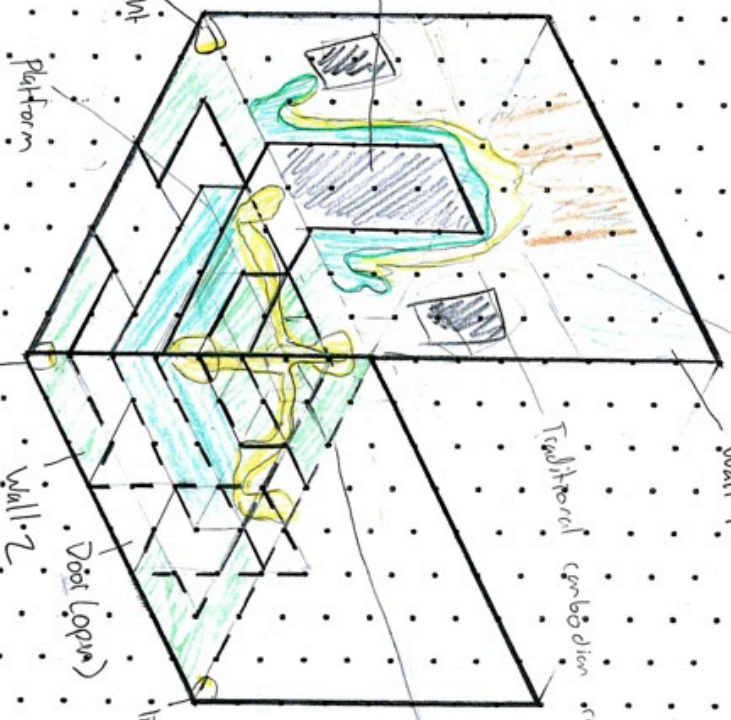
Wall 1 outside:



Entrance

Picture of
Phnom Penh
outskirts including
Quads and
bikes
(advertising)

Door open
Entrance to
Toilets Bath



Picture of Toilet Bath

Wall 1

Traditional Cambodian roof top (nagas)

4 Nagas
with tails
coiled in the
middle. Heads on
corners of
platform.

Platform

light

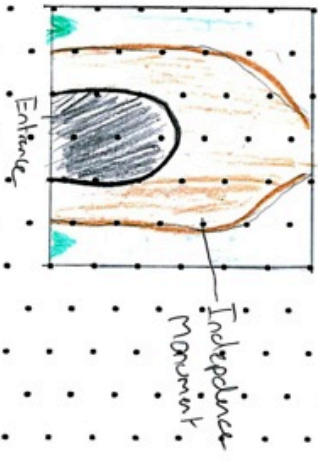
Wall 2

Door (open)

