



The brief from GOJI was to create an all over pattern that could be placed over and on to a variety of computer and personal peripherals. The pattern must be so versatile that whatever it may be placed on it will suit without too much edit. I feel I have achieved this with this abstract and geometric repeat pattern. I have chosen to apply it in four different colours, which I feel represent both male and females. This was a conscious choice so as to reach the broadest of audiences.



I have decided to keep the iPad cases to a minimum. Choosing to just have the middle logo on the case. I feel this is still a strong product line even with the reduced variations.



Using the same design scheme as the iPhone and iPad cases, I have been able to continue a trend throughout the whole range of accessories. Again allowing the customer to choose between the variation of black and white.



When designing the headphones the most obvious decision would be to place a small disk on the side of the pad and cover it with the said pattern. However, this is seen a lot on current headphone designs and I wanted this range to stand from its competition.

I have added a slight layer style to the pattern to give a chrome looking finish.

I have also kept the packaging to a bare minimum so as not to draw attention away from the design of the headphones.



I've decided to design a limited edition range of headphones that would launch alongside the other products. These would be sold in limited numbers and be used to create a buzz around the new product range.