

Kylie Lowell

Fall 2018

SENIOR PROJECT STATEMENT

General Overview:

The goal of my senior project is to showcase the skills and abilities I learned at the University of Tampa while pursuing a degree in Digital Arts with a minor in Art. I believe my strength is in my ability to be well rounded and produce good work in all aspects of digital arts. I chose a project that would show future employers that I am multifaceted and can take a project from the concept phase to a final production and that I am not only creative, but analytical as well. I also want to provide evidence that I am able to see the big picture, but can be detail oriented. I decided to incorporate my passion for cats into the project. I've always loved cats, and I consider myself a cat activist. I participated in raising money for cats and fostering multiple sets of kittens, as well as saving various stray cats. In my professional life, I aspire to be a designer of extraordinary spaces. It would be amazing if I could integrate my personal passion with my future career goals. I have not yet determined what that will be, but at least in the short term I can work with my personal passion and my passion for design to create a new product and service.

For my project, I will create a mock business for cat furniture and custom cat room design. Cat furniture is already on the market, however, current products tend to lack essential important traits. Cat furniture is often an awkward fit in a room or too brightly colored. It rarely ever blends with the aesthetics of a home or feels like a cohesive part of the environment. The cat furniture industry is about to change with my business. I will create custom designed spaces that are classy and elegant. I will also create classy furniture pieces that will be sold individually and will blend seamlessly with any decor but will be fully functional for the cats. Some of the functionality will be scratching areas, tunnels, play elements, and comfy places to sleep. The goal is that by creating an aesthetically pleasing and fully functional cat environment, I believe I can make both humans and their furry companions happier!

Scope and Audience:

My senior project is geared toward cat owners who want to make their cats happier without sacrificing their home environment. Clients will range from people who simply want to buy one or two cat friendly, classy pieces, to clients who want their whole house completely designed and remodeled to accommodate their furry companion.

Detailed Description:

My project will include researching the current market of cat furniture, as well as researching high end home designs. I will then interview a real client (my crazy cat lady aunt who is building a new cat shelter home). Next, I will begin sketching concepts for her cat space which will include furniture and decor. I will 3D model the cat space and texture and render it. I will create a brand and logo for my company as well as advertising materials using Photoshop and Illustrator to promote my business. I will then prepare a presentation to showcase my work.

Schedule:

Monday October 9th-Sunday October 15th

Finish research study on current cat products on the market
Finish research on extravagant home interior design
Interview client on the specific needs of her cat environment
How large is the space
How many cats will be in the space
What type of themes does the client like
How durable does it need to be
How often will humans be spending time in the room
How much money is the client willing to spend

Monday October 16th-Sunday October 22th

Start and finish sketches of cat themed space,
Individual furniture pieces
Full concept of room

Monday October 23th-Sunday October 23rd

Block model individual furniture pieces in Maya

Monday October 30th-Sunday November 5th

Finish Modeling furniture pieces adding details
Incorporate furniture pieces into the themed cat space

Monday November 6th – Sunday November 12th

Texture cat space
Add lighting
Render out images of the cat space
Top view
Side Views
Close ups
Far Shots

Monday November 13th – Sunday November 19th

Render an animated camera of the cat room
Create camera
Animate camera
Render images
Create QuickTime movie

Monday November 20th – Sunday November 26th

Create advertising graphics for furniture pieces
Create advertising graphics for design services
Create a short promotional video? (If time allows)

Monday November 27th – Sunday December 3rd

Create a brand logo
Start preparations to present project
Figure out how to showcase project elements

Monday December 4th – Sunday December 10th

Finalize presentation
Finalize Marketing Elements to promote business
Finalize showcase format (website?)

Monday December 11th – Thursday December 14th

Make Final Revisions based on feedback from professors

Furniture List:

1 couch
1 chair
1 large coffee table
1 small side tables
1 TV stand
Console
Bar
2 barstools
2 Litter box cover up
Climbable wall décor
Wall sleeping Area

Client Interview

Client Interview Notes:

Size of space:

The space is a one room, 13ft x 18ft foster space, with a five-foot window on the west wall and a ten-foot window on the north wall. The option for an outdoor cat cage can be adapted later in the construction plan.

Solutions: I will design the room to the specified dimensions leaving a cat-sized outlet for the future outdoor area. The goal is to extenuate the windows to give the cats easy access to outdoor views. I will be creating floor plans of traditional furniture and then figure out how to use the furniture layout to make functional pieces for the cats.

Number of cats in the space:

The space will typically hold three cats, however depending on necessity and season it could hold 1 to 6 cats. Sometimes she takes on special need cats that are blind or impaired in other ways, so the specific needs of these cats need to be considered as well.

Solutions:

I will include a resting space or bed area for each possible cat as well as two litter boxes in the room. By utilizing wall space and potentially even ceiling space, the space will hold the volume of cats more easily.

Clients preferred style:

The client prefers simple clean lines and modern vibe, however she is appreciative of standout pieces that “ pop” with splashes of bold color. She doesn’t want things like cat food, litter and bowls visible to the naked eye.

Solutions:

I will research modern furniture and try to figure out how the style can be functional and durable for a cat to play on. I am excited to create a few eye-catching pieces and create a functional piece of cat art for a wall or corner.

Is durability important?

Durability is important to the client because with the amount of cats coming in and out of, the current cat furniture she uses tends to show substantial wear in three to six months.

Solutions:

I will be using a number of strategies to make the environment more durable than a typical cat space. I will use mostly quality plastics and wood for the furniture. The couch fabric will be replaceable and water proof. Any scratching areas will have removable pieces that can be replaced without having to replace the whole furniture piece.

How much time humans spend in space and what will they be doing:

It’s important to include comfortable places for people to sit. The client likes to spend her down time enjoying the cats and socializing them. There are also many potential adopters that come in and out of the space and spend time in the room looking for the perfect feline match to take home with them.

Solutions:

The cat room will look like a living room with a small bar area. There will be a full couch as well as a TV area, although the cats interacting with the unique environment is likely to be the main attraction.

Needs to make cleaning easier:

Cat fur is challenging when there are multiple cats. The client spends a lot of time vacuuming rugs to keep them fur free.

Solutions:

I will add a hidden air filter to the room to help illuminate hair. I will also do wood looking tile flooring. I will add a small rug to make sure the room is cozy, but leave most of the tile exposed for easy cleaning. I will also add a bar that includes a sink which will create a convenient and easy place to wash cat dishes.

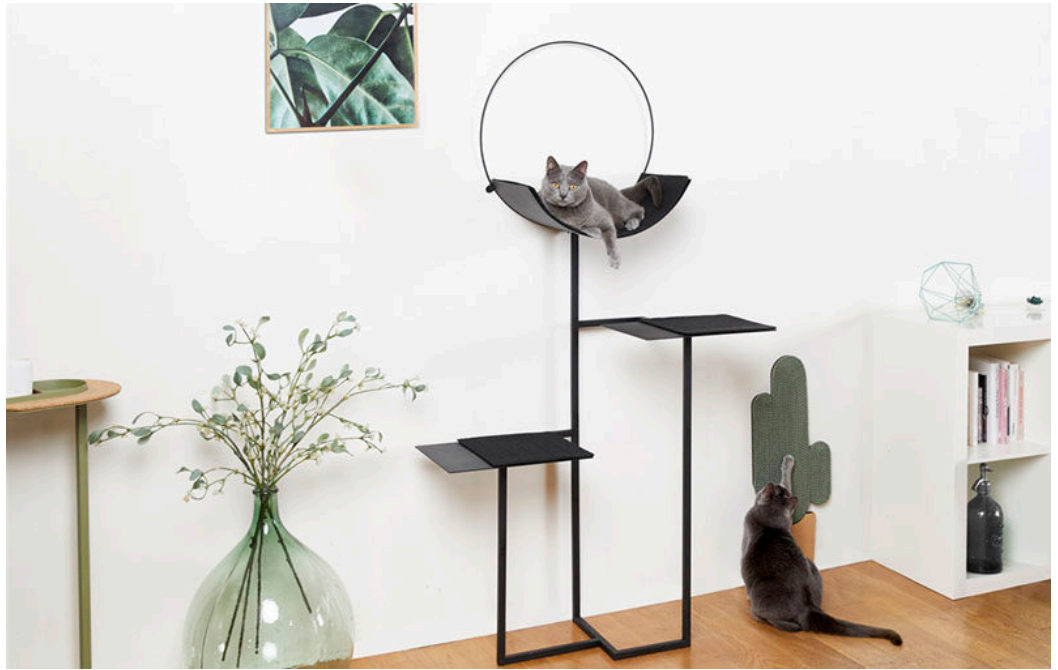
Preliminary Research on Cat Furniture



Cat Tree

Pros: Easy to construct, no installation, great for scratching, many different comfortable places for cats to play and sleep.

Cons: Tacky, lack stability, awkward fit in space, doesn't match the decor



Themed Cat Tree

Pros: works better with the decor, take up less space

Cons: lack the variety of play and rest options of the regular condos



Themed Cat Bed

Pros: eye catching, well decorated, comfortable

Cons: has no other function in the space other than to be a decorated cat bed. Takes up space.



Play Structures

Pros: much more appealing to the eye

Cons: still awkward to fit in spaces, only function is for cat play, no storage, appears to lack comfort



Wall Shelves

Pros: adding vertical elements adds to available space for cats

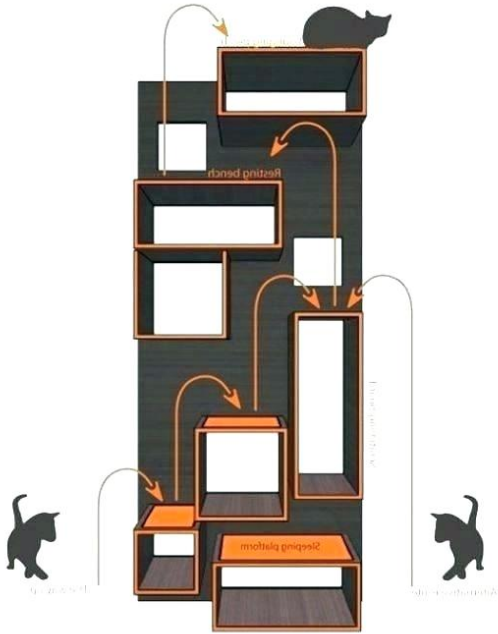
Cons: shelving that sticks below head height can be dangerous, individual wall elements tend to lack cohesiveness, possibility cats could fall of high shelves



Wall Shelves Simple

Pros: much cleaner lines, looks far more like regular shelves than cat furniture

Cons: lacks the level of comfort of typical cat shelves



Vertical Climbing Structures

Pros: modern looks, sleek enough to fit in many spaces, has scratching elements and sleeping spaces, durable

Cons: no other uses other than for cat



Cat Stairs

Pros: Tons of storage, durable

Cons: breaks up the room, a relatively large structure more beneficial for storage that functional for cat play



Table

Pros: unique, modern, functional

Cons: Sharp edges could be dangerous especially if the cat tries to jump directly into the holes



Cat Art Piece

Pros: eye catching, unique

Cons: takes up too much floor space and has no function, wall art would be a better solution



Cat Couch

Pros: functions as a couch and cat resting place

Cons: material lacks durability and would likely provoke cats to scratch it, multi-directional couches, although eye catching, do not function particularly well for watching TV or having conversations.



Cat bed coffee table

Pros: modern design, functions as coffee table and cat bed, takes up minimal space, durable material

Cons: potential for cat movement to cause drinks to spill, needs to be heavily weighted at base

Cat Furniture Over-all Evaluation:

By analyzing the general trends of the above researched cat furniture, I have concluded on aspects I want to pursue and potential issues I want to avoid. It's clear that functionality is a major concern. My pieces, with the exception of maybe wall pieces, will function as both furniture and cat areas. The pieces will match the home decor. I need to be careful that my modern, minimalist theme doesn't cause me to design pieces that lack variety for the cats. I also have to make sure that while the cats interact with the furniture, they don't interact negatively with the human living space (ex. Spilling over a coffee cup.) I will design storage areas into the furniture not just cat spaces. I constantly need to assess the safety of the pieces for both cats and humans, including making sure humans won't run into shelves and making sure there are no sharp corners. The pieces need to be designed in a way where the cats are accessible to the owner and can be located at all times.

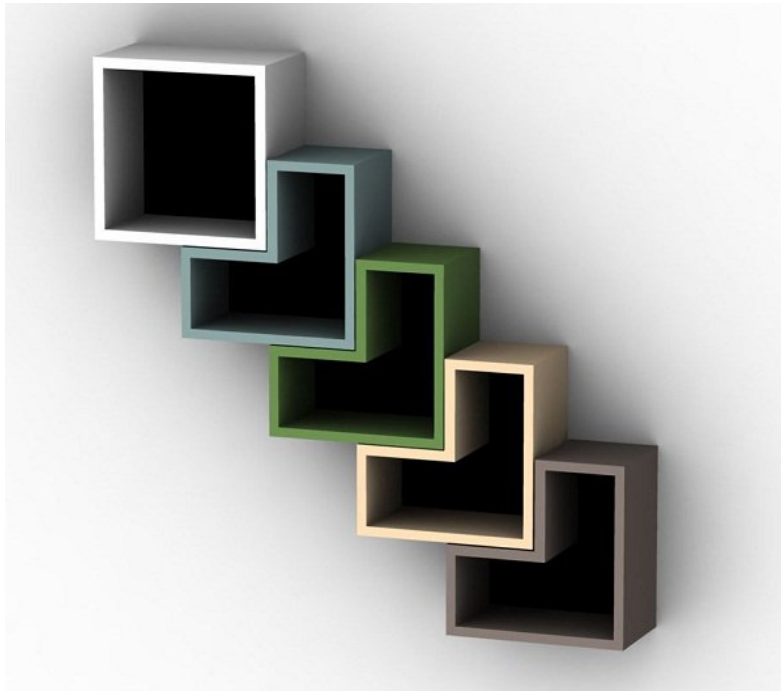
Modern Furniture Inspiration



Modern clean lines, would need to be modified so cats can move from one piece to another. The addition of a cat friendly, non slip fabric to the top of the surfaces is necessary. Add ability for cats to access the inside of the boxes.



Would modify the spaces to be larger to fit a cat and close off some of the pieces to be used as human storage. I would also consider adding a backing or siding so there is a less likelihood that the cat would fall off.



I like this as a general concept, but it will need to be completely rethought to accommodate a cat's size.





I love this piece because it has spaces for the cats, while still allowing for plenty of storage and remaining minimal.



Although simple I think this chair would be a great piece, it almost works as a cat piece as is. The challenge with this piece is figuring out how to make it original. I also think the cat could attack the human's back.



I think this couch is horribly ugly and not very clean, however, I think that these loops at the end of the couch could be redesigned into a good cat area.



Open holes leave great places for cats to play and sleep, however, I think a piece like this takes up too much space for a chair.



Eye catching piece, but lacks storage space and takes up too much room. I could picture this being more successful in a slimmer version.