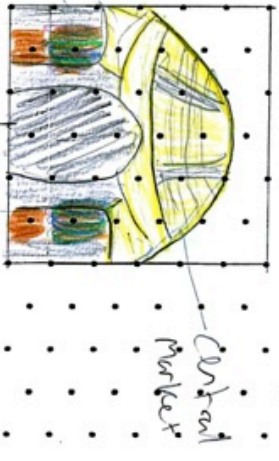
light

All lights will shine on the monument on each Nagas

Wall A & C: outside



Wall B & D outside

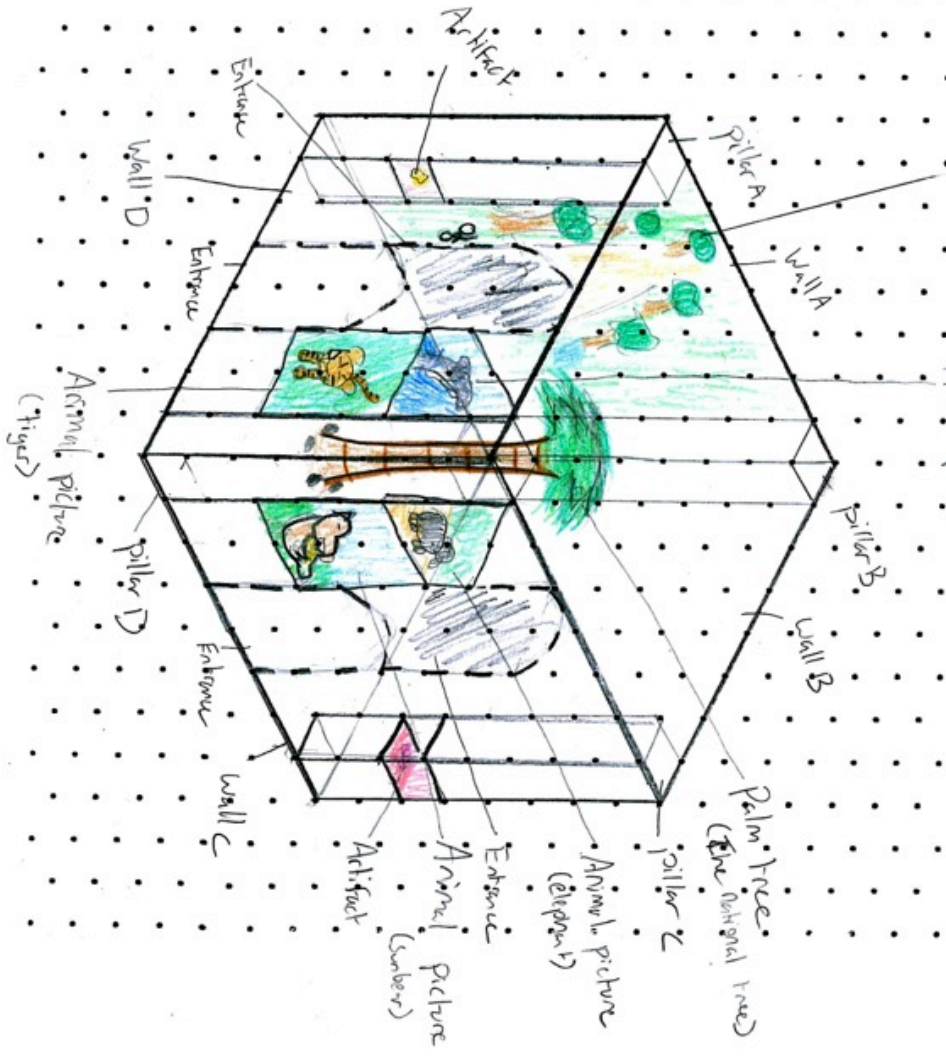


Wall B & D inside

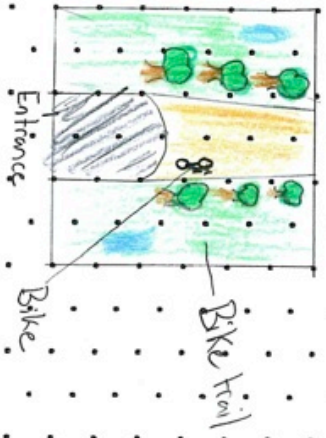


Design 2

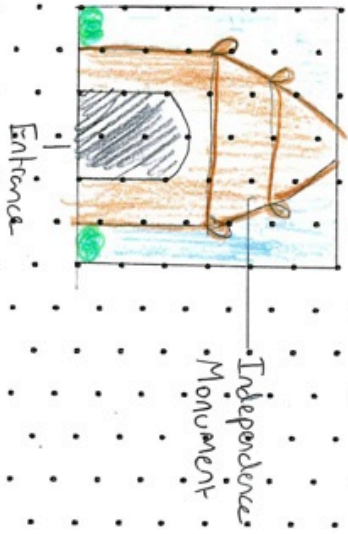
Picture of objects - Some for wall C
of phnom penh (bird roads)
Animal picture (Dolphin)



