

Dizajn interakcija

# DIZAJN ZA KLIMATSKE PROMJENE

prezentacija idejne faze projekta

DIZAJN INTERAKCIJA 2

GRUPA 2 — Mia Ribić, Ema Božek, Hana Krajčević  
Valentin Domović, Ana Nikšić, Korana Mileusnić

# FIKTIVNI SCENARIJ

## key words

invasive species

unique collagen

valuable resource

without harm

As the **waters of the Adriatic Sea warmed**, the number of jellyfish and other **invasive species increased**. Fishermen and beachgoers alike were forced to contend with the stinging creatures, which could be seen floating in the water or washing up on the shore.

But amidst the challenges, a group of scientists discovered that the **collagen** from jellyfish had **unique healing properties**. They worked to develop **new medical treatments**, using advanced laboratory equipment and cutting-edge technology to extract and analyze the collagen.

Fishing boats were outfitted with new equipment to harvest the valuable resource, including specialized nets and cutting tools that could safely extract the collagen without harming the fragile creatures. Beachcombers scoured the shoreline for the brightly colored creatures, armed with buckets and gloves to safely collect them for processing.

In labs across Croatia, scientists worked to develop new treatments using the jellyfish collagen, including advanced wound dressings, regenerative therapies, and treatments for chronic conditions such as arthritis and heart disease. State-of-the-art research facilities and specialized medical centers sprang up throughout the country, attracting leading researchers and investors from around the world.

As the biomedical industry grew, so did the demand for jellyfish collagen, and new technologies were developed to optimize its production and processing. Croatia became a leader in the field, with a thriving industry that had turned a potential ecological challenge into a source of economic growth and innovation.

# MEDUZE

## key words

Larger size

New colors

Shape- shifting

New appendages

Bioluminescence

Here are some potential changes to the appearance of jellyfish that could occur under different climate scenarios:

**Larger size:** As you mentioned, jellyfish may grow larger if they have favorable conditions for growth. In warmer waters, where there may be an abundance of food and fewer predators, jellyfish could potentially grow to **enormous sizes**, with **tentacles stretching for several meters**.

**New colors:** In response to changing ocean conditions, jellyfish could potentially develop **new colors and patterns**. For example, if the water becomes more acidic due to increased carbon dioxide, jellyfish may adapt by developing more vibrant, neon colors that help them blend in with the surrounding environment.

**Shape-shifting:** Some jellyfish species are already able to **change their shape and size based on environmental factors** such as water temperature and food availability. In a warming climate, these shape-shifting abilities could become even more pronounced, with jellyfish morphing their bodies to adapt to changing conditions.

**New appendages:** In addition to tentacles, jellyfish could potentially develop new appendages or structures that help them navigate and survive in changing ocean conditions. For example, they could develop **additional limbs or specialized sensory organs** that help them detect changes in the environment.

**Bioluminescence:** Some jellyfish species are already bioluminescent, meaning they produce their own light. In a changing climate, jellyfish could potentially become even more bioluminescent, developing new colors and patterns that help them communicate with other jellyfish or confuse predators.



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# DESIGN MEETING

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## Dizajn interakcija

# LUMINESCE

## *Illuminate your life*

**Color\_shades of blue, purple, pink, and green**

**Typography\_modern and sleek, with clean lines and sans-serif fonts**

**Brand Imagery\_beauty and sustainability**

**Color Palette\_**The color palette for Luminesce should be inspired by the vibrant colors of jellyfish and bioluminescence, including shades of blue, purple, pink, and green. The palette should also include earthy, natural tones to reflect the brand's commitment to sustainability.

**Typography\_**The typography for Luminesce should be modern and sleek, with clean lines and sans-serif fonts. The font should be legible and easy to read, while also reflecting the brand's commitment to innovation and beauty.

**Brand Imagery\_**Luminesce's brand imagery should be inspired by the beauty of jellyfish and the marine environment of Croatia. The brand should use high-quality images of jellyfish, coral, and other sea creatures to showcase the brand's commitment to beauty and sustainability.

**Packaging Design\_**Luminesce's packaging design should be eco-friendly and recyclable, with bioluminescent designs that reflect the brand's commitment to beauty and sustainability. The packaging should be sleek and modern, with minimalist designs that showcase the product and its unique properties.

**Marketing Materials\_**Luminesce's marketing materials should be visually engaging and informative, with high-quality images and sleek design elements that reflect the brand's commitment to innovation and beauty. The materials should be easy to read and understand, while also conveying the brand's message of sustainability and ethical production methods.



# JELLYFISH LABORATORY

Luminesce's jellyfish-inspired food products are a unique and delicious way to experience the flavors of the Adriatic Sea. The food packaging designs are inspired by the shapes and colors of jellyfish, with a modern and minimalist design that reflects the brand's commitment to innovation and sustainability.





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PROIZVODI OD MEDUZA

# 1/JELLYFISH PROTEIN POWDER

Luminesce's jellyfish protein powder is a sustainable and nutrient-rich protein source that can be used in smoothies, baked goods, and other recipes. The powder is packaged in a recyclable container with a bioluminescent design that reflects the brand's commitment to sustainability and innovation..