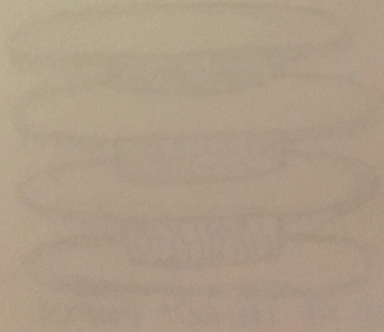
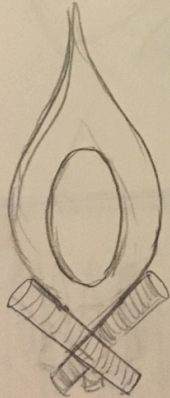
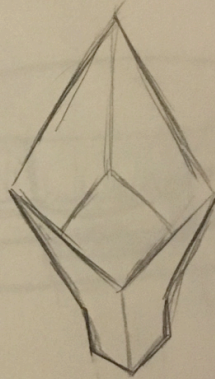
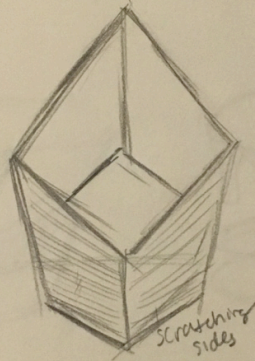
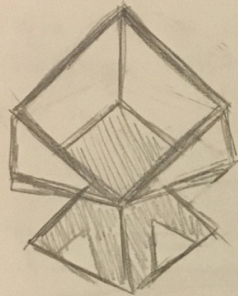
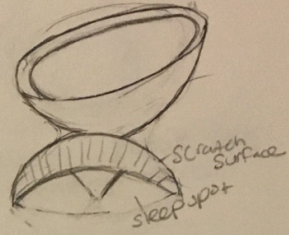
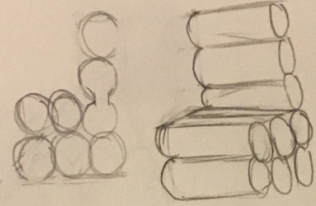
The sharp edges concern me, however I like the opposite facing pieces of wood pyramids, for a cat piece a full pyramid with a hole in it might work better



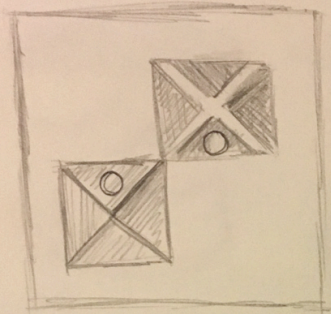
These are too simple to be effective pieces but I think they could inspire something that would work well. As just furniture pieces I think they are beautiful. I could potentially do a similar design with a cat wheel at the center.

Sketches

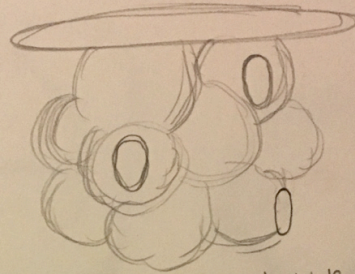
Chair



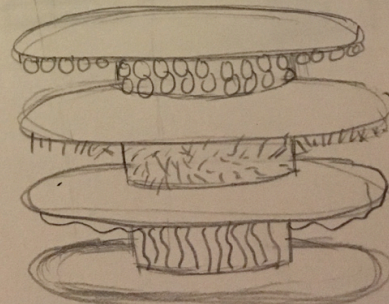
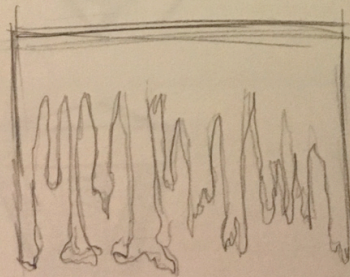
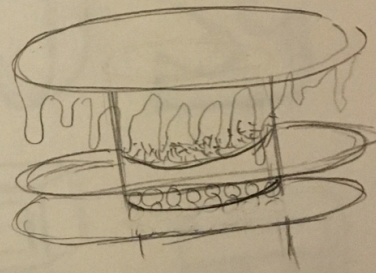
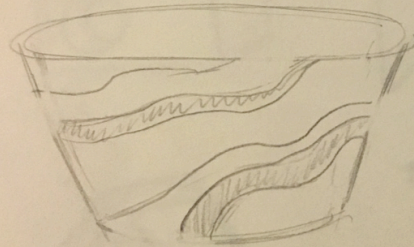
Large coffee table



right side up and upside down
sleeping holes

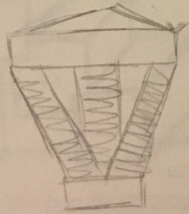
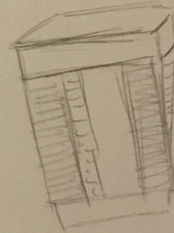
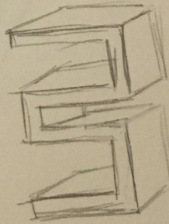
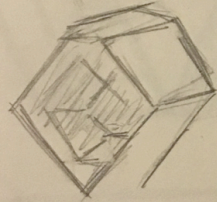
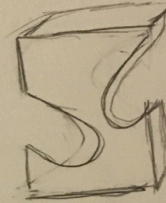
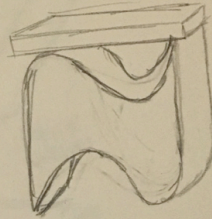
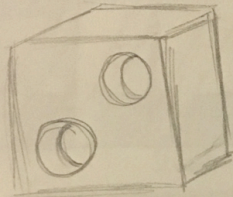
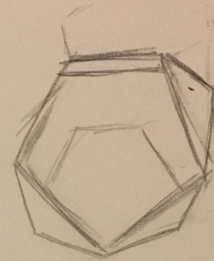
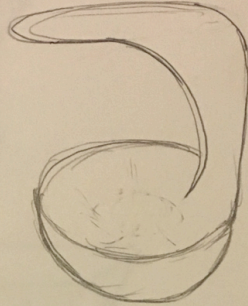


clear plastic bubble like
hollow climbing area

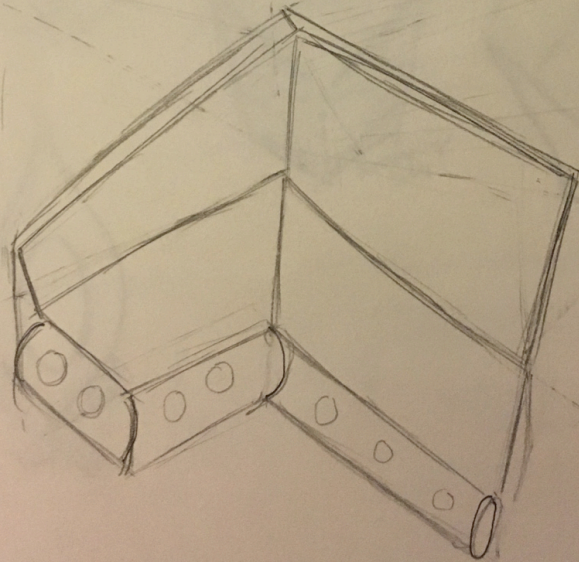
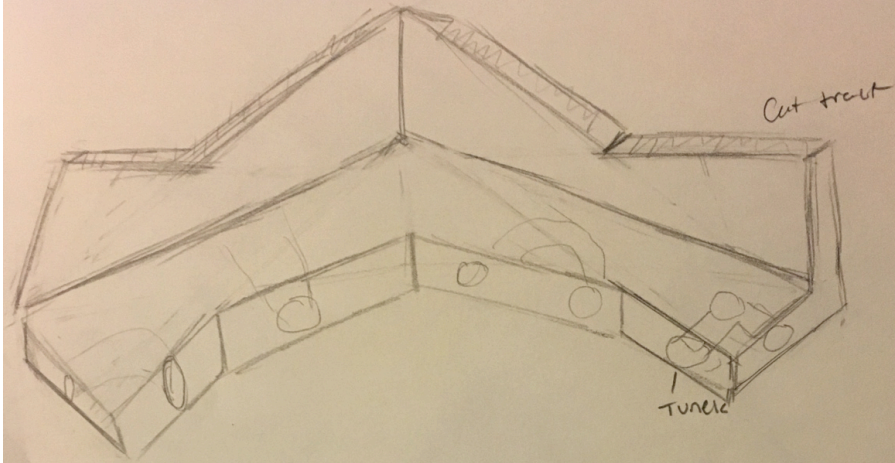


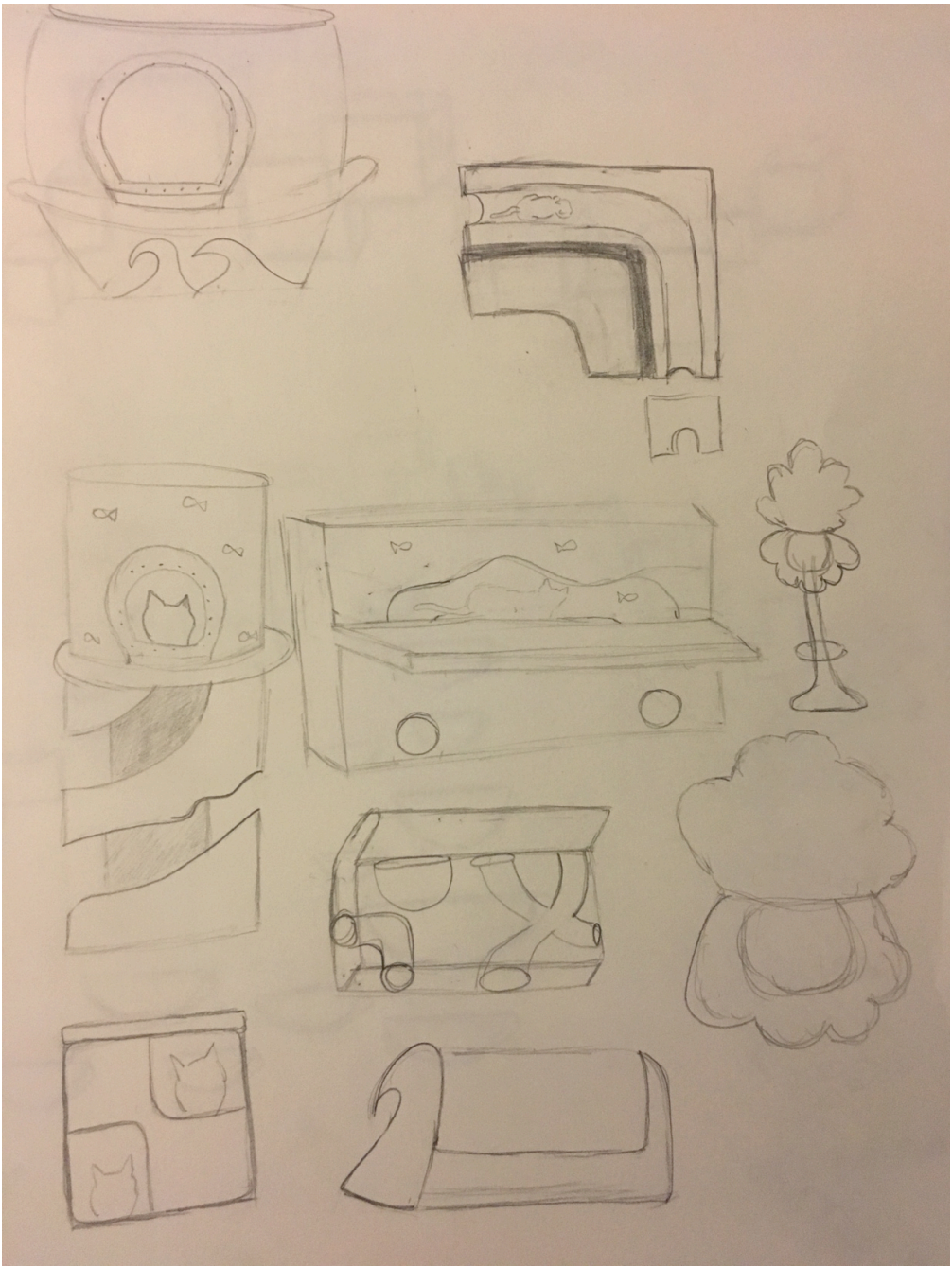
sensory textures for cat to rub

Small Side Tables

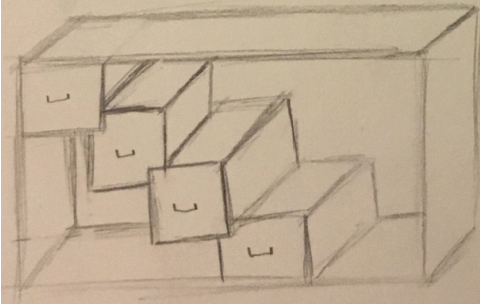
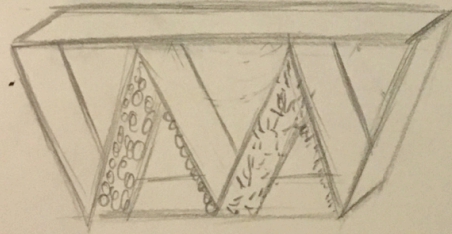
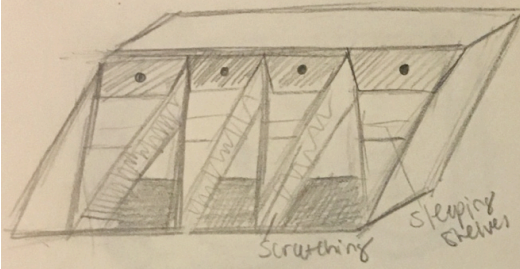
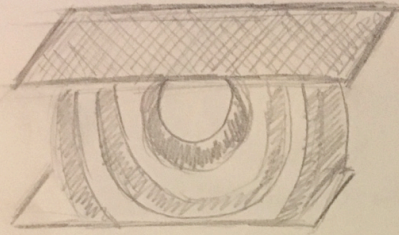