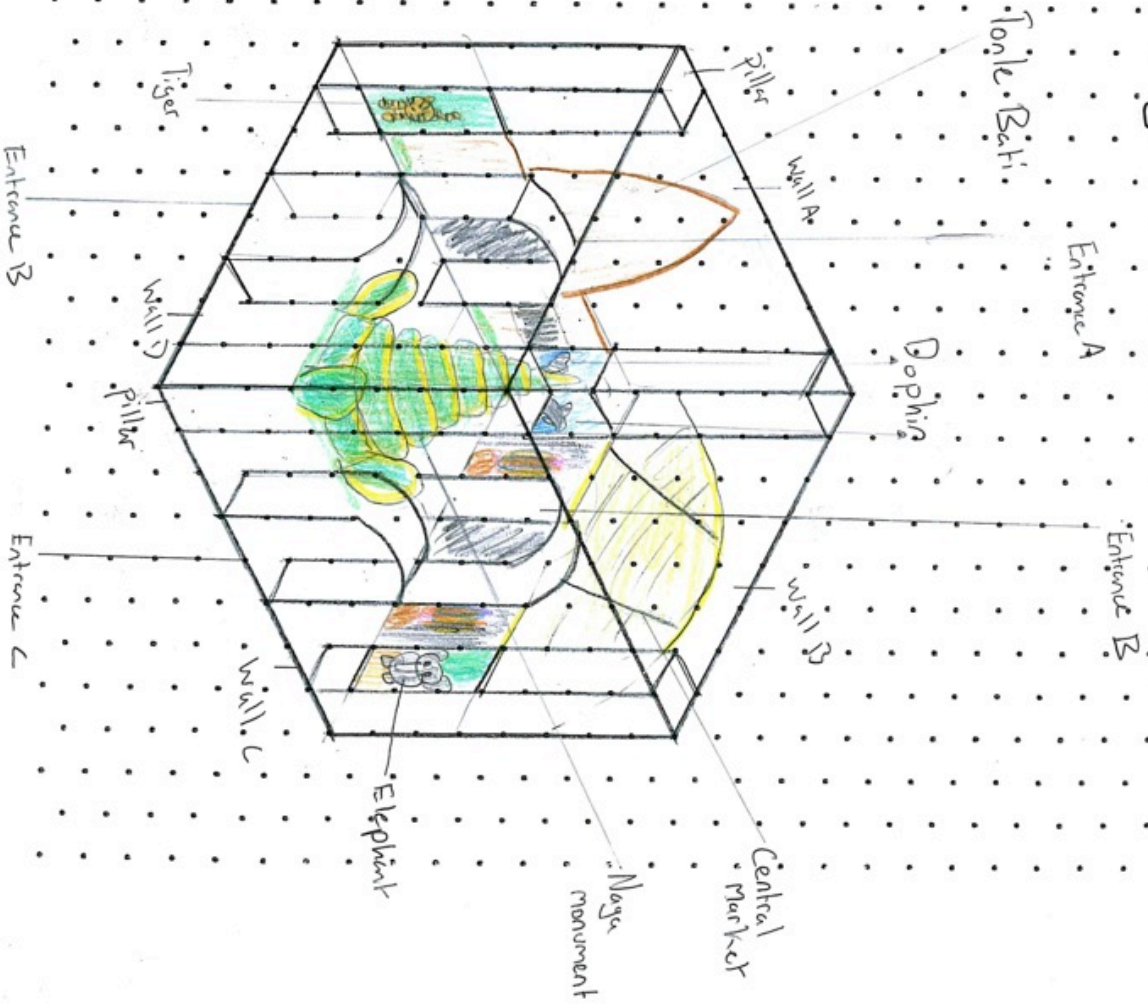
Wall A & C outside:



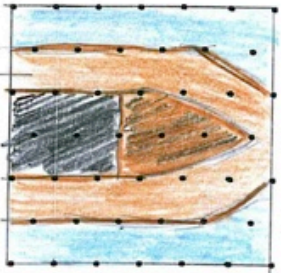
Wall B & D outside:



Design 3

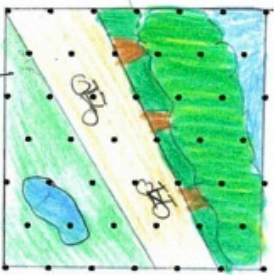


Wall 1 outside:



Independence
movement

Wall 2 outside:



Picture of
Bikes in the
Outskirts of
Phnom-penh.