PROIZVODI OD MEDUZA  
**2/JELLYFISH CREAM**

Luminesce's jellyfish collagen cream is a luxurious and innovative skincare product that helps to firm and rejuvenate the skin. The cream's packaging design is inspired by the bioluminescent colors of jellyfish, with a sleek and modern shape that reflects the brand's commitment to innovation and beauty.



# Dizajn interakcija



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PROIZVODI OD MEDUZA

# 3/JELLYFISH LAMP

Luminesce's bioluminescent lamp brings the vibrant colors of jellyfish to any space, creating a soothing and relaxing atmosphere. The lamp's design is inspired by the graceful shapes of jellyfish, with a sleek and modern silhouette that reflects the brand's commitment to beauty and innovation.



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PROIZVODI OD MEDUZA

# 4/JELLYFISH FOOD



Luminesce's jellyfish-inspired food products are a unique and delicious way to experience the flavors of the Adriatic Sea. The food packaging designs are inspired by the shapes and colors of jellyfish, with a modern and minimalist design that reflects the brand's commitment to innovation and sustainability.



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# PROIZVODI OD MEDUZA 5/JELLYFISH BIOMEDICAL TREATMENT

Biomedical Treatment: Luminesce's biomedical treatments use the healing properties of jellyfish collagen to develop cutting-edge therapies for a range of ailments. The packaging design is inspired by the bioluminescent colors of jellyfish, with a sleek and modern design that reflects the brand's commitment to innovation and ethical production methods.