Couch

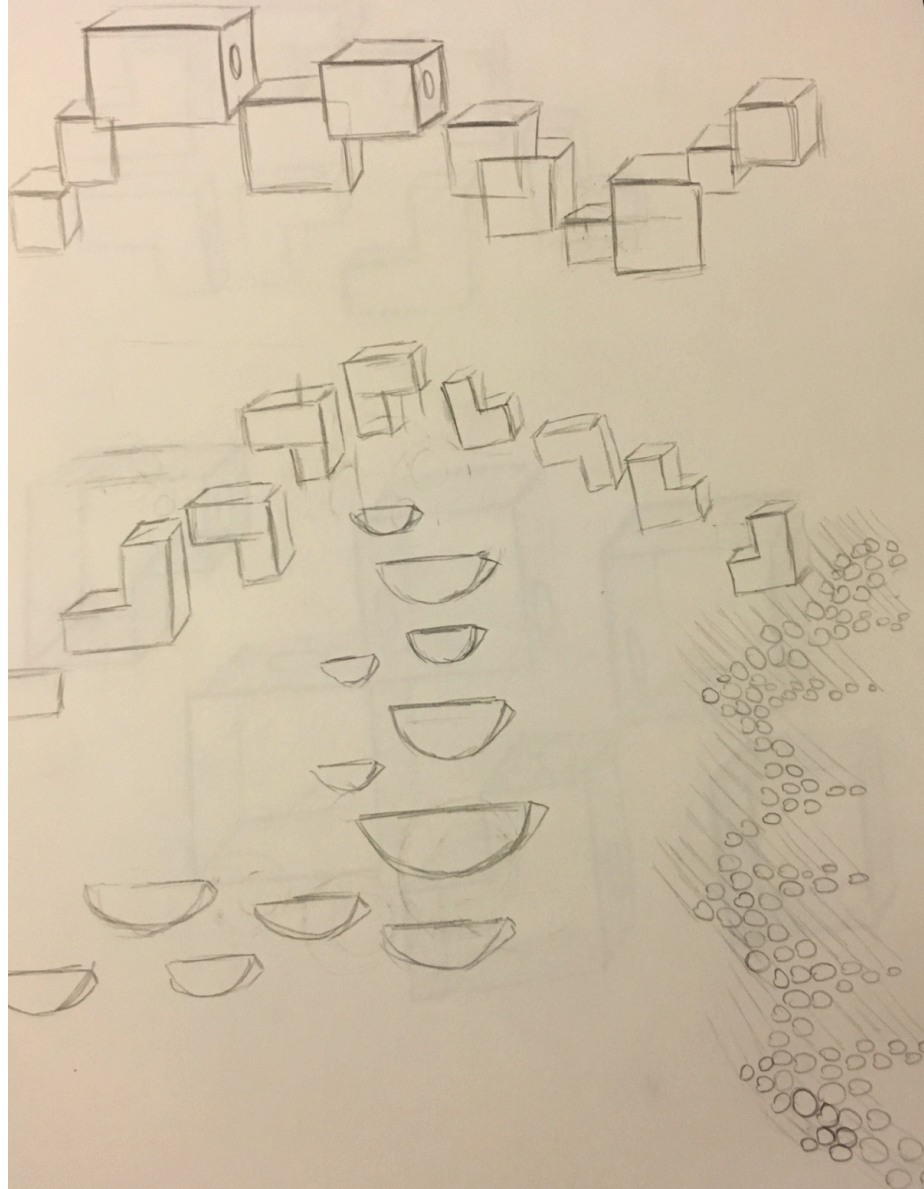




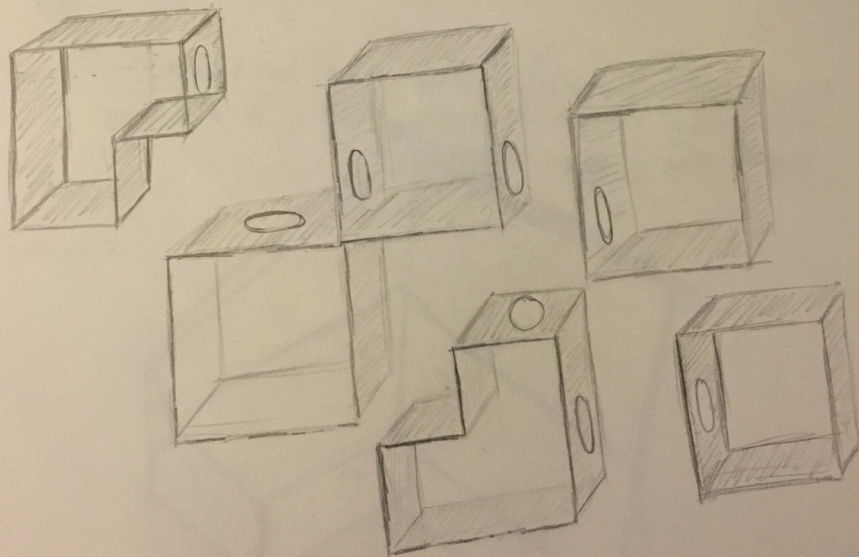
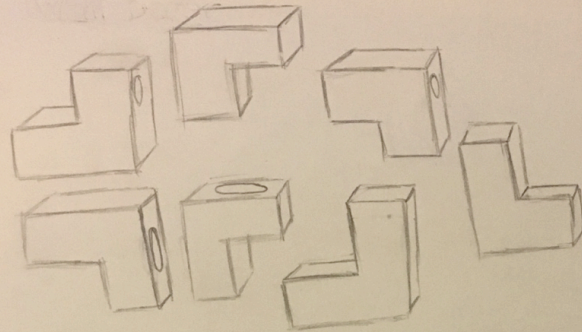
TV stand

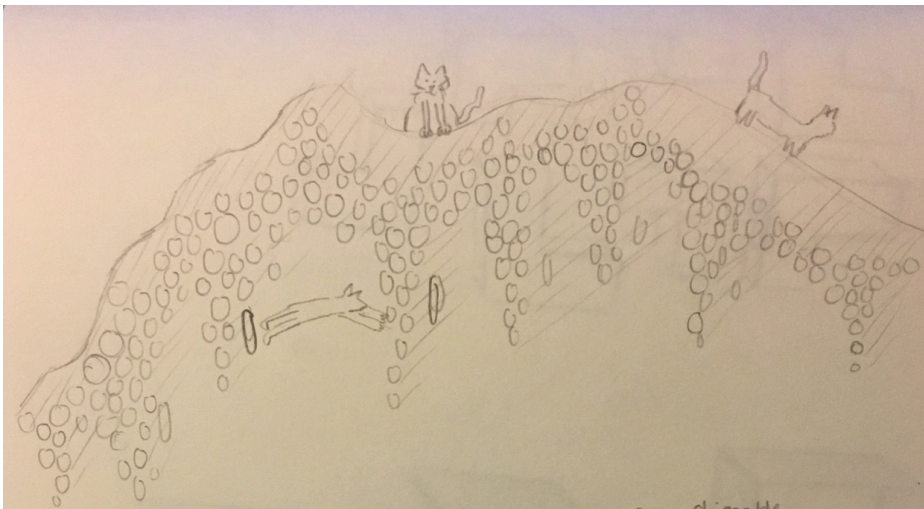


Wall decor



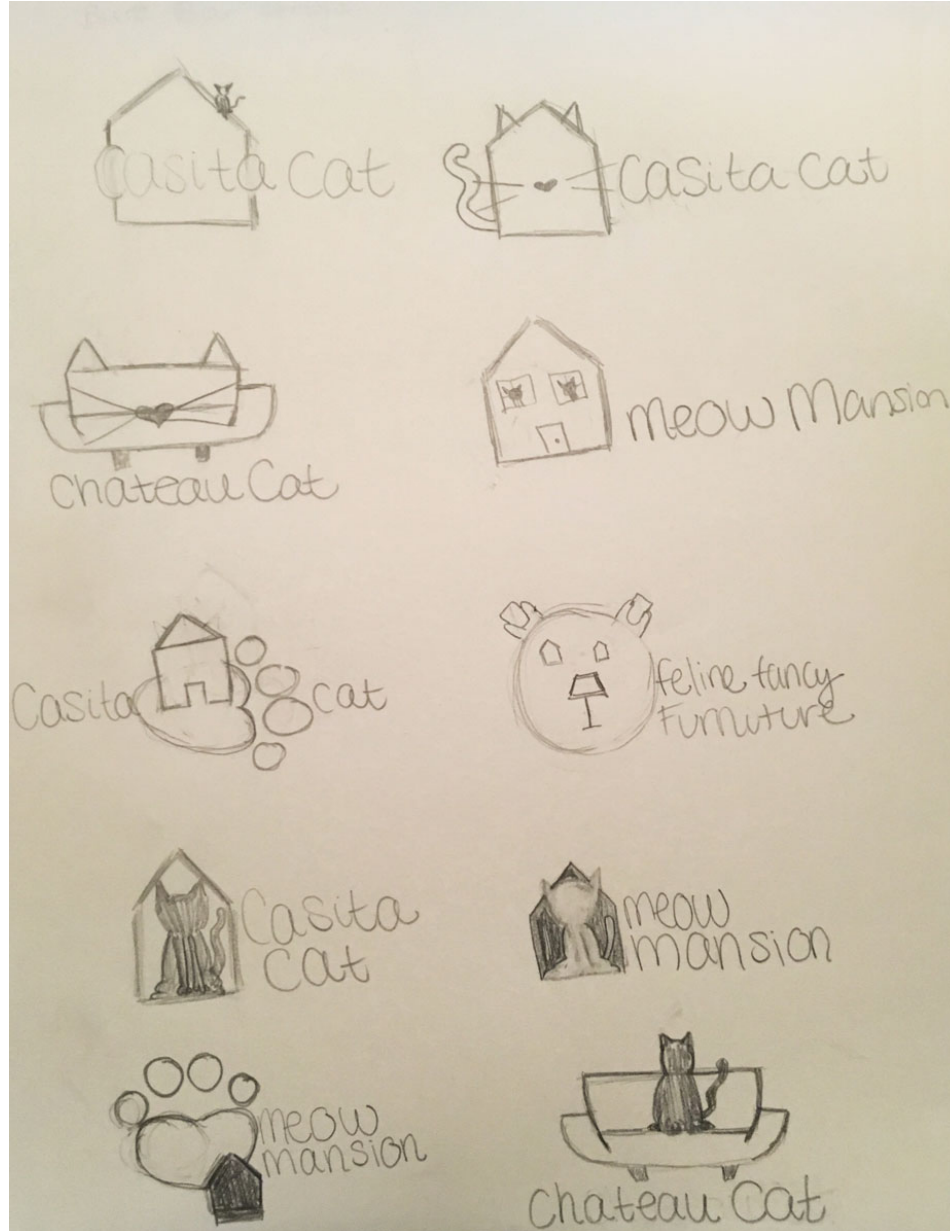
Wall Decor



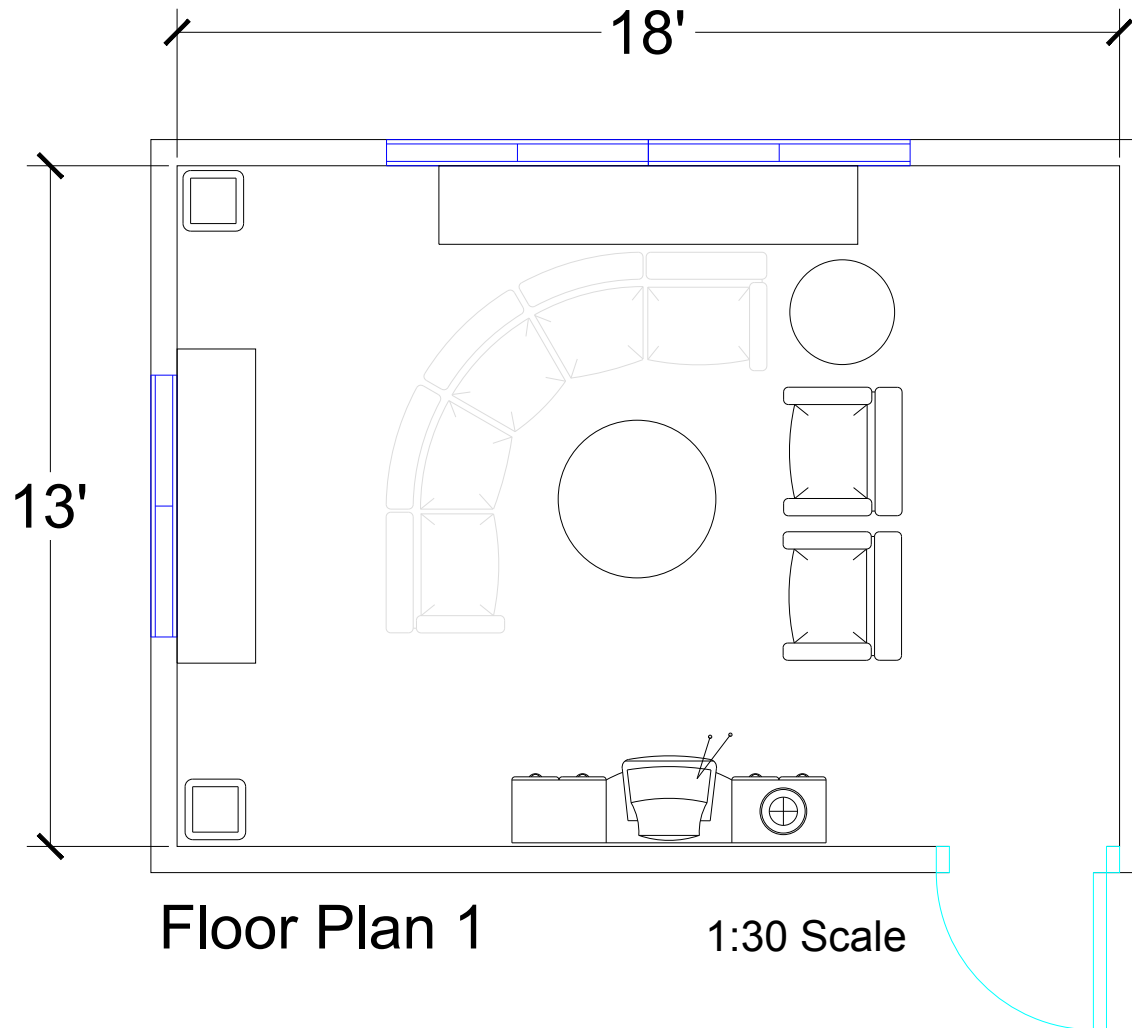


PVC pipe like cylinders with a top surface cut climable
walk through holes on the bottom, pipes will be of differing
lengths that gradient together

