University of Illinois at Chicago College of Architecture, Design, and the Arts School of Design

### **COLLIN NORTIER**

DES 241 Rynkiewicz Spring 2024

Vis II Project 4



### **BRAND RESEARCH**

### **Panasonic**<sub>®</sub>

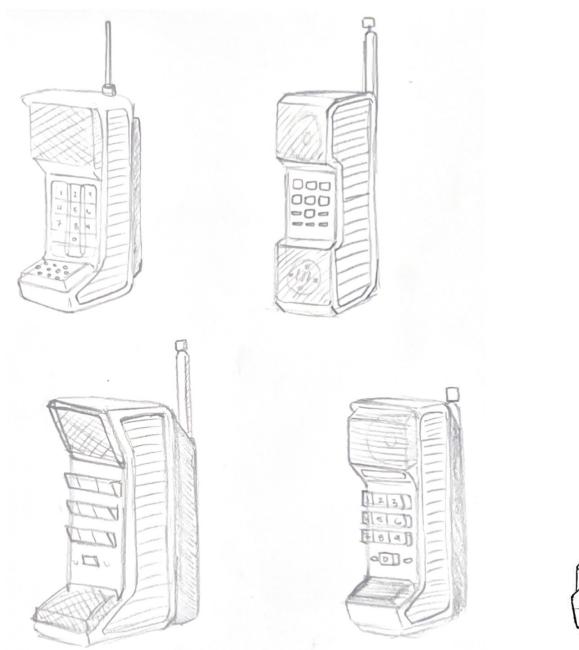
• Founded in 1918 as Matsushita Electric Housewares Manufacturing Works in Fukushima, by Konosuke Matsushita in Osaka, Japan.

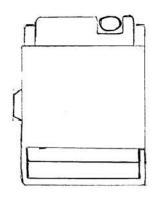
• In the 1980s, Panasonic was particularly known for its innovations and dominance in consumer electronics.

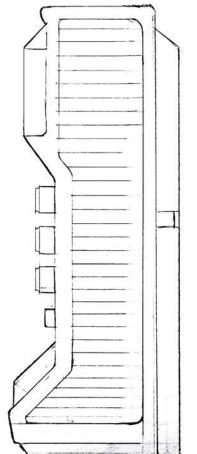
• As seen through their innovation with televesions, VCRs, camcorders, and audio equipment.

