

simple guide in developing your idea  
into a prototype



midas creatives

## The Business Side

- target market - pricing - distribution channels - cost

## The Creative Side

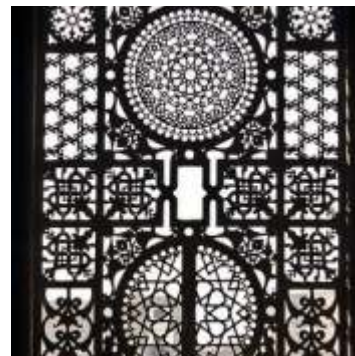
- the story - the images & the emotion you aim to create with your products



The 2 sides are related - if you are going to sell through optical shops than you have to consider their thinking and demand - frames should be RX-able or can fit prescription lens. In which case the construction of the frame needs to be considered and some designs may not work well

bring out the images that you have in your head  
clip away !

they do not need to be eyewear - they can be anything that inspires you  
focus more on  
DETAILS  
(the devil is in the .....)

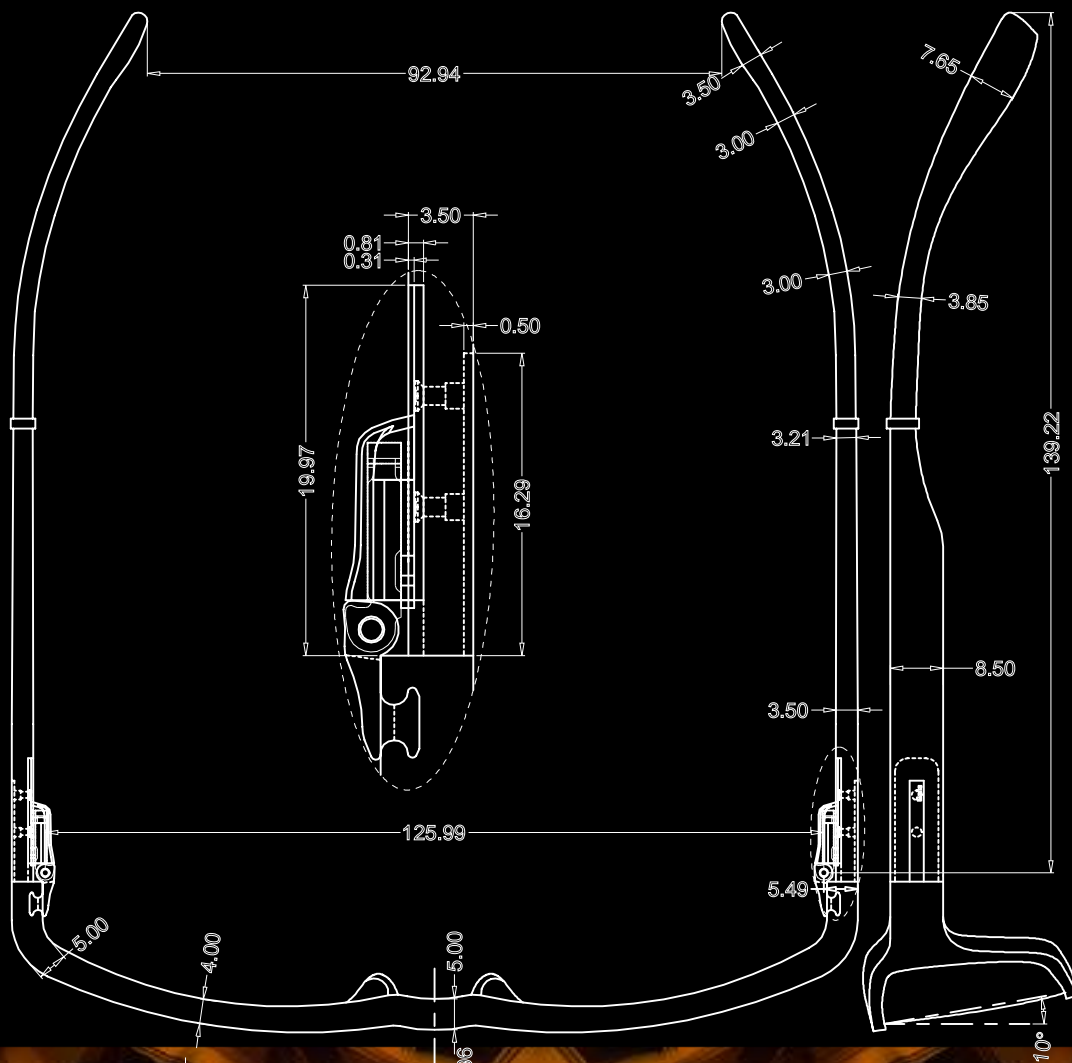


next find the “look”



start doing some initial designs





## engineering drawing

the engineering or technical drawing is the “key” foundation in making the first prototype of any design.

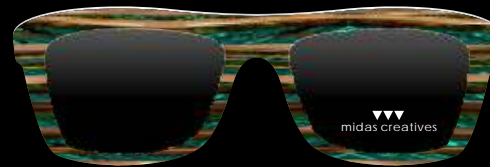
it has to be in as much details as possible and closely studied.

get it right and the first prototype can come out in the quality and presentation that you can even just sell it.

while working on this it is also the good time to think about the colors and finishing of your design.



colors / finishing  
(remember those details that you like ?)



test flight time





with us as your wing man



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