Company Logo

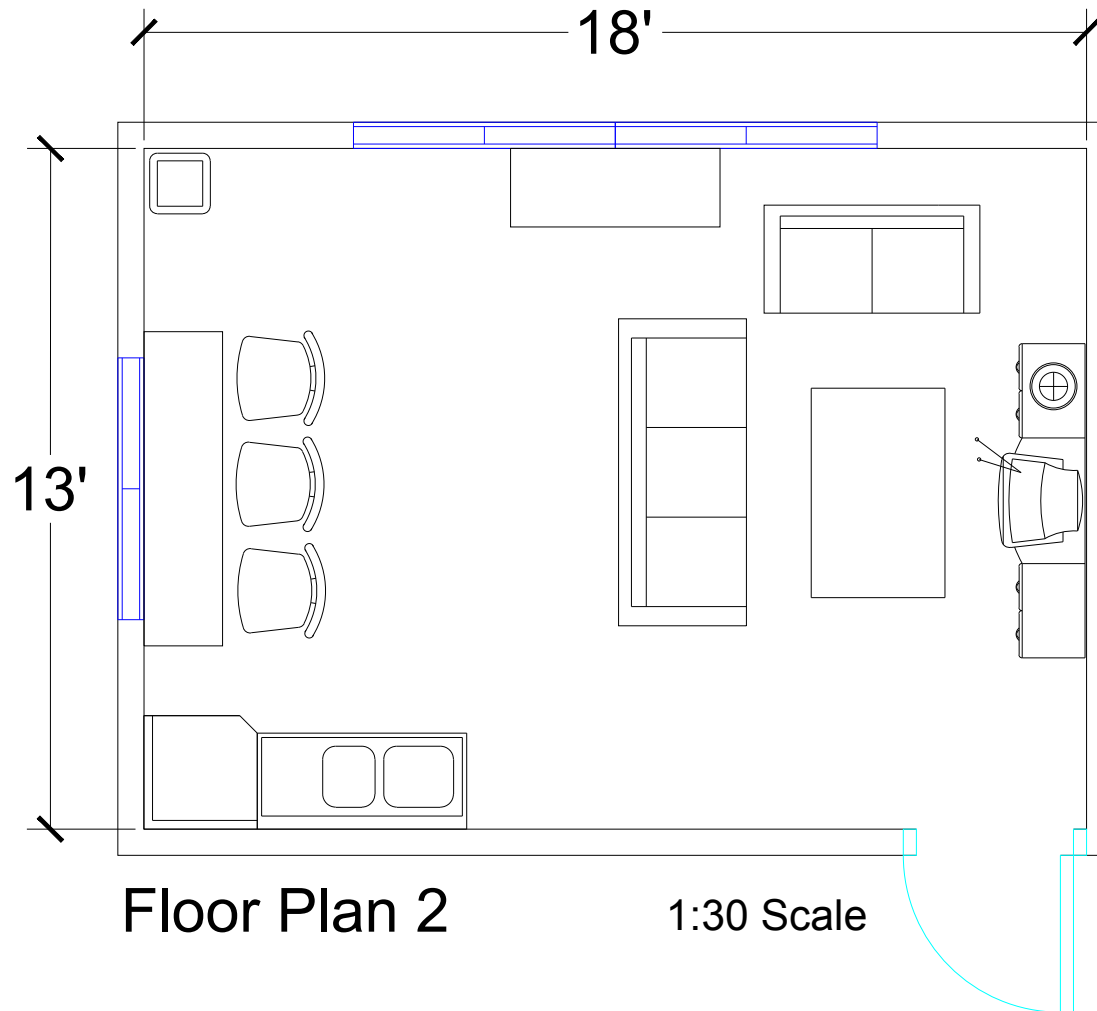


Floor Plans



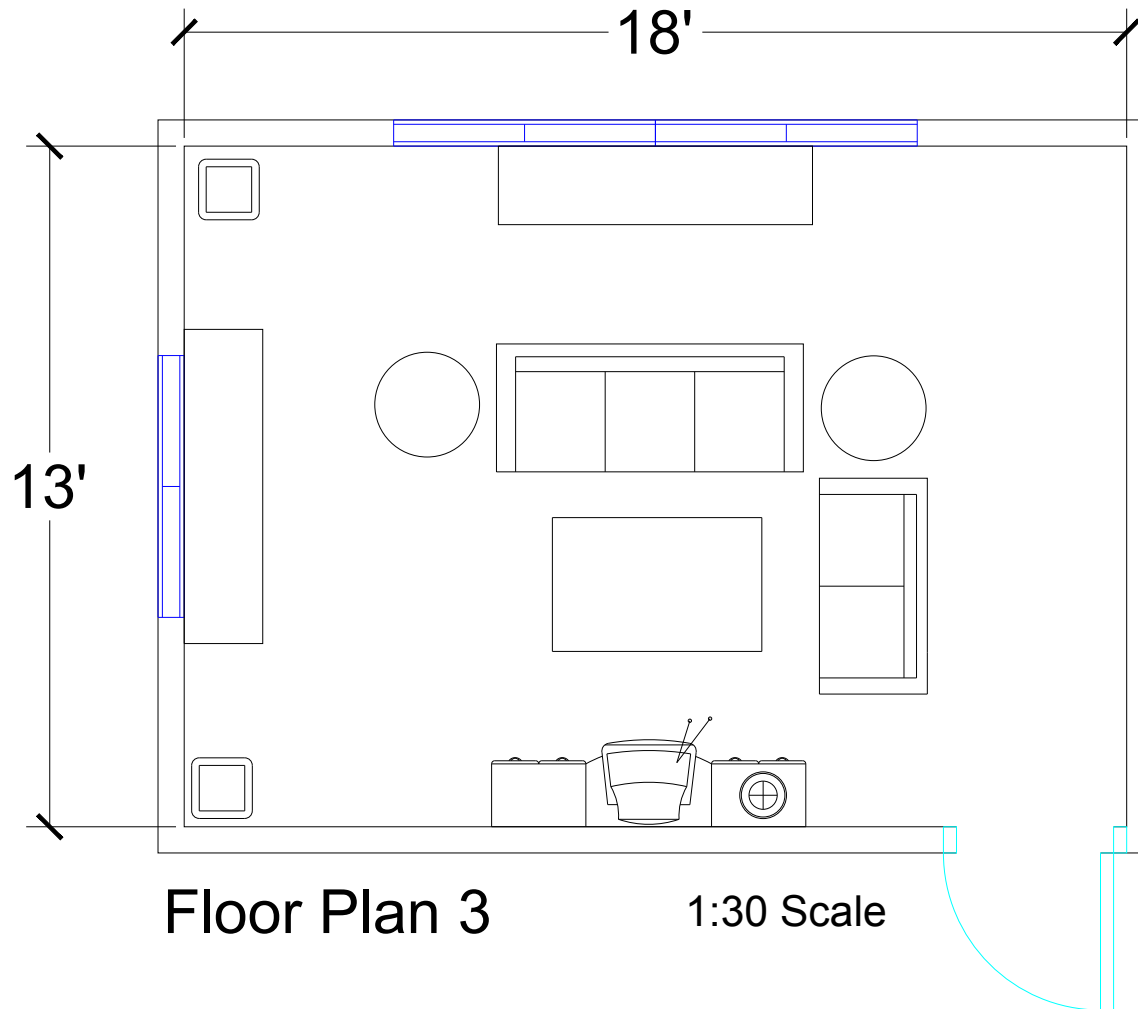
Pros: Plenty of seating, great access to the windows for cats, space for two litter boxes

Cons: room flow is awkward because one must walk in front of the TV to access the couch, lots of empty unused space behind the single chairs

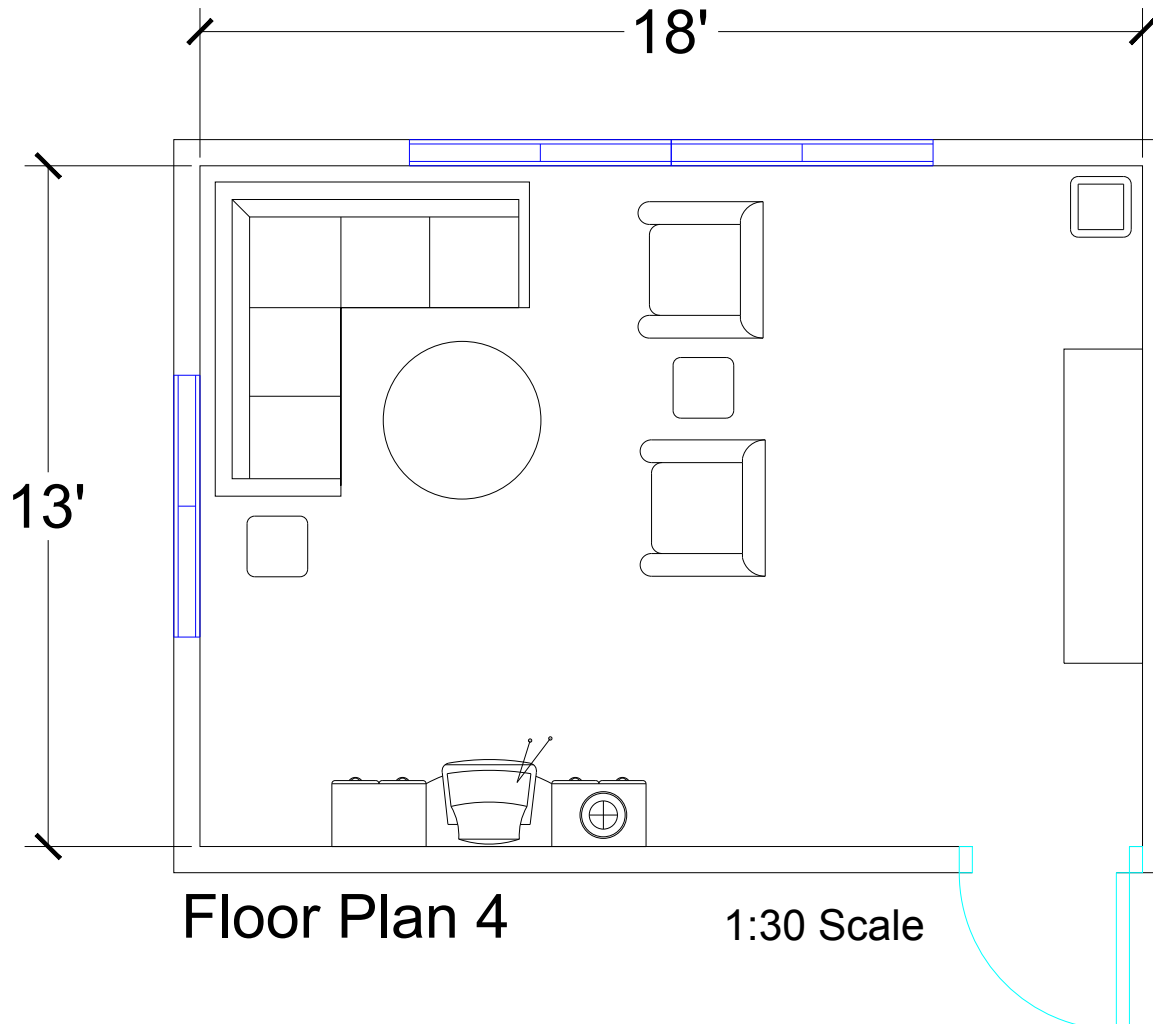


Pros: Bar has extra seating and a window view

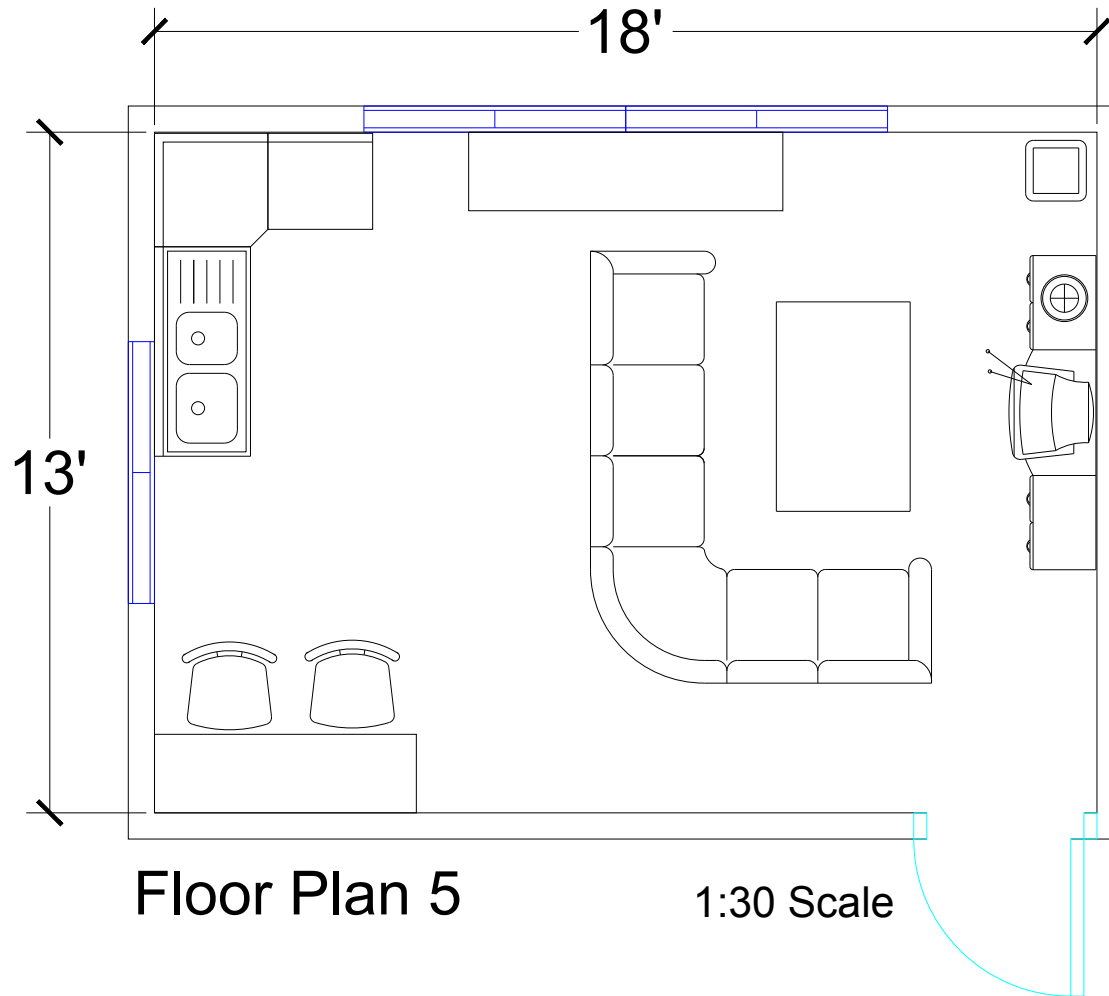
Cons: Does not make the best use of the large window, litter infringes on main living area, cats have limited window access



- Pros:** Cats have fantastic access to both windows
- Pros:** Room flow is awkward because one would have to walk around both couches, doesn't make the best use of the space, litter box is close to main living area, not enough seating

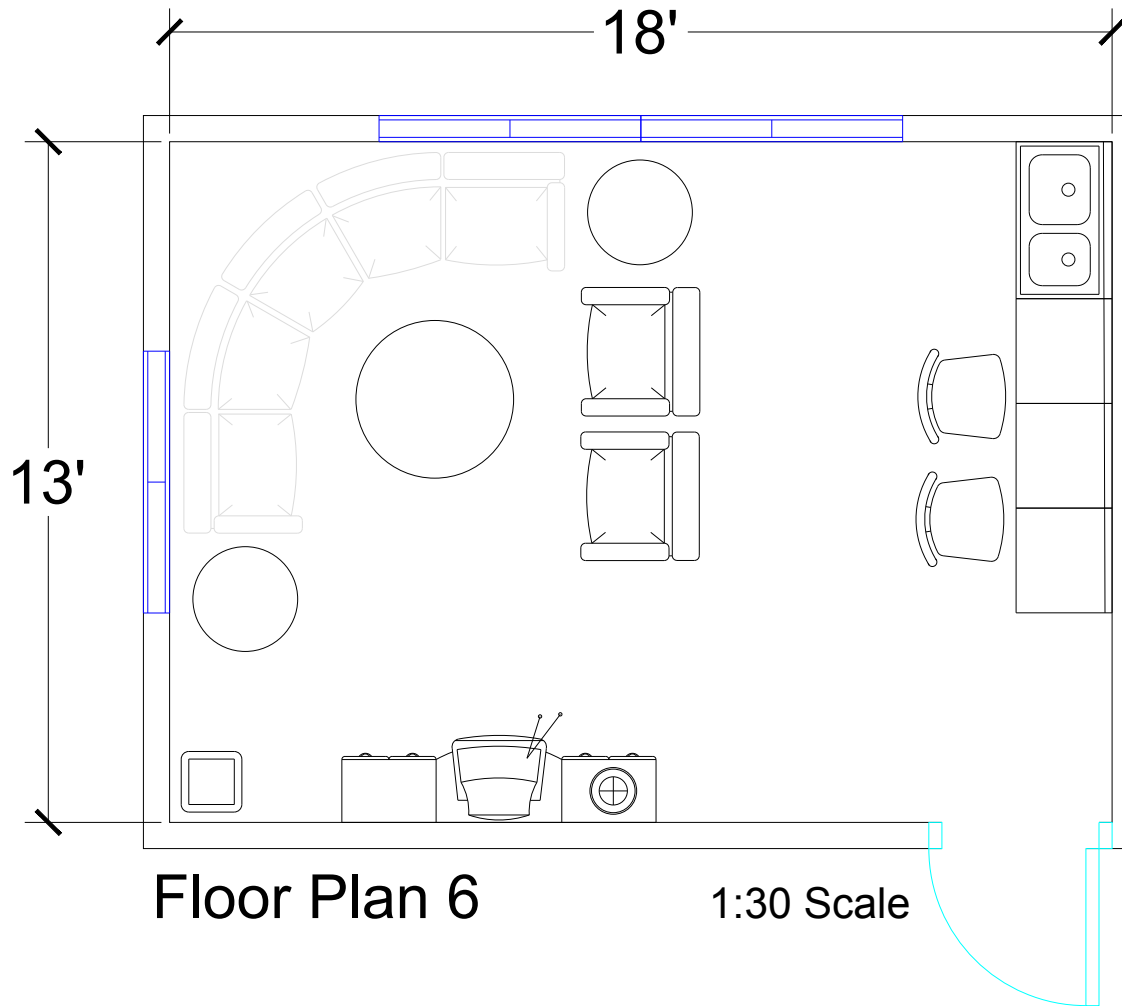


Pros: Litter is removed from main living space, plan is clean and spacious
Cons: Doesn't use space well, not enough seating, not enough furniture for cats to play and sleep on, cats have limited access to both windows