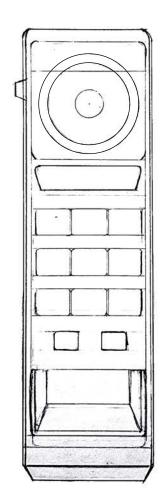
Collin Nortier, DES 241 Spring 2024

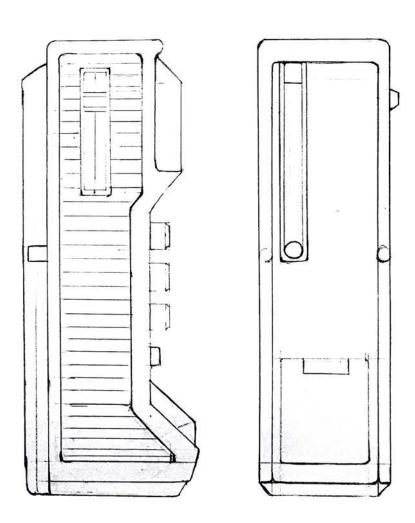
### **IDEATIONS**



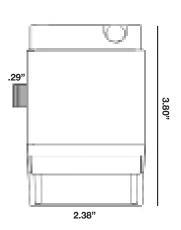


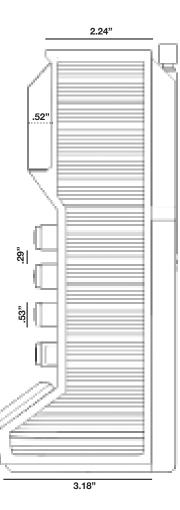


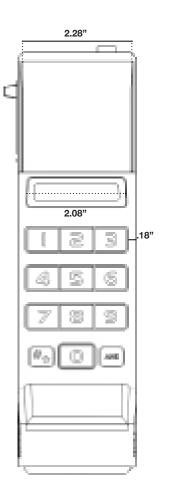


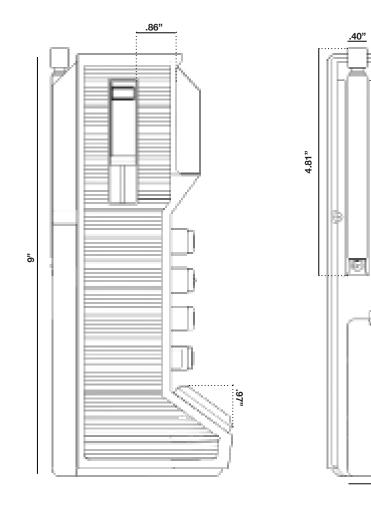


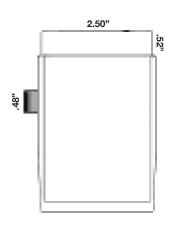
### ORTHOGRAPHICS

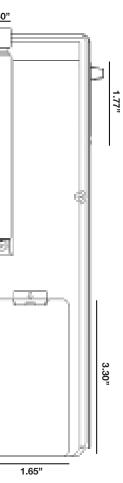




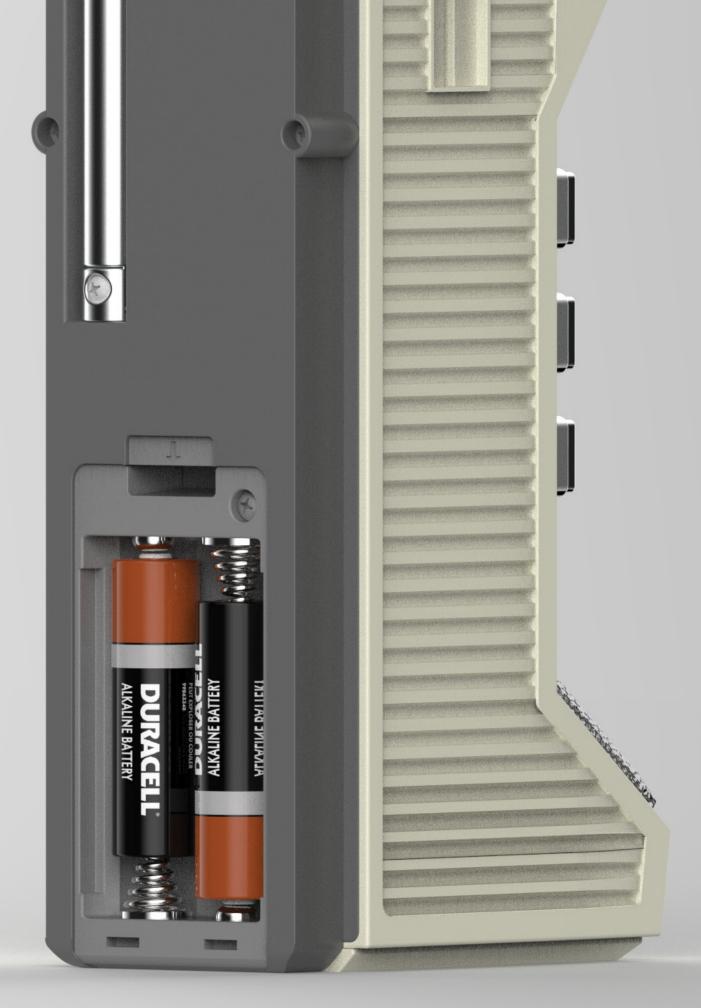




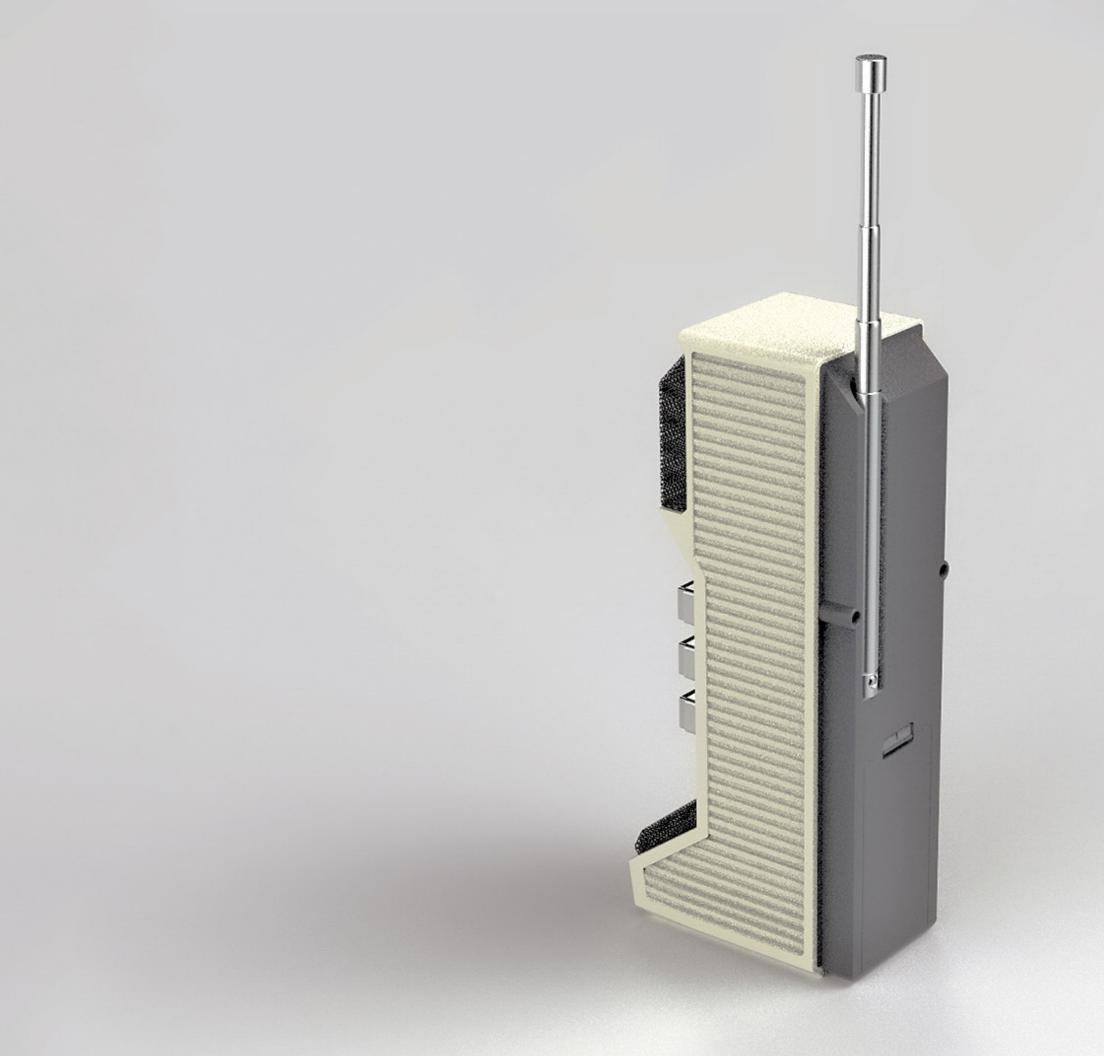


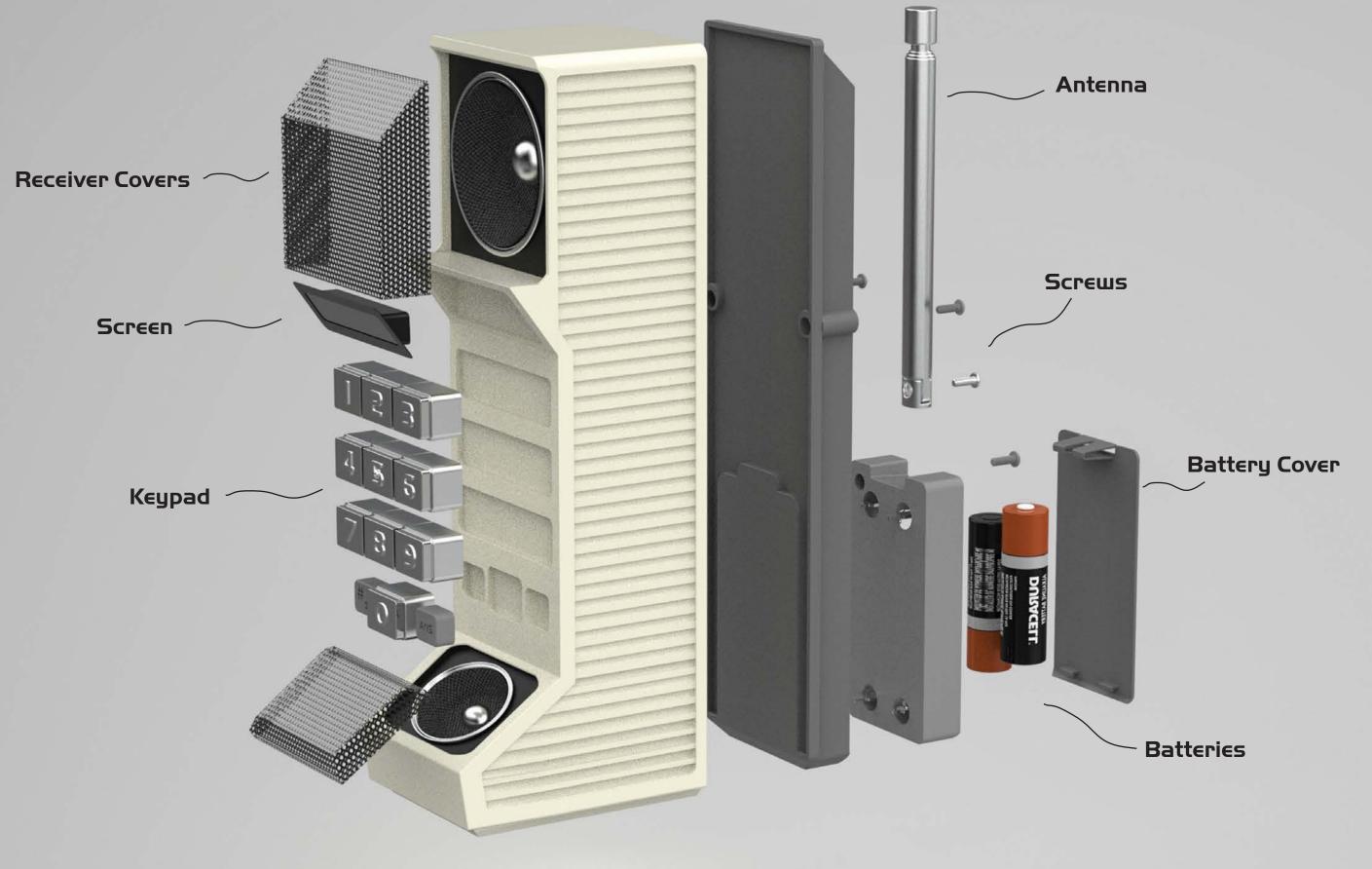












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