Design 4

Slayer: Phnom Penh: The Blooming Lotus

Tonle Sap

Wall 1

Wall 2

Central market

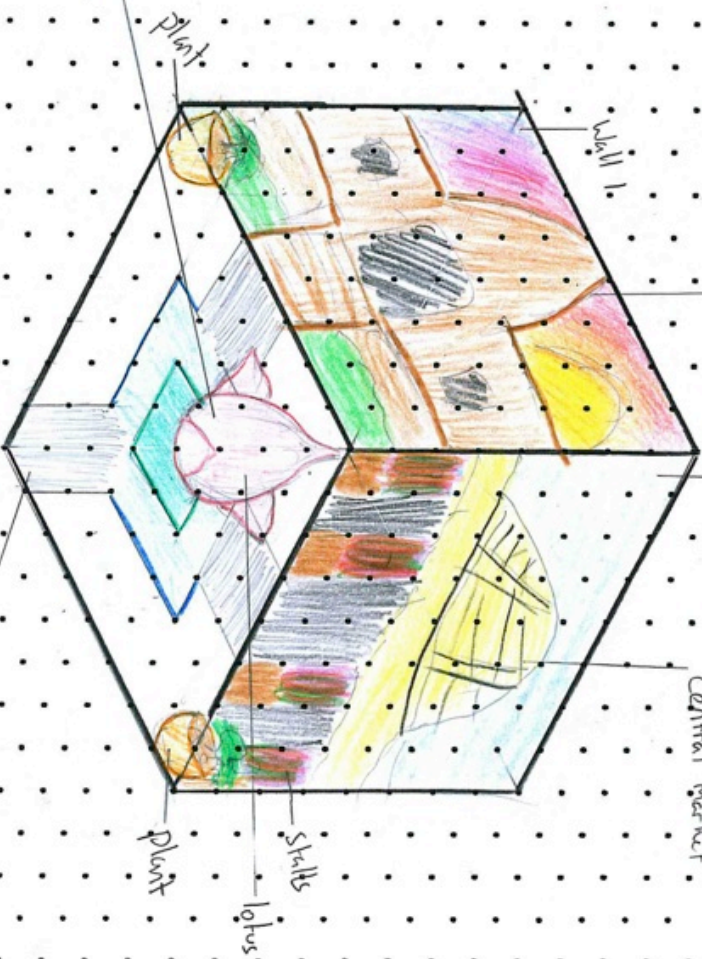
Plant

Stalls

lotus

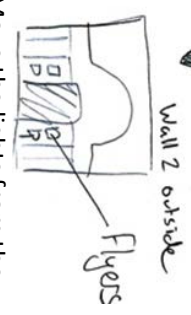


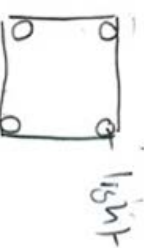

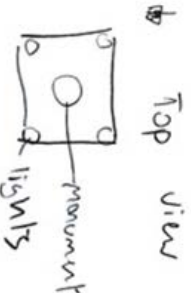

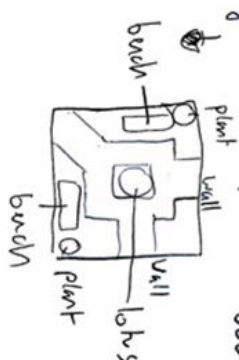
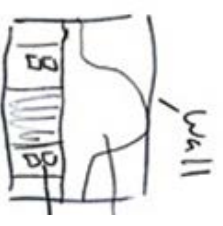
pathways

Actually have a
blooming lotus



Comparison between designs and design specification

	Design 1	Design 2	Design 3	Design 4	
Function	Showcase the culture of Phnom Penh	Yes, because the design contains the Independence monument and some Nagas	Yes, contains buildings of Phnom Penh	Yes, the design meets all 3 of these specs because it showcases the culture of Phnom Penh via the buildings of Phnom Penh. By doing this it shows what there is to see and do in Phnom Penh.	Yes, the design meets all 3 specs because it portrays the attractions of Phnom Penh, while doing so also showcases some culture and what there is to see and do in Phnom Penh
	Portray attractions of Phnom Penh	Yes, because it contains building of Phnom Penh	Yes, contains pictures of these attractions	Yes, the booth is about Phnom Penh in the first place	Yes, it is about Phnom Penh
	Advertise Phnom Penh	Yes, because it is all about Phnom Penh	Yes, it is about Phnom Penh and its attractions	Yes, the booth is about Phnom Penh in the first place	Yes, it is about Phnom Penh
	Catchy slogan	Yes	Phnom Penh: the blooming lotus		
	People can interact with it	Yes, there are pathways in the booth in which people can walk	The posters and blocks are placed in a way that enables for movement within the booth	Yes, the booth has enough space for people with bags to walk around	Yes, here is plenty of space in the booth for objects of the booth, people and bags
	Uses space effectively	Yes, sufficient attractions with enough space for people and bags	Yes, there is space for bags and people		
	Approachable from all sides	Yes, there are images on any walls and doorways	Yes, there are doorways on each wall and pictures depicting attractions in Phnom Penh	Yes, it is approachable from all sides because it has a picture and entrance on each wall.	Yes, for walled slides there are pictures that people can approach
	Attractive	Yes, it uses yellow and bright green colors	With all the pictures integrated into my booth there is an apparent use of vibrant colors	Yes, the pictures will use a variety of colors and the Naga monument uses bright green with bright yellow	Yes, the color of the lotus and the pictures display a wide variety of vibrant colors.
	Use of light	It uses its own lights and outside lights	It uses the light from outside through the top	Yes, the opening at the top of the booth allows outside light to enter the booth	Yes, light can enter the booth through two different sides and from the top.
	Central attraction	Yes, the Nagas in the middle	Yes, the palm tree	Yes, the naga monument	Yes, the lotus
Adventure side	Yes, pictures of the outskirts and bikes	Yes it shows Cambodian animals, the outskirts and bikes	Yes, it contains pictures of the outskirts and bikes	Yes, it shows this via the pictures on the walls	
Clear pathways	Yes	Yes	There are open spaces to walk	There are pathways in the booth	
Appearance					

