ME260, Spring 2006

Project

Each group/team in the class is asked to:
1- Design on a 3-D CAD system/software TWO pieces of office supplies, i.e. two products, which your company, managed by your group/team, produces as part of a line of brand name products for office supplies.
2- In the lab, i.e. student machine shop, actually make these two pieces.
3- All machining operations used in creating the pieces HAVE TO BE those currently existing in the student machine shop, i.e. it must be capabilities that our student machine shop currently has. For example, you cannot do things using home tools or go to in-town machine shops. The only exception to this rule is if you want to use some sort of glue, some sort of paint, or screws/bolts/nuts in making your products.
4- Select a brand name for your products (or a name for a line of products).
5- Create an informational, colorful and attractive flyer exhibiting these two products and the brand/line name. The purpose of the flyer is for people to have interest in buying your products, i.e. it is a marketing tool. The flyer is a prototype for a bigger poster that can be widely distributed later on by your company to office supply stores and customers.
6- You need to, on the flyer, try to price these products by collecting information, as much as you can, on material cost and manufacturing costs. You also need to benchmark against existing products in the market.
7- The project grade will go towards:
   a- the flyer design and attractiveness including the choice of the brand/line name.
   b- the care by which you actually made the two products/pieces and how professionally-done and appealing they are/look for a potential customer.
   c- also the reasonableness of the pricing
8- The project will be judged by the ME staff members (or others) who, as part of their job, have to buy office supplies for their use or the use of others.
9- You are allowed to use resources, INCLUDING materials or material pieces, found in the student machine shop. You have to work on your project DURING the shop time (i.e. 2pm-5pm, Monday, Tuesday, Wednesday). This is when the shop will be open for your use and when the Lab Instructors can give you access to existing tools/machines.