

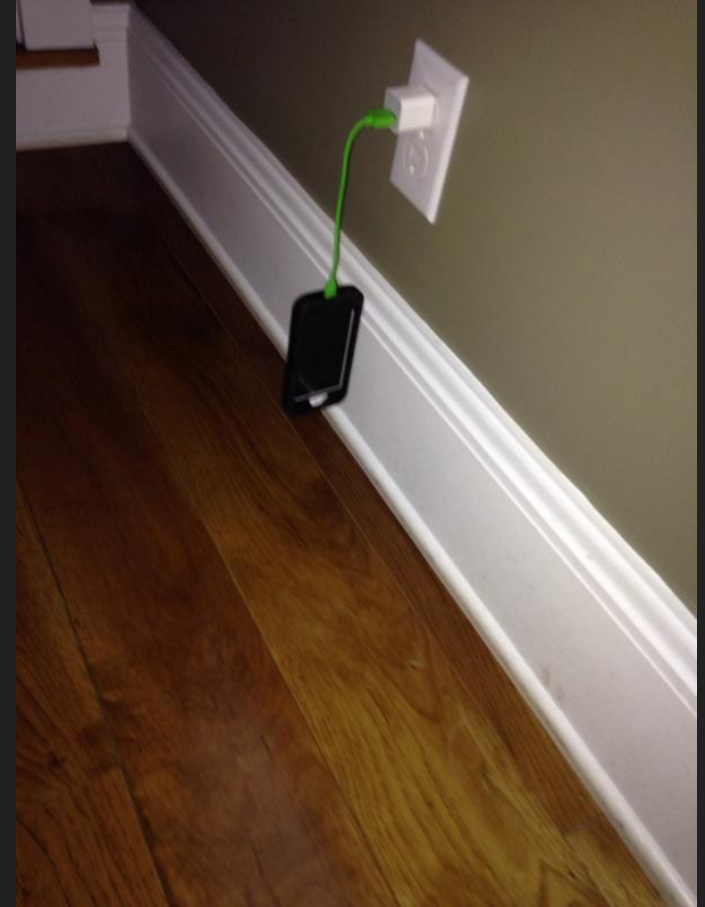
Retractable Charging Cord

Taylor Herbert

Has this ever happened to you?



OR











Even...



To....

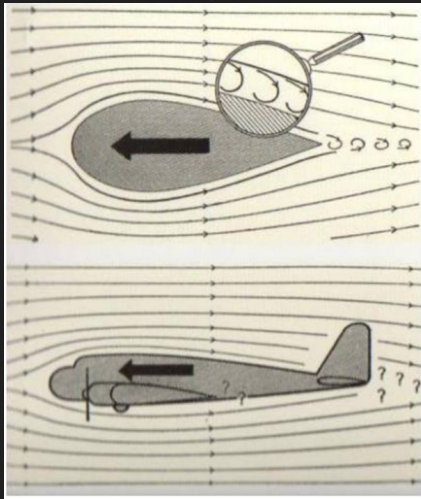


It seems as though consolidating extraneous components is a unanimous design goal, especially in technology; however we still experience first hand the negligent design flaws in many essential accessories, causing the newest lines of tech to be an incohesive product package.



In those mistakes are the opportunities for designers to reinvent traditional methods, to introduce further efficiency and seamlessness into the next generation of consumer convenience, which coincides with Apple's original goal.

In many ways, the progressive advancement in technology, mechanically and aesthetically, reflects the principles of Streamlining, which was a period of design beginning around the 1930's and lasting through the 1940's.



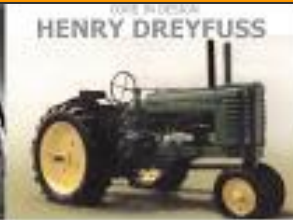
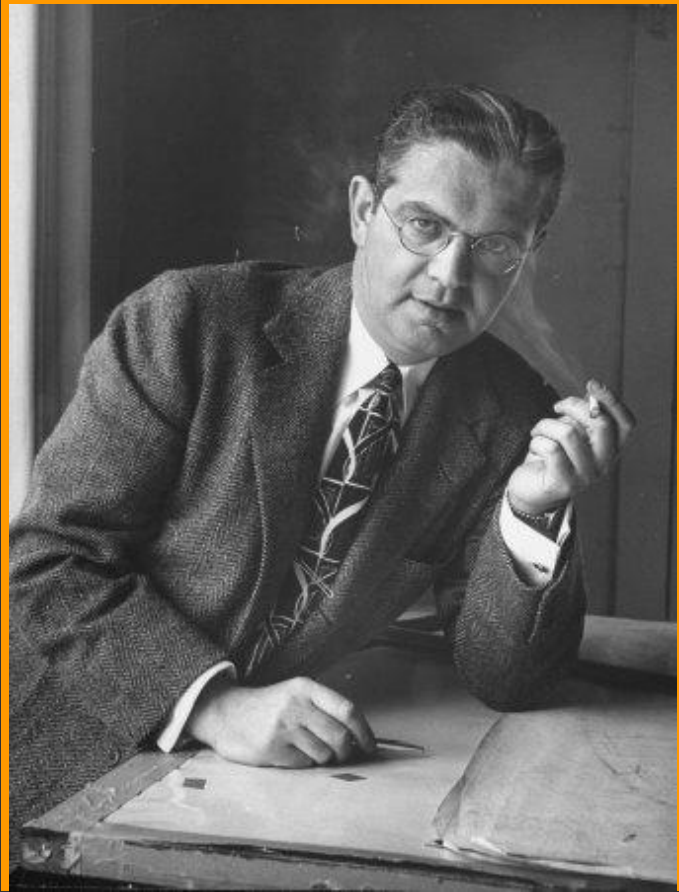
Principles of Streamlining