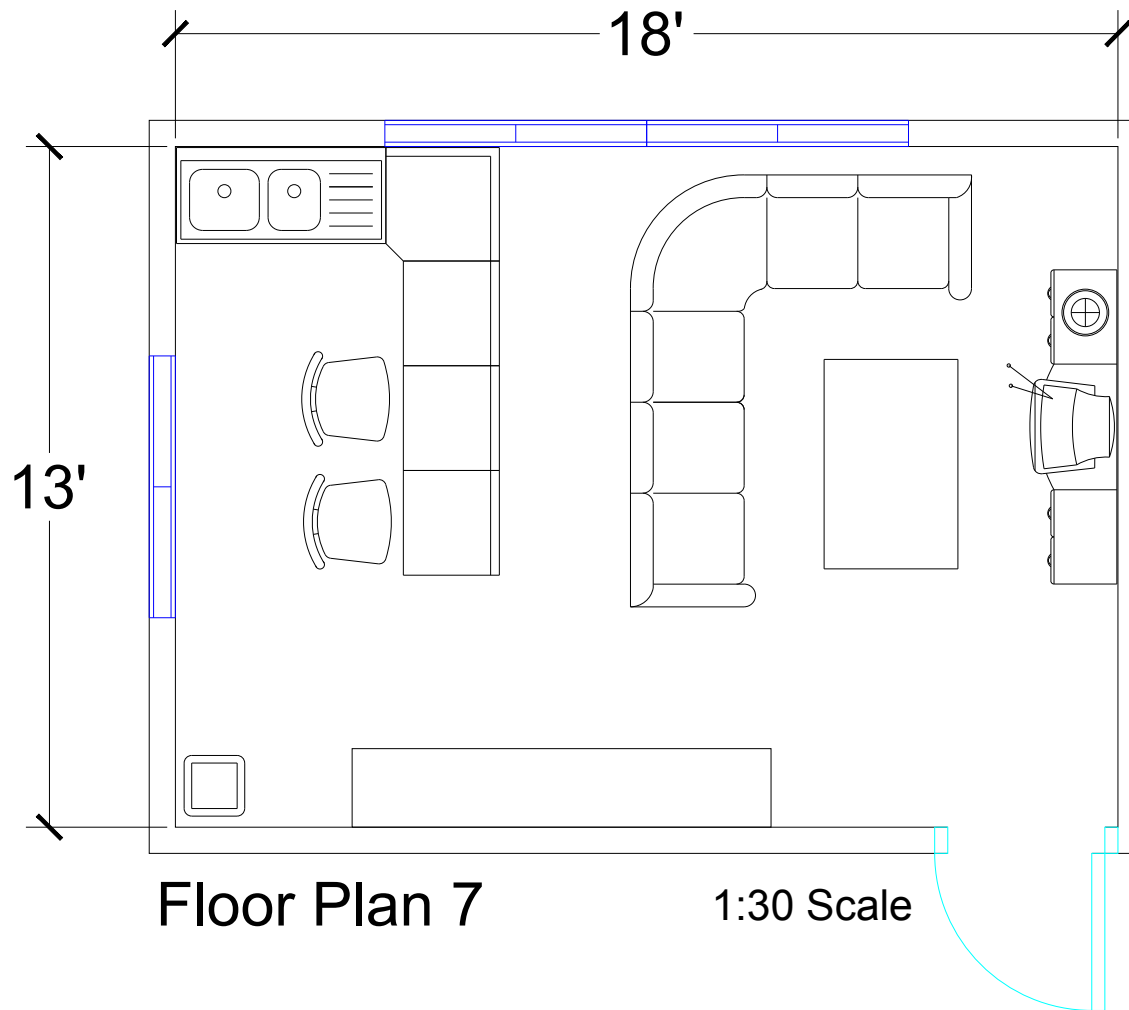
Pros: Plenty of seating

Cons: Broken up bar and sink isn't space efficient or ascetically pleasing, bar faces the wall, room flow is awkward, litter is closer to main living space than desirable, cats can only access one window



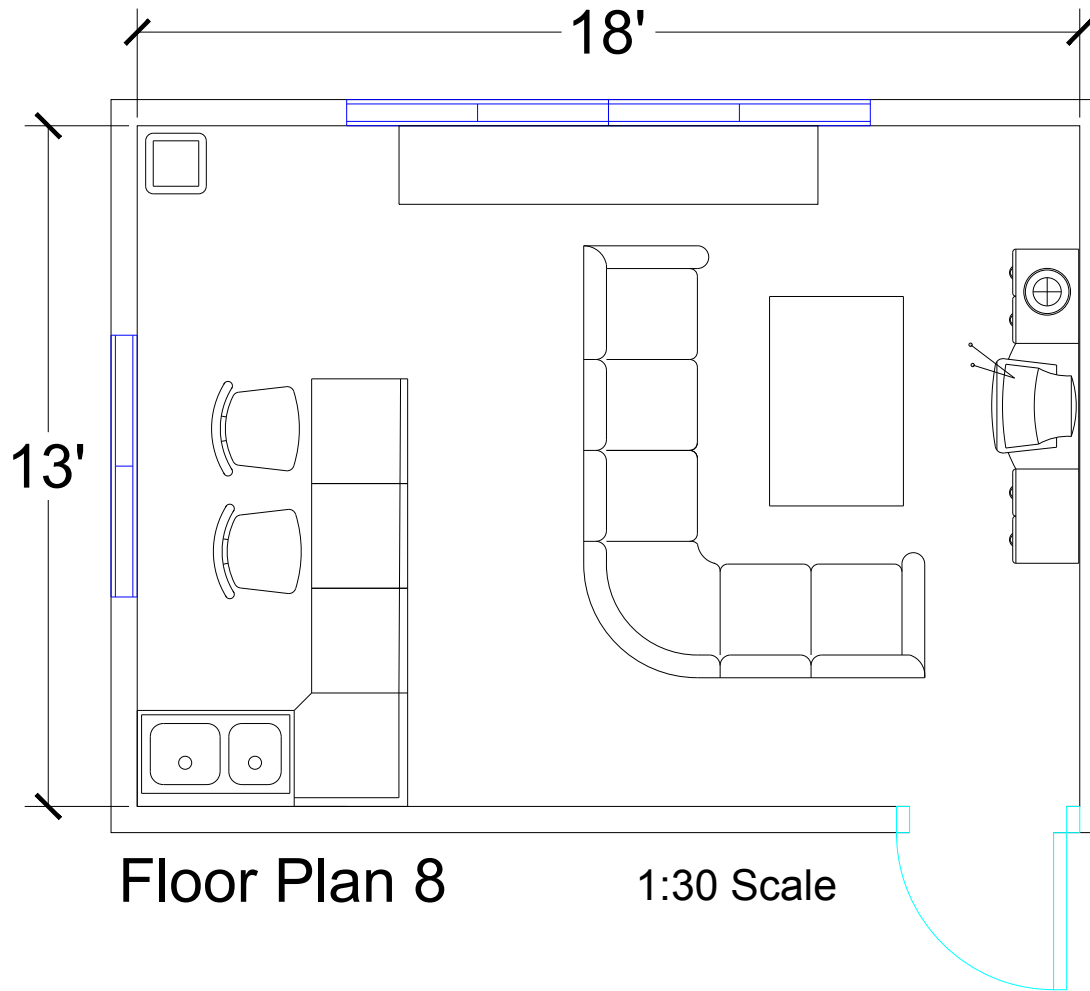
Pros: The room has a good flow, plenty of seating

Cons: Bar faces the wall, cats have limited access to windows, litter is somewhat close to main living area, limited space for cats to play, there is wasted space behind the rounded couch.



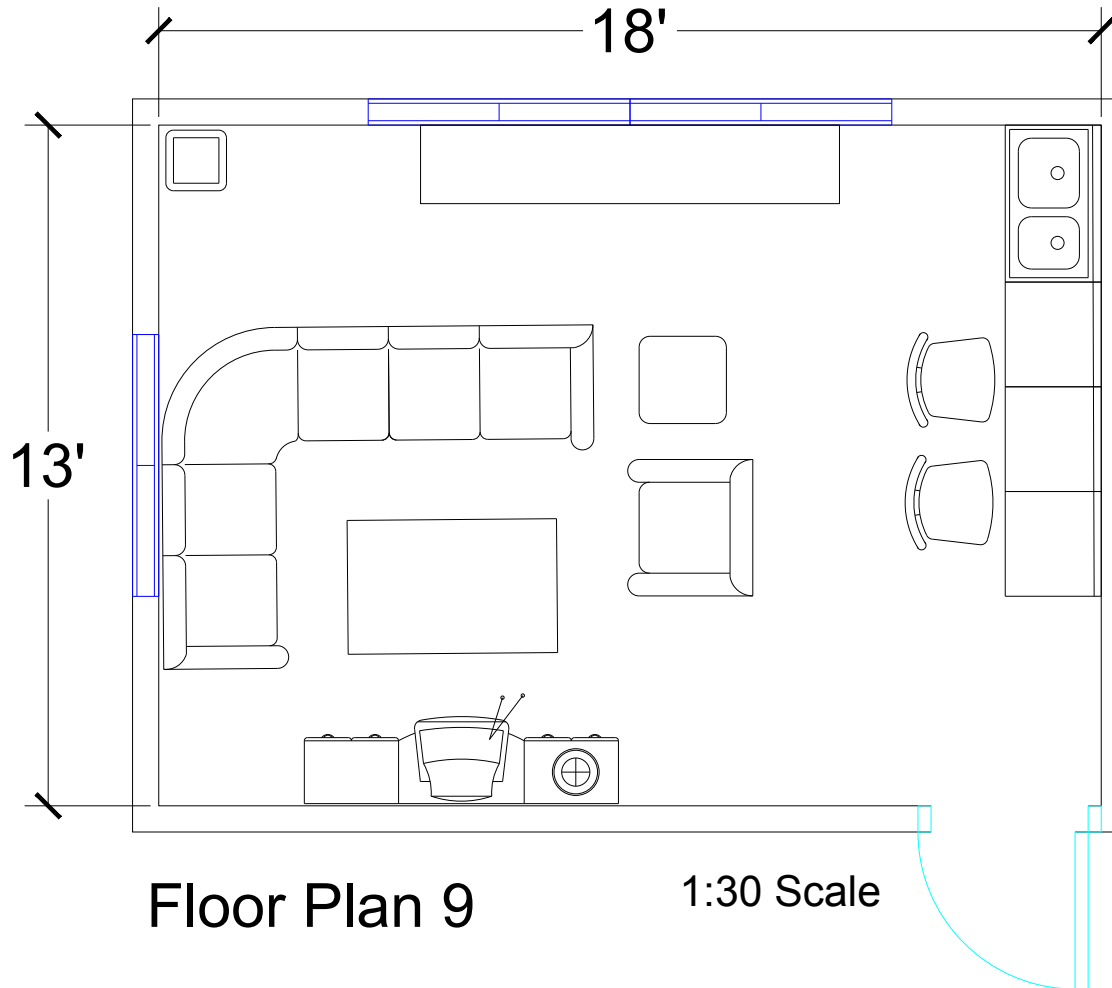
Pros: The room has a good flow, litter is removed from main living space, bar faces the TV

Cons: cats do not have easy access to windows, there is not as much seating as other plans



Pros: litter box is removed from main seating areas, bar stools face the TV

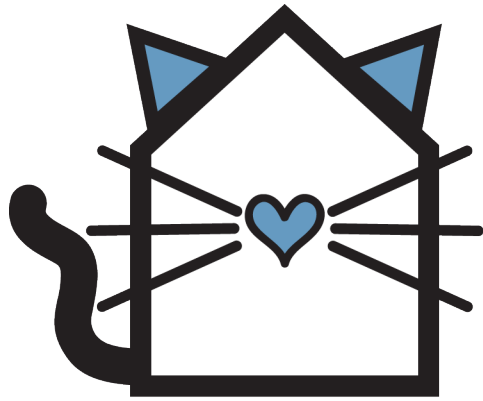
Cons: Not as much seating as other plans, cats can only access one window, couch seems to create a poor room flow



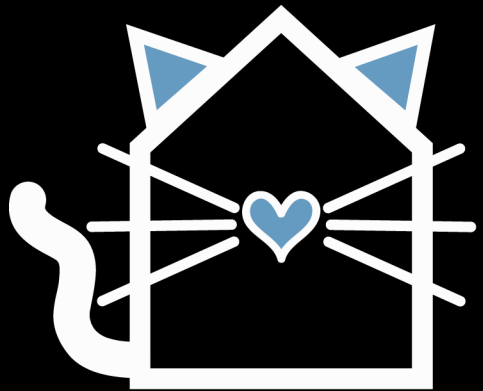
Pros: Uses the space well, has a lot of seating, gives cats access to both windows, litter box is removed from the main space humans will be in, plenty of seating