<p>Improvements</p>	<p>Add flyers to the central market picture (on the stalls)</p>  <p>Move the lights from the bottom to the top of the walls to stop people stepping on them</p> <p>before</p>  <p>CFH</p> 	<p>Looking back at the size I have available to me, a palm tree would not look very impressive, therefore I will replace it with a lotus. This will fit the slogan and it will look better.</p> <p>Additionally I will replace the pillars with palm tree trunks, because it fits the wildlife theme better.</p> <p>I would also like to add extra lights to the booth because it is enclosed, therefore, less light comes in (the only light comes from the top). I would like to add these lights to the two corners of the booth</p>  <p>Top view</p> <p>The lights will shine on the lotus in the middle.</p>	<p>Elevate the monument to give it more emphasis. Add a 50cm high block underneath it</p>  <p>Add lights to the roof of the booth to allow more light in the booth</p>  <p>Top view</p> <p>Color the hallways so that they match the pictures in the background.</p> 	<p>Provide an area for people to sit near the edge of the booth (it will attract people)</p>  <p>Since there is a place to sit, I should also provide leaflets in the booth for people to look at.</p> 
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Picking the best design

Specification	Design 1	Design 2	Design 3	Design 4
Best advertises Phnom Penh	3	1	2	4
Showcases the most culture of Phnom Penh	2	4	3	1
Portrays the most attractions in Phnom Penh	1	4	3	2
Best uses the space	3	2	1	4
The most attractive design	1	2	3	4
Best uses light	3	2	1	4
Personal favourite	2	1	3	4
The easiest to make	3	2	1	4
Total	18	18	17	27

According to the table, design 4 wins and will be the final design. This is because it scored the best and met most of the specifications the best. However, this design can still be improved. Particularly in the areas of showing the most attractions and the most culture of Phnom Penh. I can also add some things from other designs to improve this design

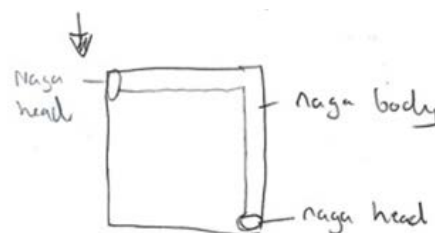
Improvements and additions to final design

Areas of improvement for this design

- More culture shown
- More attractions shown

To do this I can add attractions from the other designs. To add more culture I can add the Nagas from design 1 and 3 to my final design.

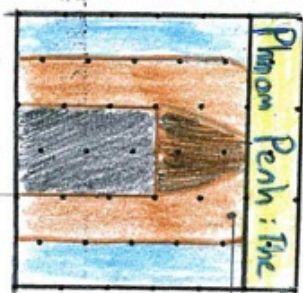
I can replace the potted plants with Naga heads and put the body as an image on the floor.



To add more attractions I can also use the Naga idea above, but I can also place a banner along the top of the wall which shows pictures of activities in Phnom Penh as well as the slogan.

All this will make the design better and make it meet the specifications more effectively.

Wall A outside:



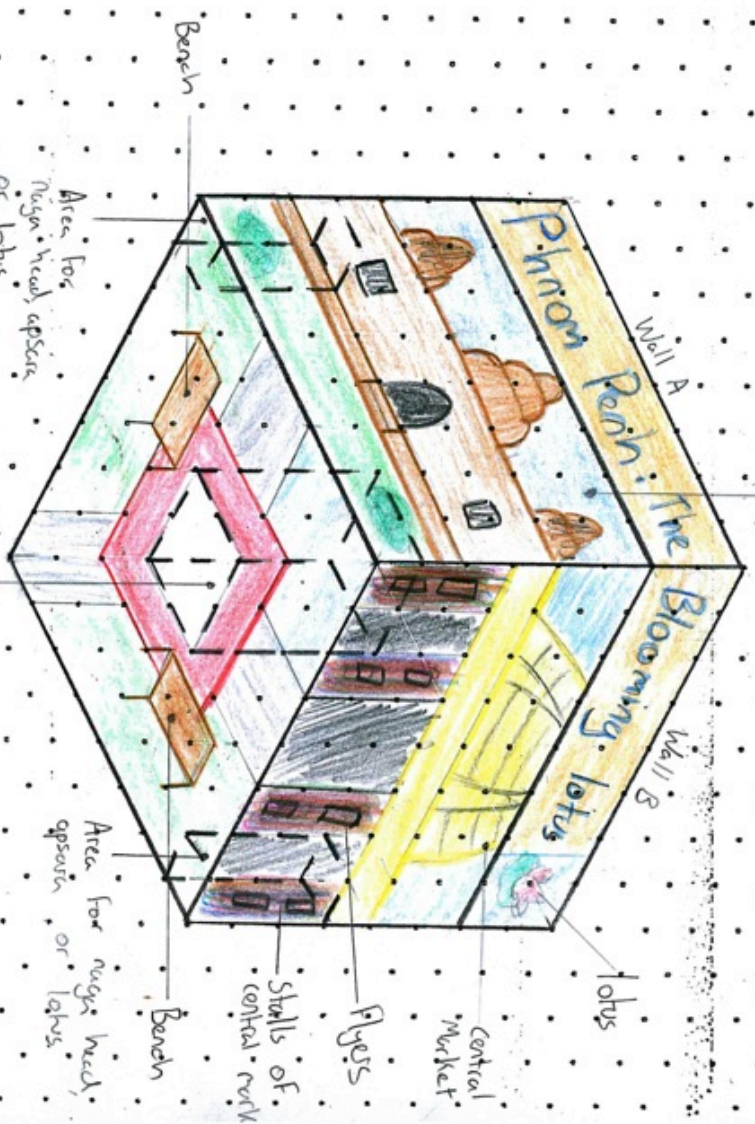
Independence Monument

Wall B outside:



Outskirts of Phnom Penh with Bike.

Final design



Tonle Sap

Wall A

Wall B

lotus

central market

flyers

Stalls of central market

Bench

Area for naga head, apses or lotus

Area for lotus shrine, naga shrine or apses shrine

Area for naga head, apses or lotus

Bench

Justification

The final design is the best design to create because it was based off of a design which was the best in almost all the specifications; it incorporates ideas from other designs; it is my favourite design and it is easier to make than the other designs.

Design four provided the foundation of this design and design four met all the specs and, most importantly, it turned out to be the best in meeting most of those specs (only was not the best in meeting the most number of attractions). This proves that this only needed some tweaking and it would be the best design to make.

To cover up the weak points, I included parts of other designs and put them into this final design (the Nagas) because it would provide for more culture and one more attraction. This would make it level with the other designs on the number of attractions. Since this design is also my favourite design I will be more enthusiastic and passionate about creating it. This will allow me to more successfully create a quality product in a shorter period of time.

This design is also a lot simpler than the other designs, and therefore, will be easier to make than the other designs.

Additionally this design is the only one with room for benches where people can sit to look around the booth and to attract other people.

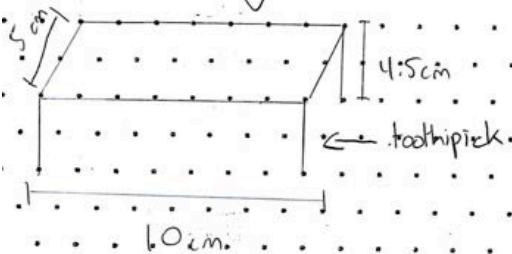
Parts drawings

Wall A:



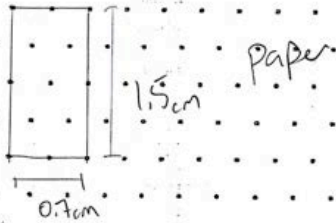
MDF

Benches:



The other parts will be purchased in a store however:

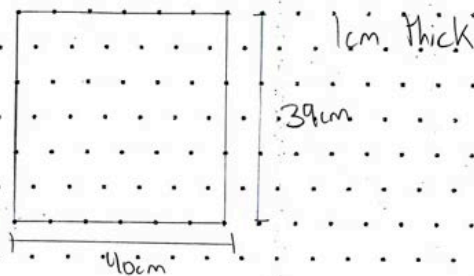
little Flyers x24



The central attraction can be no bigger than 20 cm in height and 10 cm in width.

The attractions to the side can be no bigger than 10 cm in height and 5 cm in width.

Wall B:



Floor:

