



**BENGALURU CITY UNIVERSITY**

**DEPARTMENT OF PRODUCT DESIGN**

**ACHARYA SCHOOL OF DESIGN**

DEPARTMENT OF PRODUCT DESIGN

DESIGN STUDIO PROJECT REPORT

POSTAL BAG - POSTALS CORRECTING BACK-PACK

SCHOOL OF VISUAL ARTS

1<sup>ST</sup> SEMESTER - 4<sup>TH</sup> YEAR

ACHARYA SCHOOL OF DESIGN

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**DESIGN STUDIO PROJECT REPORT**

*on*

**BACK MAGIC :- POSTURE CORRECTING BACK PACK**

**BACHELOR OF VISUAL ARTS**

**8<sup>TH</sup> SEMESTER- 4<sup>TH</sup> YEAR**

**ACHARYA SCHOOL OF DESIGN**

**UNDER THE GUIDANCE OF STUDIO PROJECT CORDINATOR**

*Rajesh*

## ABSTRACT

Designing is the process of envisioning and planning the creation of objects, interactive systems, buildings, vehicles, etc. It user-centered, i.e. users are at the heart of the design thinking approach. It is about creating solutions for people, physical items or more abstract systems to address a need or a problem.

Backpacks are used by a large number of people to carry their belongings like laptops, gadgets, books, etc. Often the weight of these objects can have an impact on the backbone with prolonged usage. Hence the aim of this project was to design a backpack that not only worked as a backpack but also helps in posture correction.

This backpack uses an antigravity shape on the bottom which makes the user feel less weight on the back. The ergonomically designed product keeps the spinal cord in the right posture and reduces the impact pain in the backbone. The design is researched and inspired by the history of carrying young children on their backs. The water-resistant product is large in size and is suitable for carrying different types of laptops and other gadgets.

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