Cons: The bar faces a wall instead of a window or TV

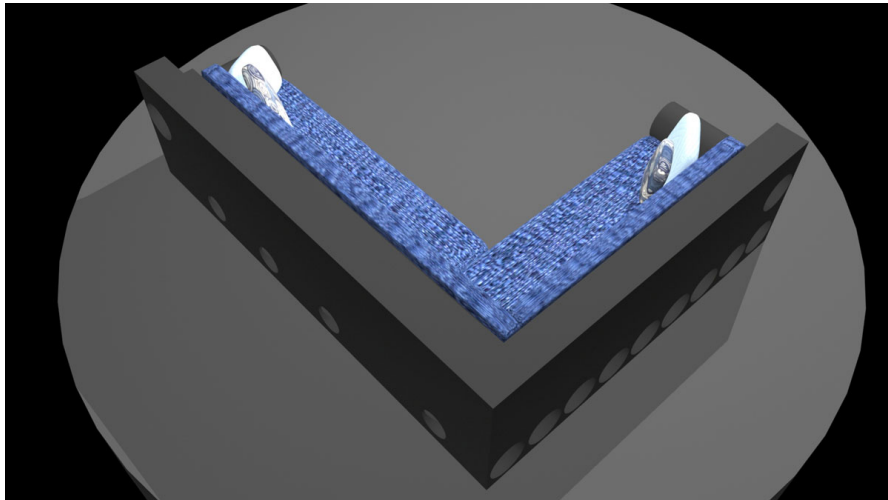
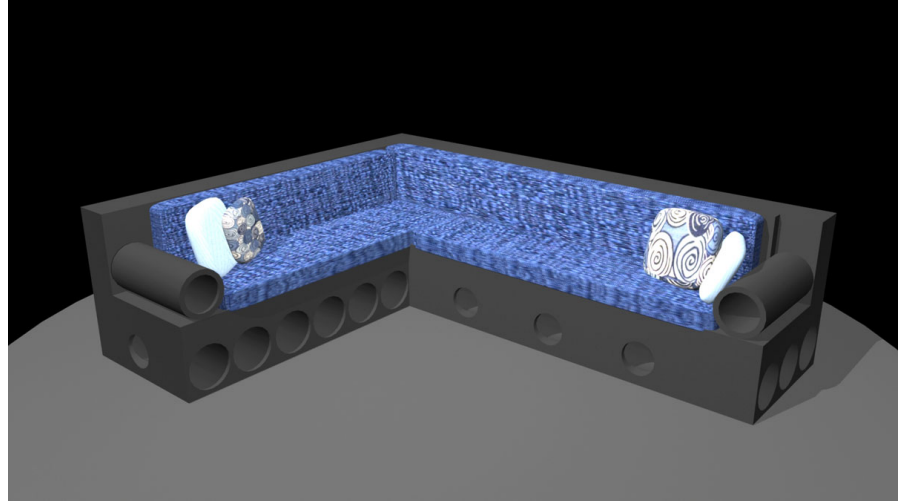
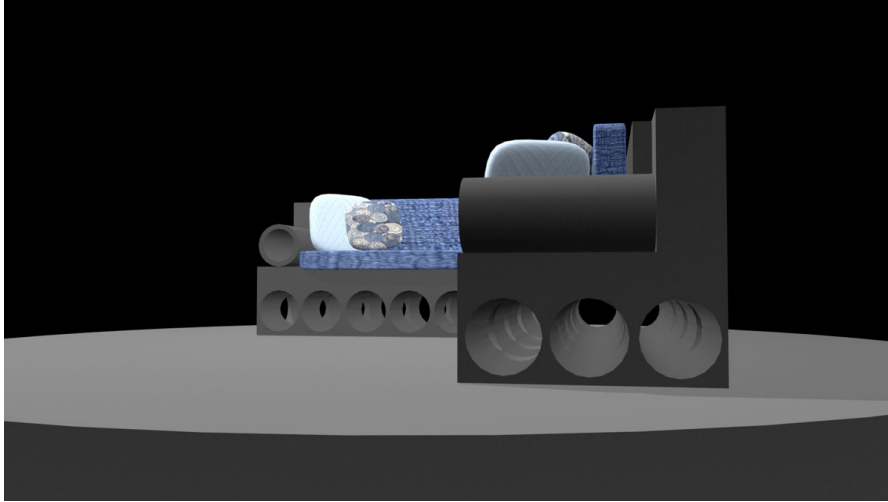
mid production screen shots here



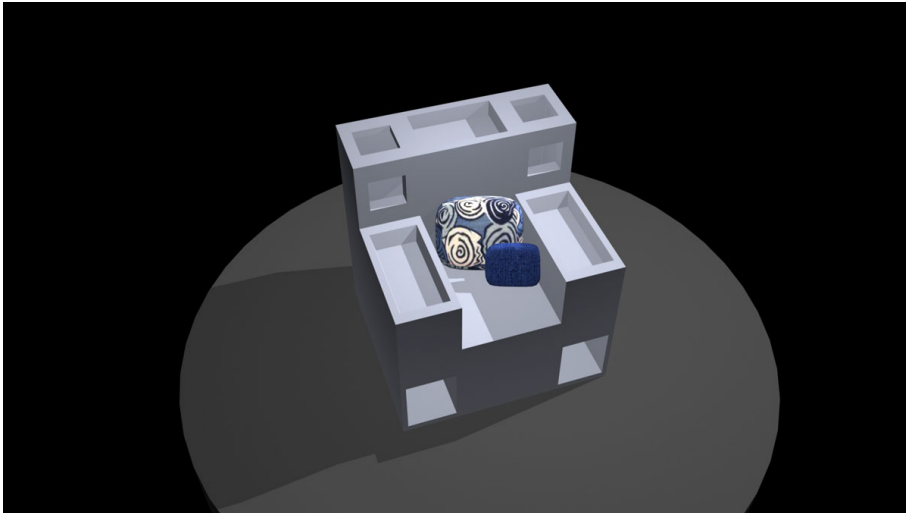
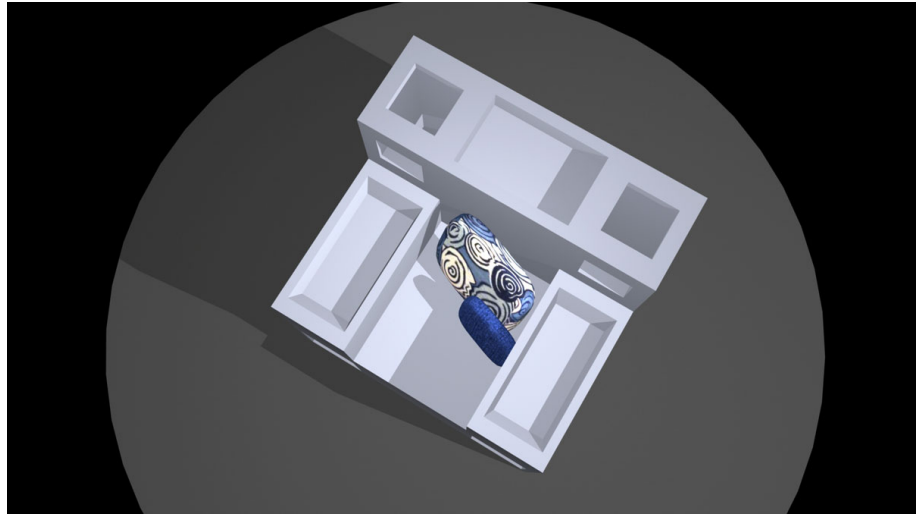
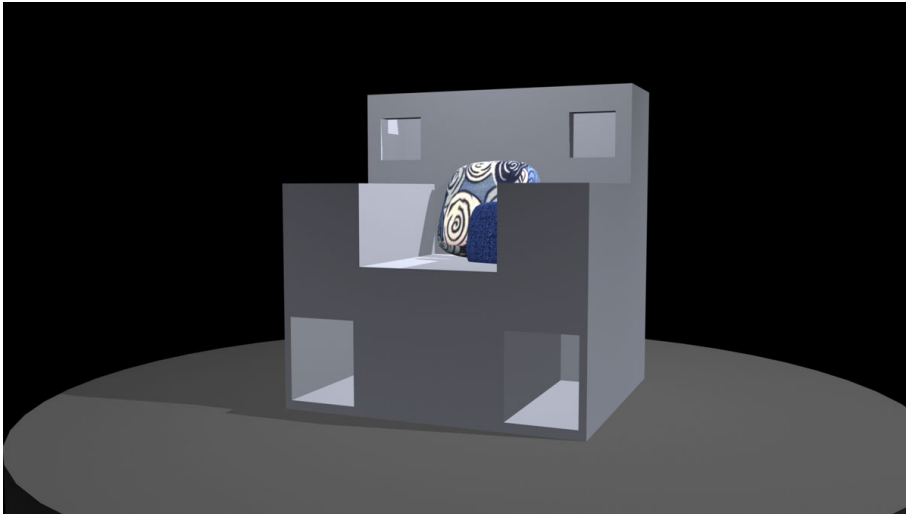
Chateau Cat



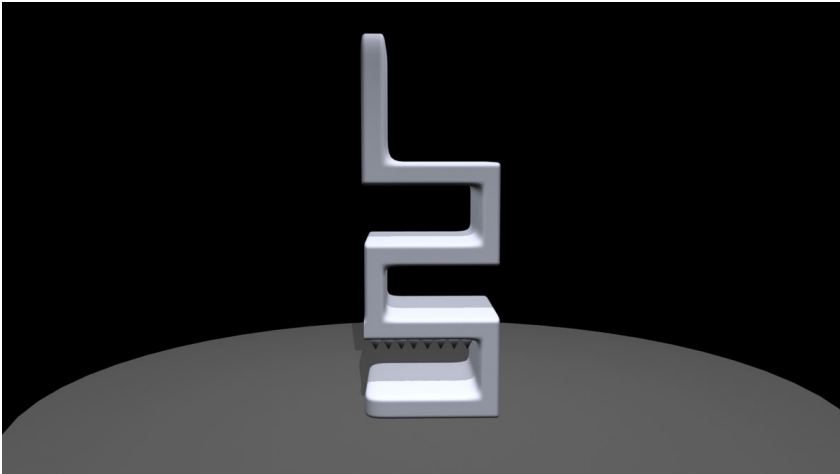
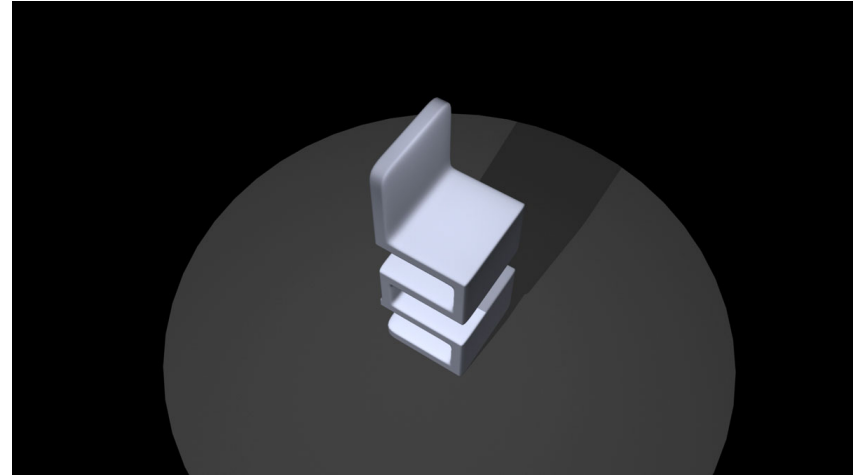
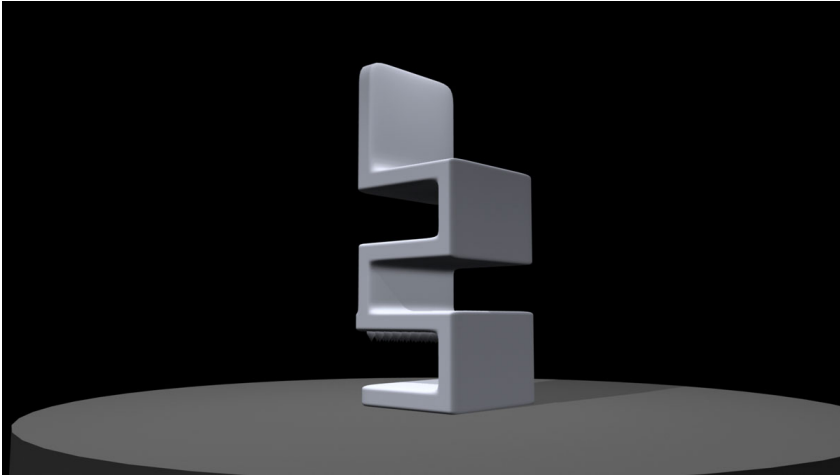
Chateau Cat



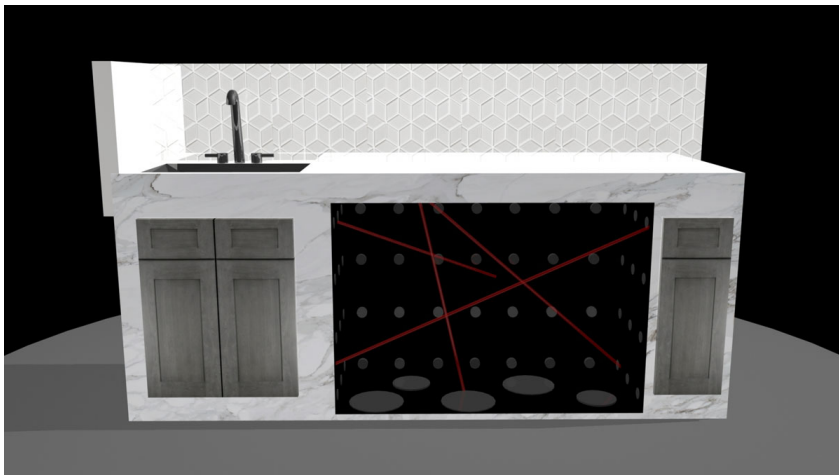
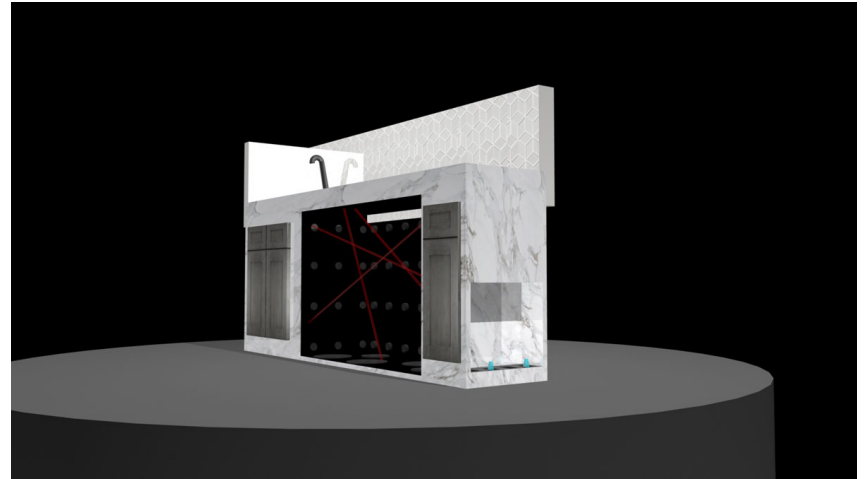
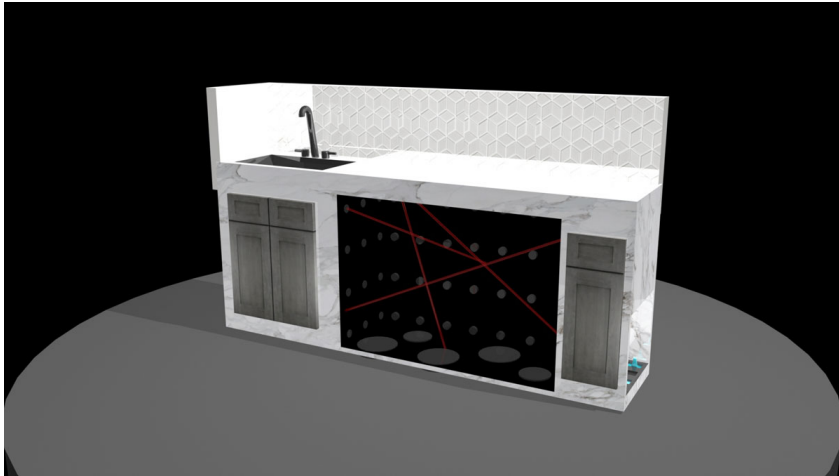
The Crazy Cat couch is designed to meet your cats playing needs. Your cat will have endless fun playing in the tunnels at the base of the couch, while you enjoy lounging in ultra comfort. This couch is especially great for multi cat homes with connecting tunnels that are perfect for kitties to play and sneak up on each other. Your cat can also walk and lounge on the back of this couch without risk of damage due to the addition of a more durable traction fabric. Every surface of the couch is machine washable and can easily be removed and put back on or replaced.