# Dizajn interakcija



# FAZA PRIPREME RJEŠENJA

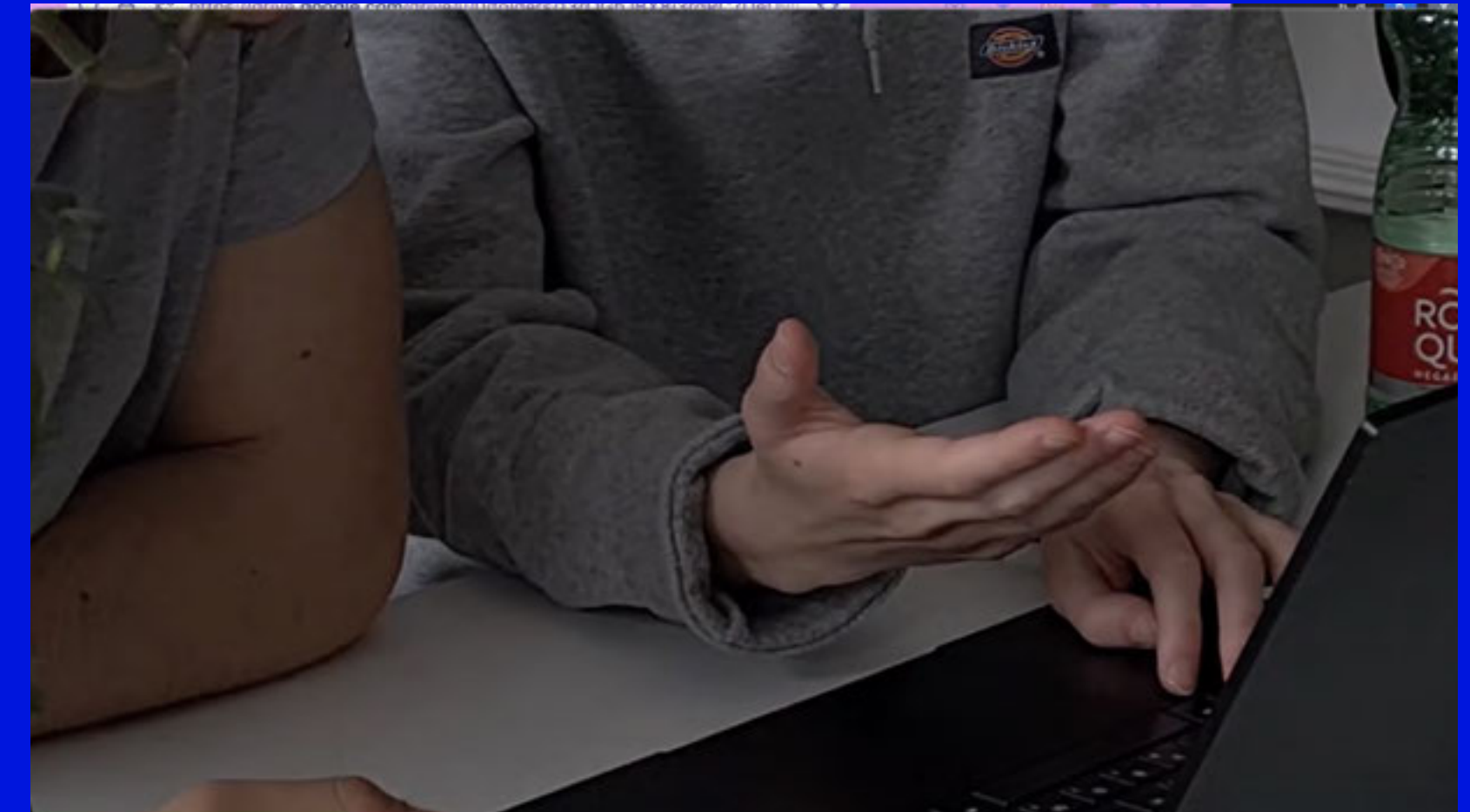
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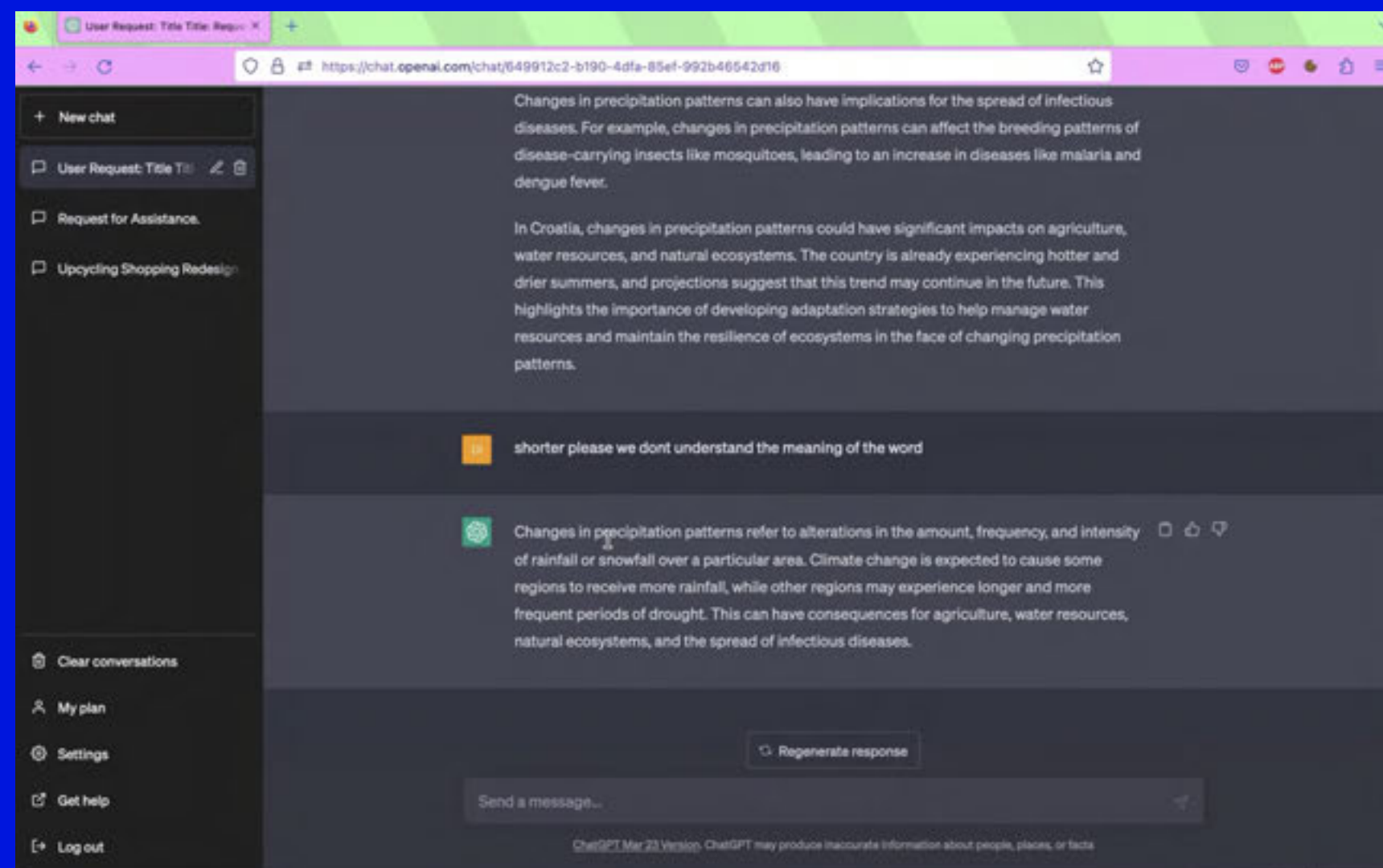
izložbeni postav\_generiranje popratnih  
sadržaja brenda

# Dizajn interakcija

**FORMALNO  
DOKUMENTIRANJE**  
statični kadar i screen recording



**NEFORMALNO  
DOKUMENTIRANJE**  
stop record tehnika i vlog



# ✕✓ ZAGREB DESIGN WEEK

samplevi / prazne posudice s pozivom na dobivanje uzorka 2073., ujedno i oblik publikacije/ koncepta

3D print modela lampe (koje koriste svjetleće tvari meduza - Blender + GPT chat prompt)

kampanja za influencere: filteri primjene kreme na lice, tiktok "jellyfish" ples