- Aerodynamics
- Faux Mechanics, Use of Metallic Materials
- Form Obscures Function (Romanticized Technology)
- Horizontals, Speed Lines
- Clean and Simplified Silhouettes
- Convenient for Cleaning

Diagram drawn by American industrial designer Norman Bel Geddes illustrating the principle of streamlining published in his book Horizons (1932).

Inspiration

Henry Dreyfuss (1904-1972)



Western Electric
Model 302
1937 until 1955

Western Electric Model 500
1950-1980



Improvements

- Number Placement
- Handle Shape
- Material

And most notably,

- Coiled Cord
 - Longer range of mobility
 - Neater
 - No Tangling

Design Challenge

The redesign challenge that I have chosen to undertake is to maximize the convenience, accessibility, and overall efficacy of electronic charging cables.

While principely, this redesign is inspired by Streamlining and the Dreyfuss telephone. It is mechanically inspired by other modern designs that are often overlooked.

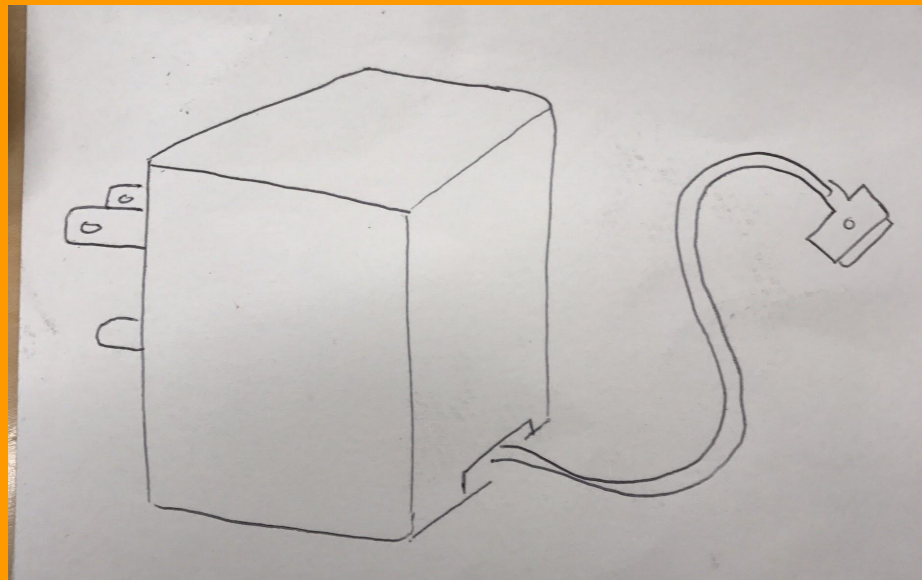
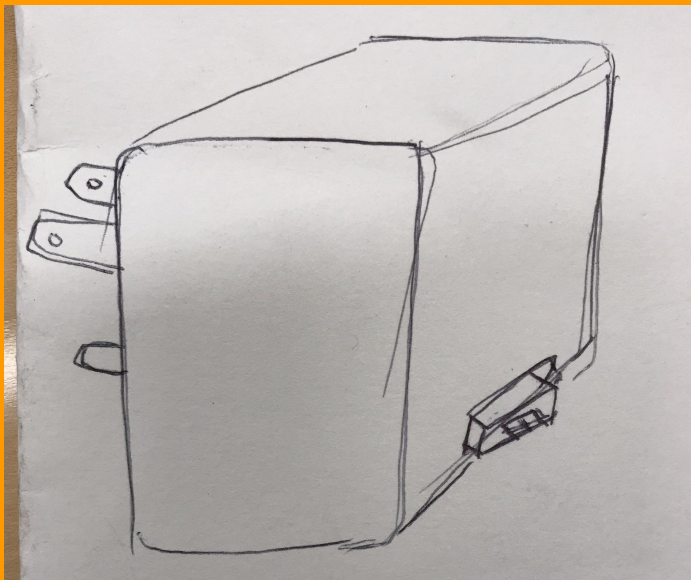


No longer will you have to decide between extra length and less bulk!

Using the example of such practical designs as the tape measure and the retractable dog leash, I designed a retractable charging cord which literally bridges the gap between electronics and consumers, without a limited range of length. Many of the smallest tape measures can reach 16 feet.



Sketch



Benefits

- Storage (Size)
- Extra Length
- Neatness
- Speed

Thank You