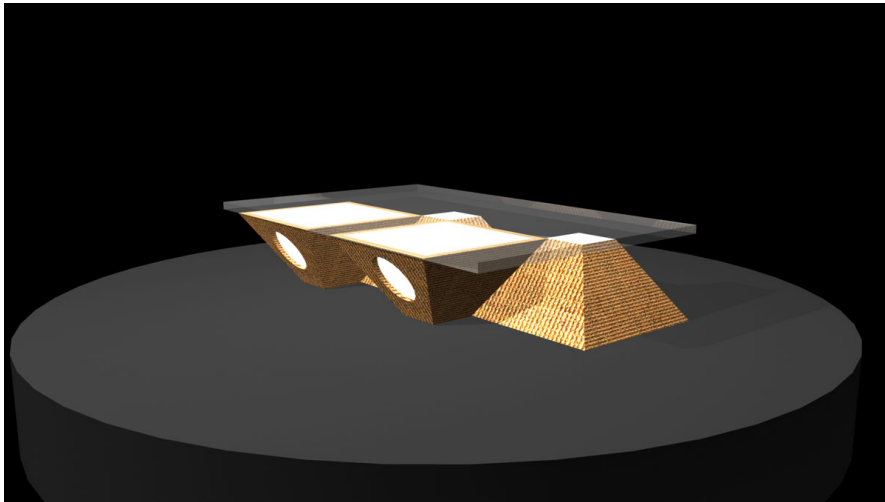
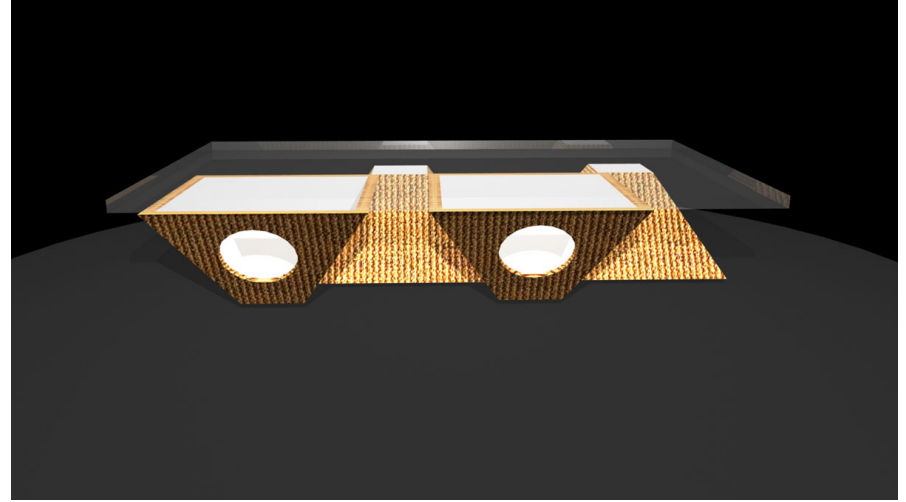
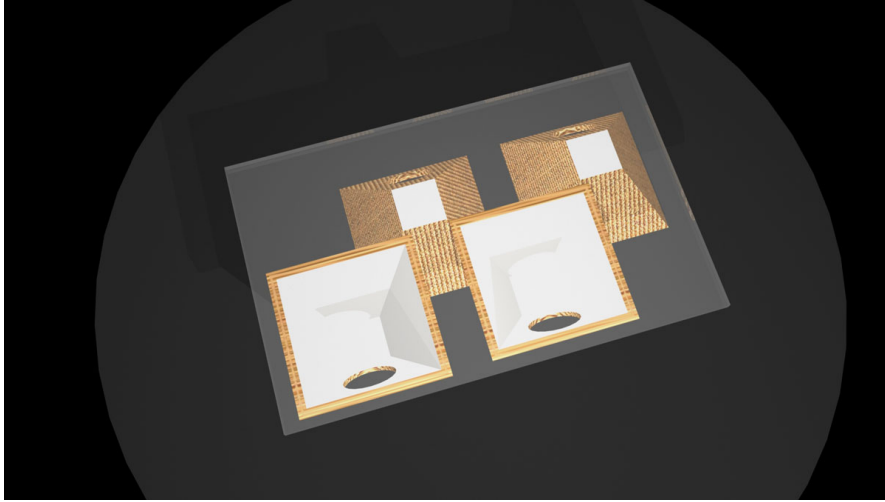
This Cozy Cat chair is designed with your cats sleeping needs in mind, with a durable, guaranteed to last, cozy material, this will be your cats favorite place to nap. The Cozy Cat has multiple places for your feline friend's use including a bed at the top of the chair, a bed on each armrest, and multiple comfortable chambers at the base, all connected by cat-sized tunnels. The Cozy Cat Lounge Chair surfaces are 100 percent machine washable.



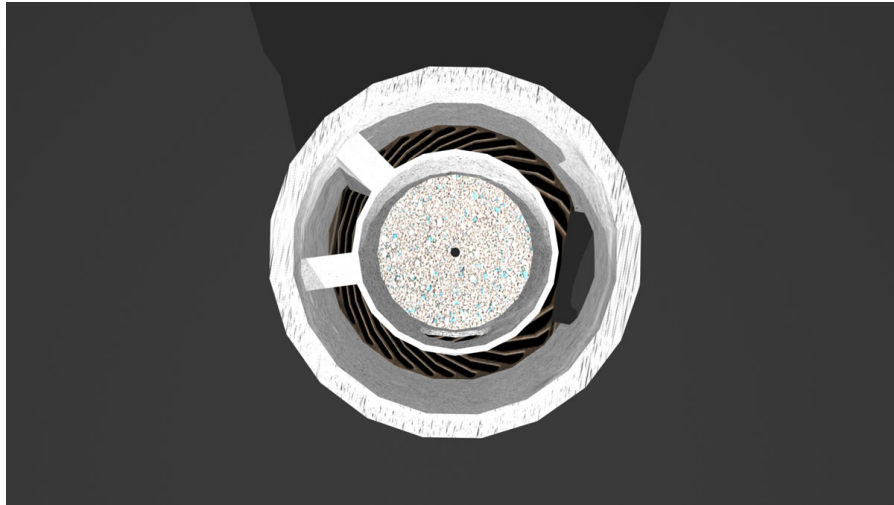
These bar stools are the perfect sensory cuddle experience for your cat. Kitty can rub his body on the textured nubs at the bottom of the bar stool or climb up and hang out on the upper layers.



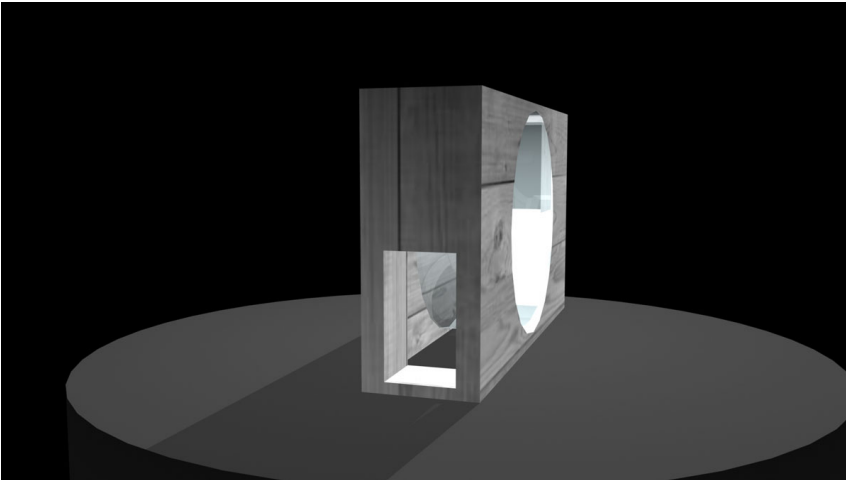
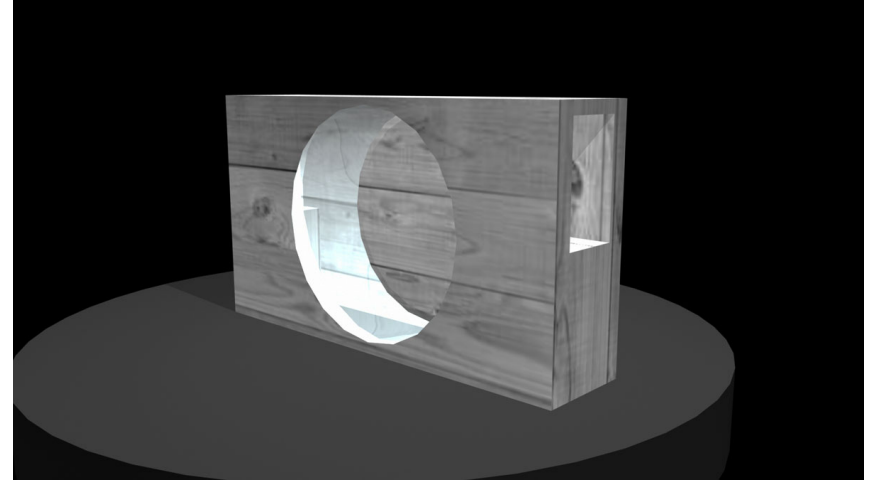
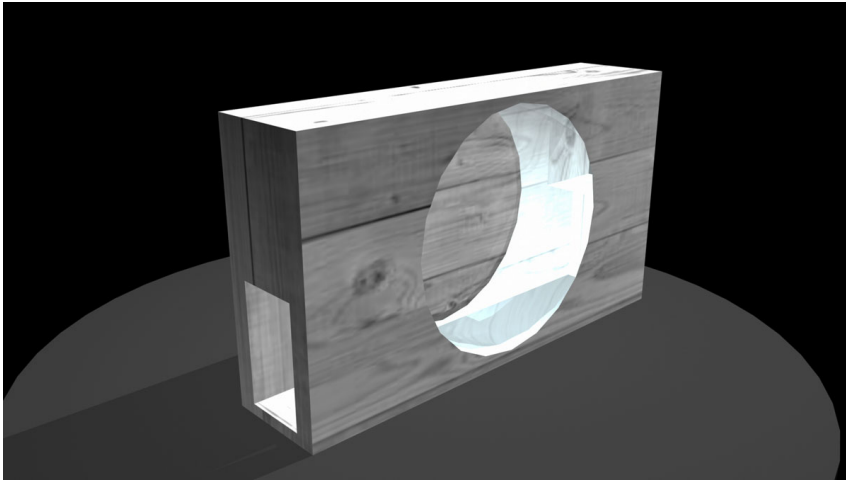
This multi-functional bar will keep your cat endlessly entertained. Under the bar is a fully functional laser pointer cavern. When your cat steps on one of the designated circle spots on the floor within the bar cavern, it will trigger laser points to come on. The laser pointers that come on will change depending on which circle your cat is standing on. The laser pointers will stay on for five to fifteen second after they have been triggered. The ever-changing laser pointers will keep kitty from getting bored. The Cavern Cat Counter also comes with complete with a feeding station. The feeding station contains two easy clean food bowls and two running water drinking fountains. The feeding station is tucked away under the counter top so you will never have to worry about kicking over food and water bowls again.



This Curious coffee table is the purrrfect mix of kitty play and sleep. Your cat can rest peacefully in any of the four huts, or scratch away at any of the huts exteriors. The outside of each hut is made of a stick on replaceable scratching post material. The angled sides of the huts make them especially desirable for your cat to scratch on. The stick on scratching post material comes in a variety of colors to match any decor.



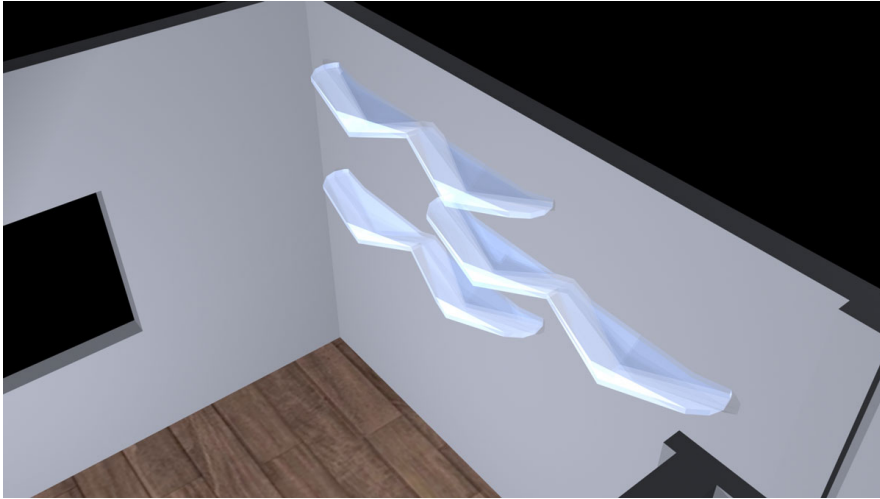
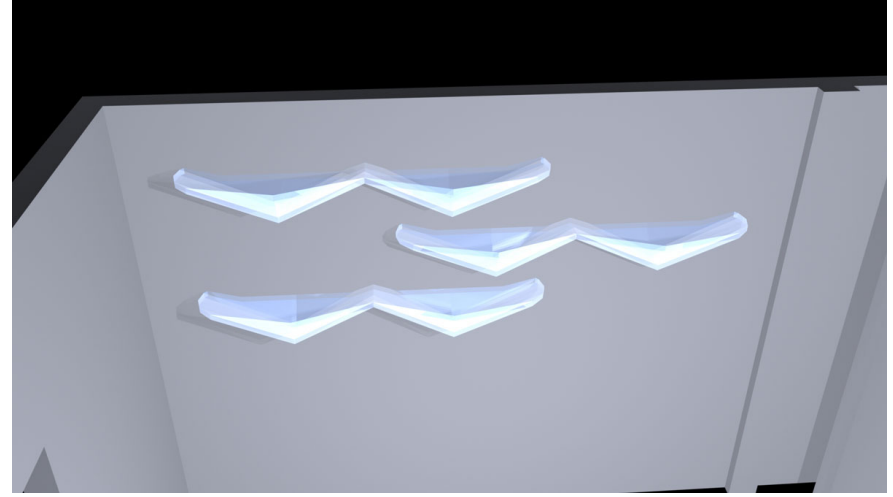
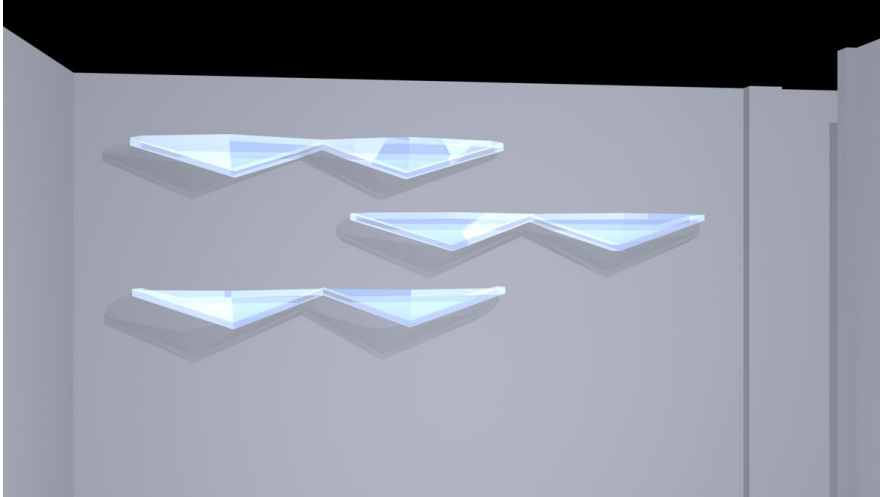
This innovative litter box will keep your home litter free. When your furry friend walks out of the litter area he must walk around an enclosed outer circle, which has a grated surface that the excess litter on his paws will fall into. This litter box also has a built in place for storing the scoop where excess litter falls into the same grated surface so everything can easily be dumped and cleaned all at once.



