

CISD

centre for industrial services and design

case study

'Scriba'

Dublin Design Studio



Dublin Design Studio is a Dublin based company providing innovative technological design solutions across a range of disciplines.

To create quality and intelligent consumer electronic devices that would enhance experience of the digital environment became somewhat of a mission statement for Dublin Design Studio, and focus was directed towards Scriba, the brand's first product; a stylus specifically designed for your hand.

Scriba, recently launched on Kickstarter is an ergonomically friendly electronic stylus used for drawing directly onto the screen of an iPad or iPhone. Placing emphasis on control and comfort and striving to recreate pen-on-paper tactility, the Scriba is designed around the natural movements of the hand.

CISD - Innovation and Expertise

"The innovation voucher is designed to provide expertise to further innovation and development, however we were delighted that this turned into a true collaboration and like best group efforts, the results turned out better than the individual contributions". - David Craig

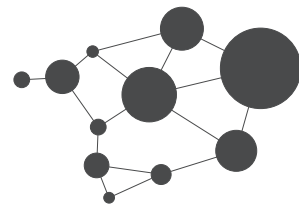
How CISD Delivered the Solution

The team at the Centre for Industrial Services and Design at Athlone Institute of Technology (AIT) assisted with the DFM (Design for Manufacture) process for the Scriba - including 3D CAD surface modelling. They provided input in the testing and verification of the materials for polymer components. They placed a particular emphasis on the structural analysis of the form and the effects of repeated stress and deflection to ensure that the flexibility of the product wouldn't deteriorate over time.

Source - <http://www.getscriba.com>

"While CISD and Conor Hayes came highly recommended as professionals in their field, the real benefit to the development of Scriba was their ability to understand the big idea without losing site of the details. This was evident in the rationalisation of our organic geometry and the selection of appropriate materials which were to dictate the device's performance."

David Craig



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ENGINEERING AND DESIGN

CISD provides a full service of design and engineering of products ranging from discrete plastic parts to large mechanical systems

Product sectors

Consumer and Lifestyle Products • Medical Device • Baby & Children's Products • Construction • Automotive • Sports Goods • Green Technology • Brewery Industry • Veterinary • Agricultural

Example: Consumer and Lifestyle Products

These products are designed specifically for personal use such as kitchen products, electronics, accessories, appliances etc. These innovative products would be one of the largest that we cater for in CISD, as 30% of products designed within CISD have been consumer goods. These range from vacuum cleaners, smartphone/tablet accessories, kitchen equipment, sanitary goods etc.



Services provided

Product Design - Concept to Manufacture • Solid and Surface 3D CAD modelling • Product Concept Digital Visualisation • Prototyping • Design for Manufacture / Assembly / Environment • Computer Aided Engineering (CAE) • Material Selection • 3D Scanning and Reverse Engineering • IR Thermal Analysis • Fixture and Jig Design • Engineering-Drawing • Manufacturing / Tooling Support

Example: Product Design - Concept to Manufacture

From generation of photo realistic renderings through to final product manufacture ready 3D CAD data, CISD can support development of your product. The step by step design stages we go through with our clients ensure the most successful, technical and commercially feasible product is manufactured.



Platform technologies

Computer Aided Design • SLA Prototyping • FDM Prototyping • Silicon Part Prototyping • Finite Element Analysis • Infrared Thermography (IRT) • 3D Scanning

Example: Computer Aided Design

CISD employs a commercial license of CAD software suite PTC Creo Parametric. This CAD software is optimised for the product development process, with capabilities for 3D parametric and direct modelling, 2D drawings and renderings, simulation and analysis. This enables us to optimise products through the creation of three-dimensional virtual prototypes that can help improve product quality and speed of time to market by automating the product development process. It provides us with the tools from initial concept design and styling, 2D and 3D design, simulation and analysis and engineering calculations.

