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 **Helix**

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• **Product Design**

• Product Forecasting

• Engineering

• Prototyping

Validating sketch concepts in "human scale"



The February 2009 Sneak Peek is the second of a 3-part series on how the Helix design team generates solutions to your product development needs. Concept generation at Helix Design commonly comes in three varieties: "blue-sky" concept generation in two dimensions (as depicted last month), hand modeling to refine product ergonomics prior to CAD generation (this month), and more technical mechanical problem solving in CAD (next month).

One of the keys to successful product development is the accurate translation of 2D concepts into 3D form. While this step ultimately involves the generation of 3D CAD geometry by mechanical engineers, continuing 2D form development with the aid of hand-carved foam models is a great and timely way to begin form validation before a design direction is chosen.

Recently, the Helix design team was asked to generate goggle concepts for the BMX market. Taking cues from current automotive, footwear, and fashion trends, our design team generated a wide variety of goggle concepts and design directions.

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Sculpting 1:1 concepts in foam



Sculpting in foam allows for designers to continually refine their designs while being held to real life constraints...

At the same time, our designers hand-carved urethane foam models that maintained the visual fidelity of the 2D concepts while grounding the form in three dimensions. Our client was able to literally put their hands on concepts that were—only hours before—purely visual concept renderings. The ability to provide 3D prototypes during the concept generation and selection stage reduces client risk by helping to ground aesthetic directions in reality before engineering implementation begins. It also helps to assure that chosen aesthetic directions are not lost when CAD generation commences.

For more information on how we might help you to better visualize potential product development solutions, please contact the Helix Sales Team:

John Dalessio @ 603.836.0289

-or-

Troy Barber @ 603.836.0290

To review more examples of our work, please visit:

www.helixdesign.com

Thank you for your continued interest in Helix Design. We look forward to working with you sometime soon!

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