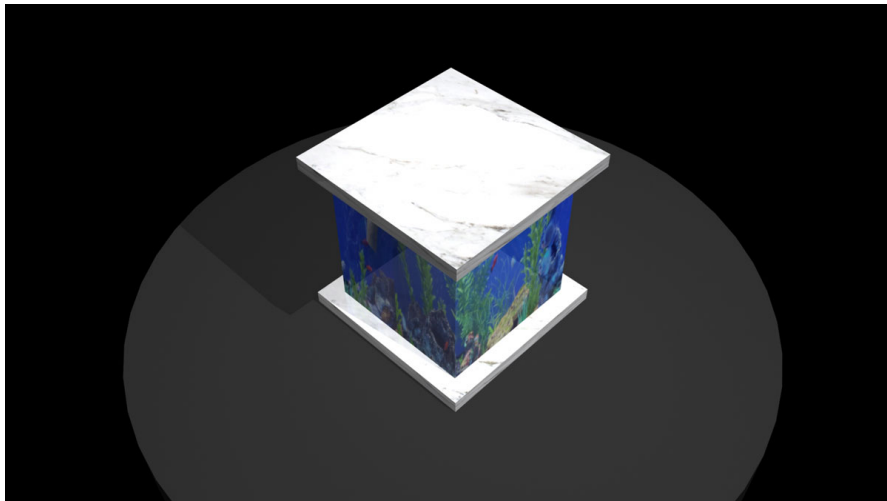
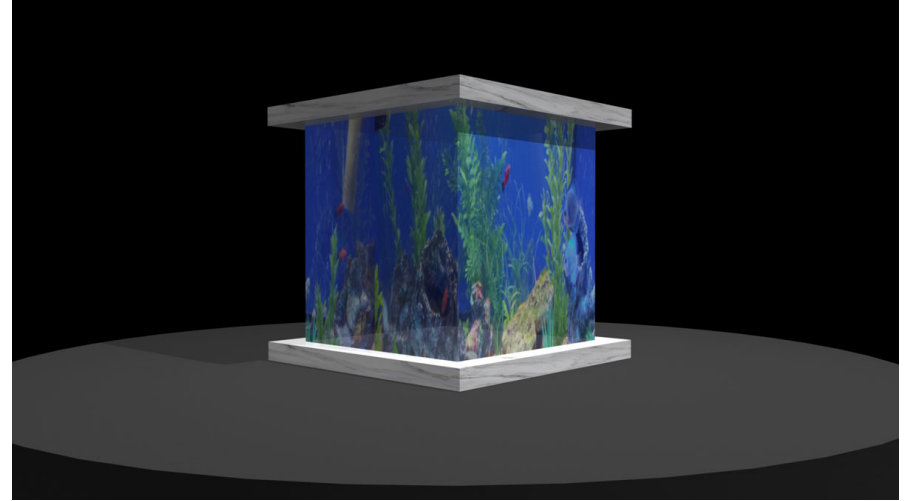
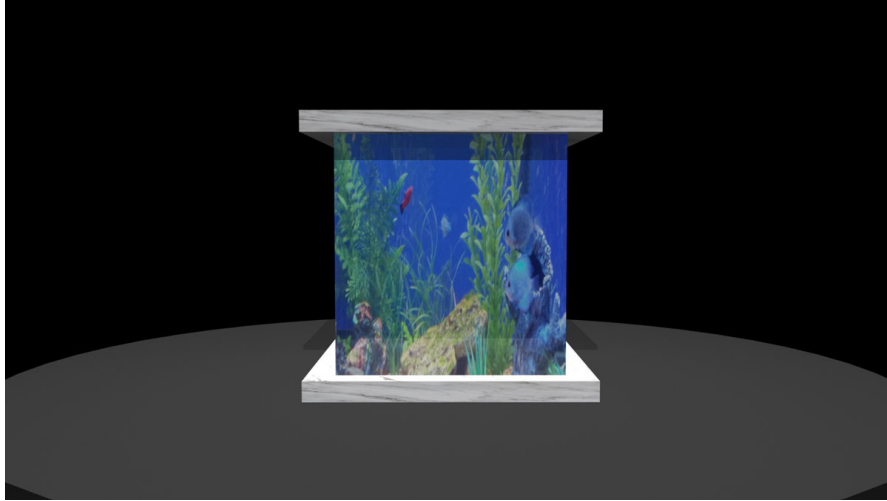
The Cardio Cat TV stand is a classy spin on a cat wheel that will be great for getting your cats their much-needed exercise. The transparent spinning wheel allows your cat to see and chase whatever is behind it. For a multi cat this can be another cat sitting in the upper or lower perch on the outside of the wheel. The watch holes can be replaced with a digital screens that show birds and rodents that will have your cat running for hours.



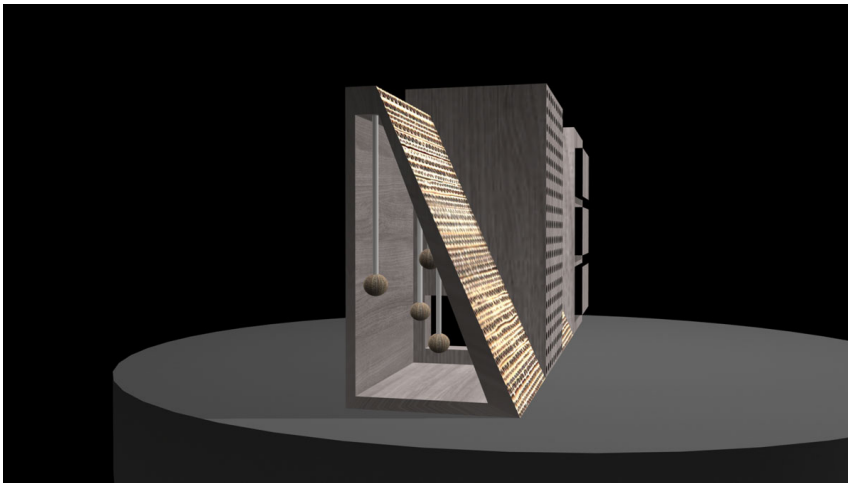
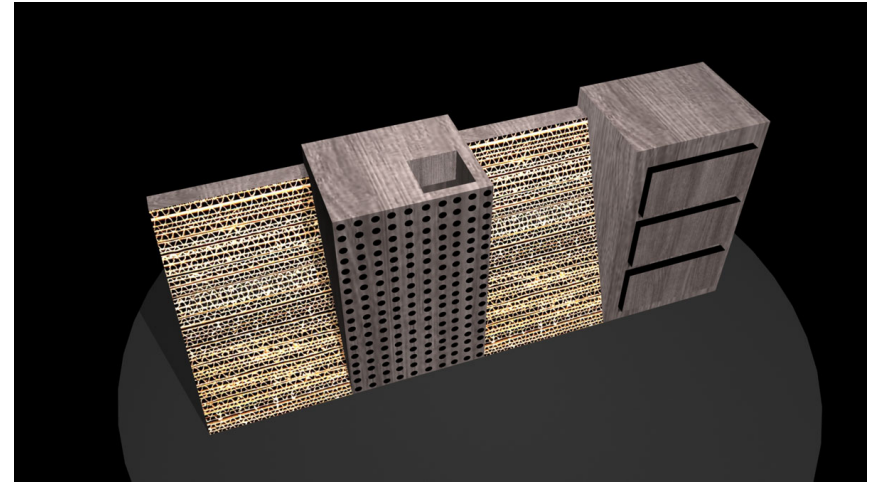
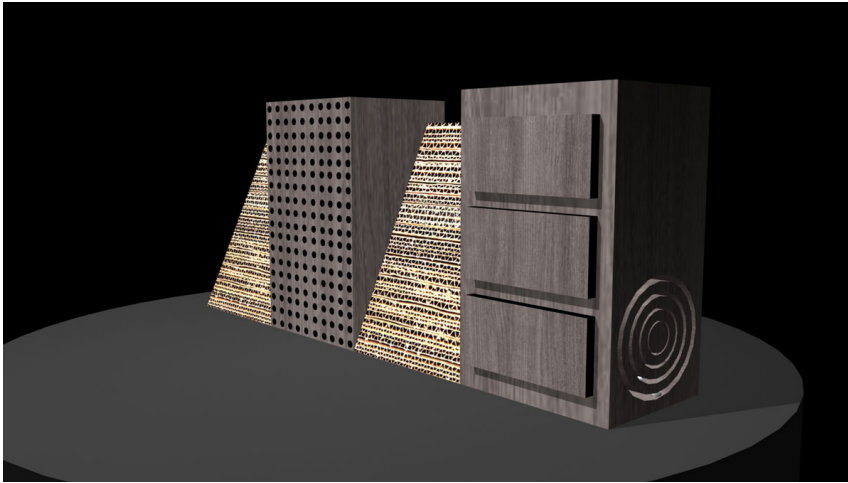
This climbable wall decor gives your cat significant extra space in the room. Your furry friend can climb to his hearts content. He can climb on top of the wall decor and/or through it. There are also wall decor boxes your cat cannot access that can be used for storage or decorating.



The Coddled Cat Wall Sleeper is the perfect place for your cat to curl up for a long nap. Kitty will enjoy sleeping up high, and you will enjoy seeing your cat peacefully resting through this decorative transparent wall decor.

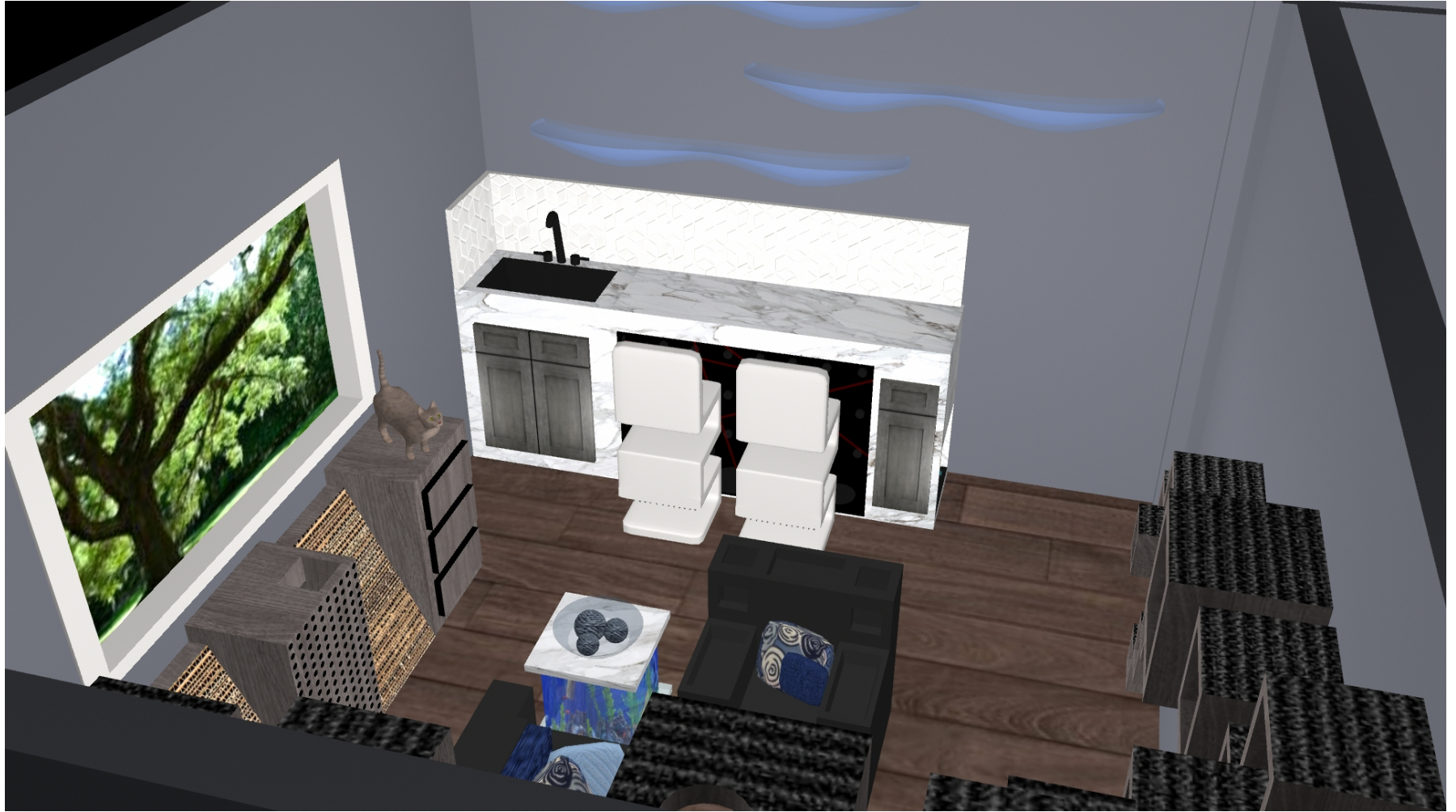


This Curious Cat Side Table is a fish tank and table duo that will keep your cat occupied for hours. The fish are at the perfect height for your cat to enjoy. Don't want to take care of fish? No problem. We make both authentic fish tank side tables and fish tank tables made completely out of digital screens that withstand the your cat's paws and scratches. The table top of either version of our Curious Cat Side Table has sunk in cup holders that will keep your furry friend from knocking over your morning coffee!



This console is guaranteed to give your furry friend the most fun and the best views. With replaceable scratching ramps your cats will feel like they are out in the wild climbing the trees. Kitties can also play with hanging dangle toys, use paws to play with balls on a track, and climb up through the middle of the console. This console also offers storage drawers for anything a cat caretaker may need.

Final Full Scene Renders







Links/references

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