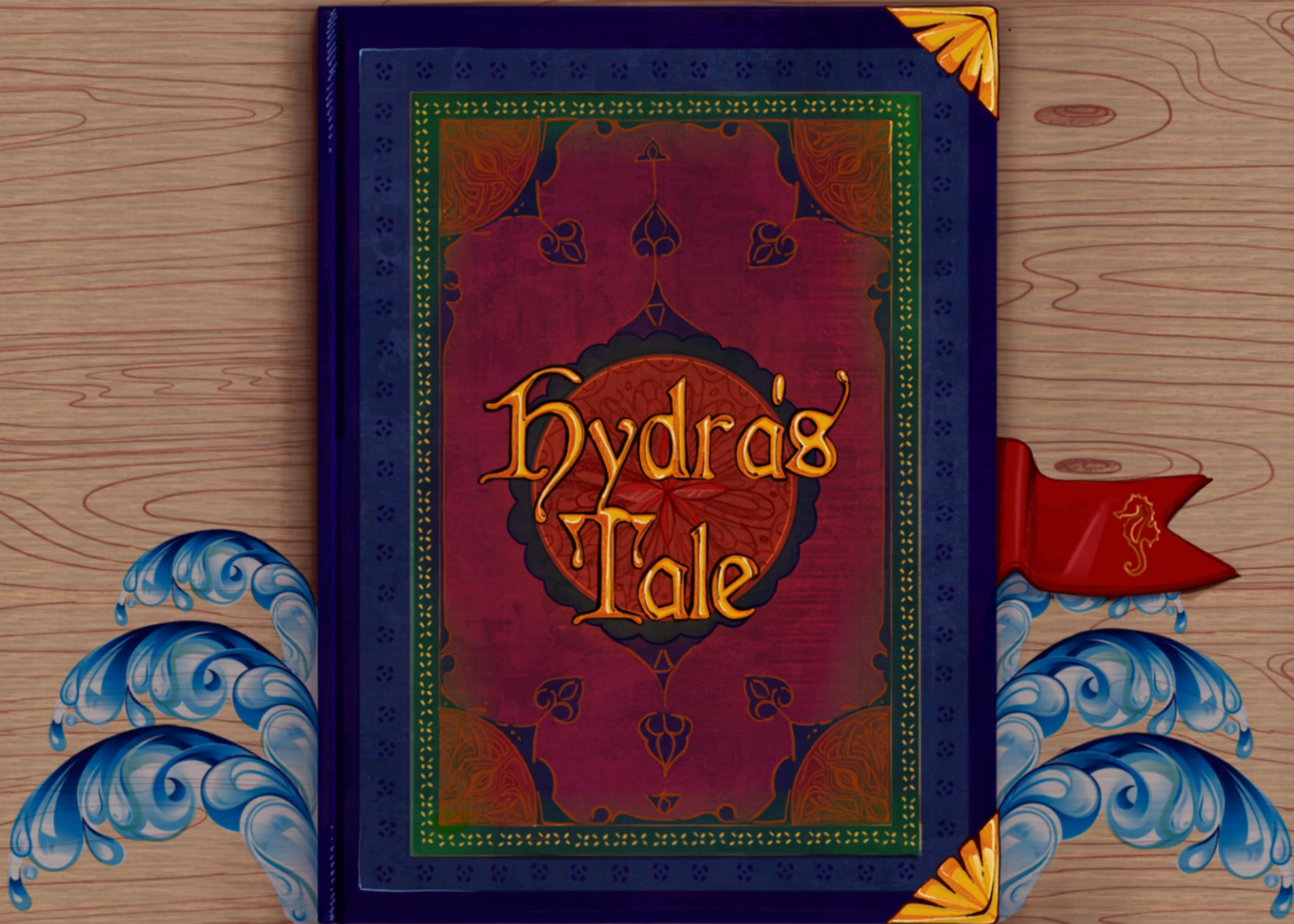




LEGEND OF HYDRA

# Castle Falls







# Hydra



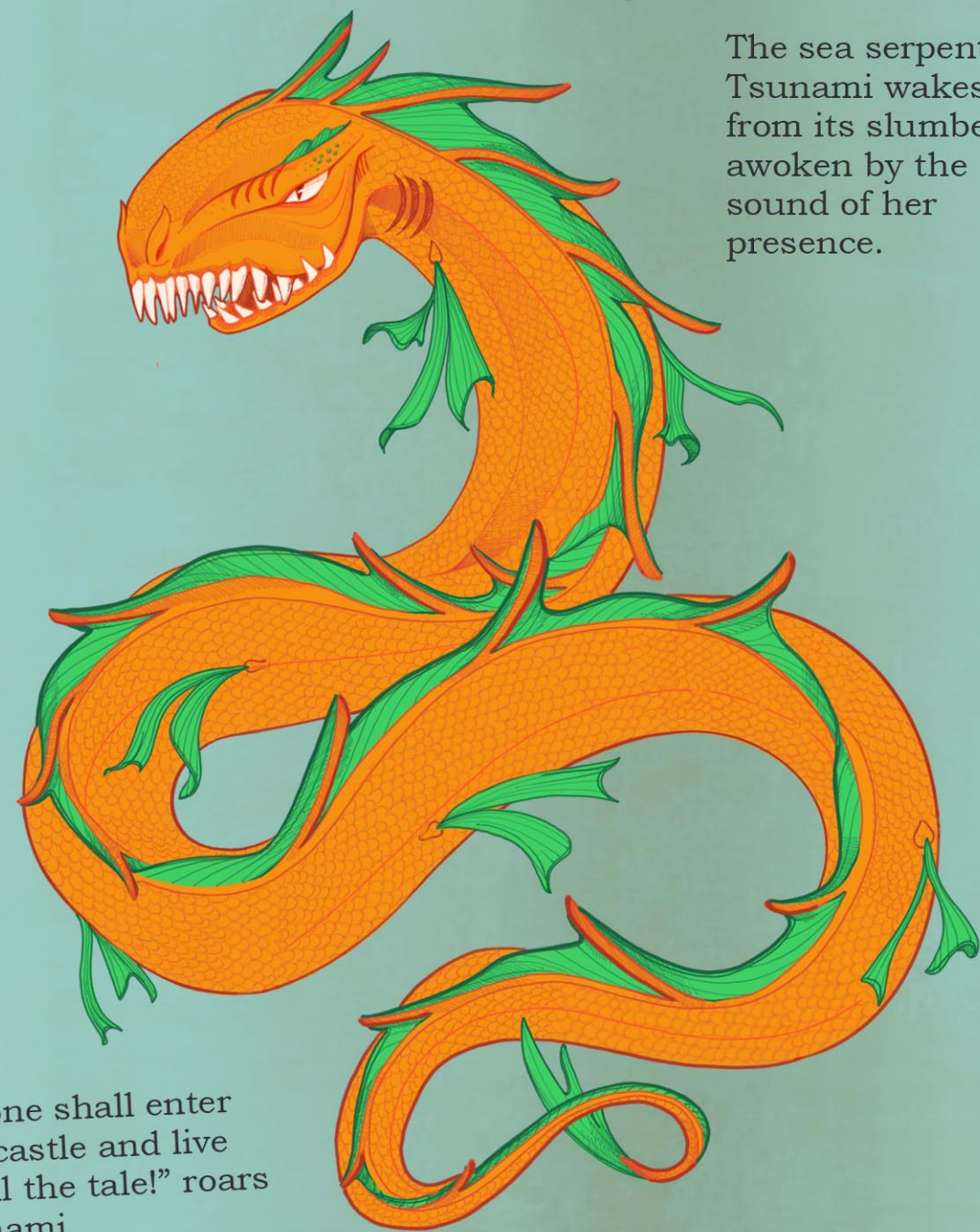
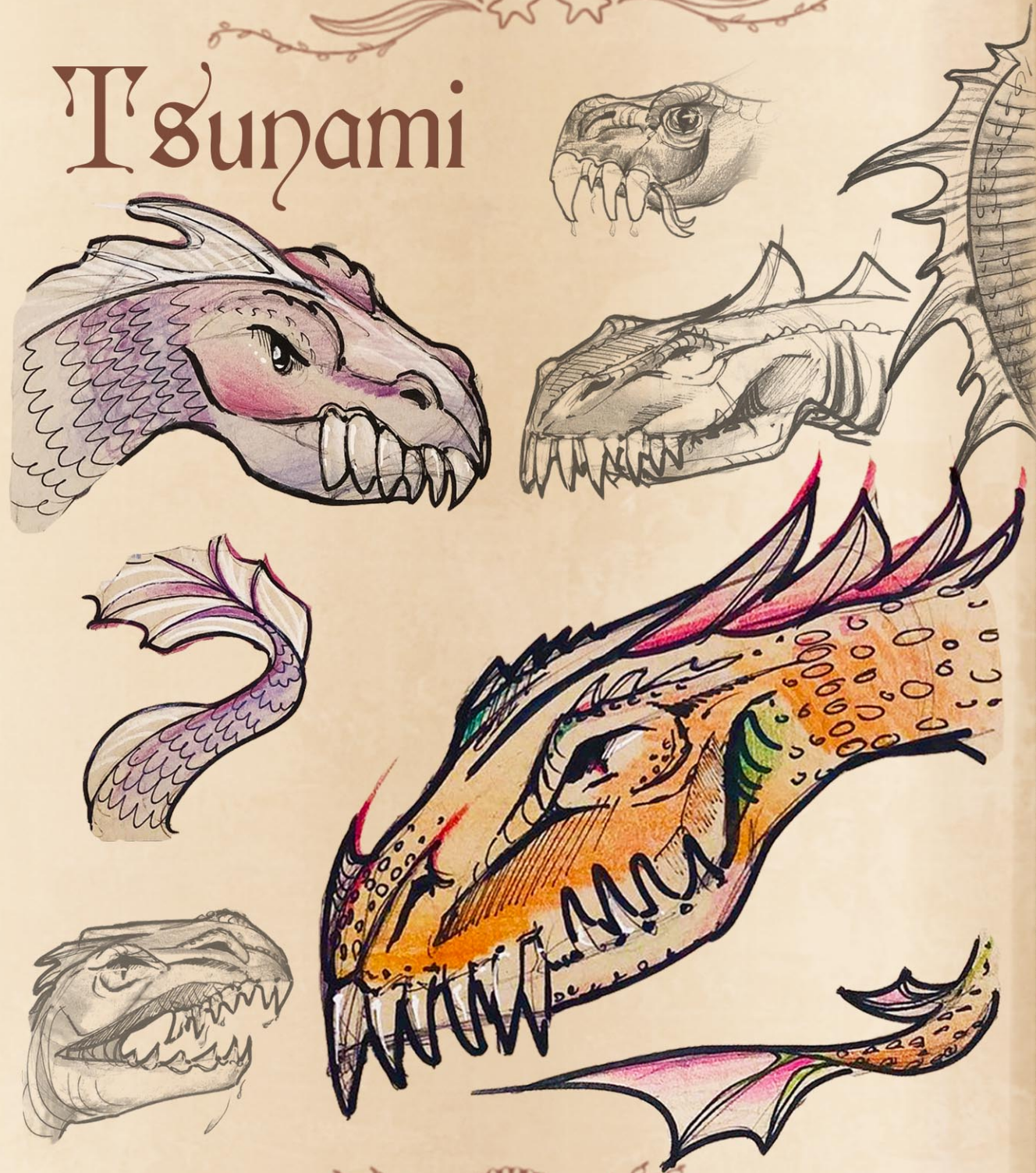
Legend has it that a beautiful warrior named Hydra travels the land in search of her father's trident.



On her journey throughout the sea, she comes across an abandoned castle. Curious, she approaches the castle looking for answers.



# Tsunami

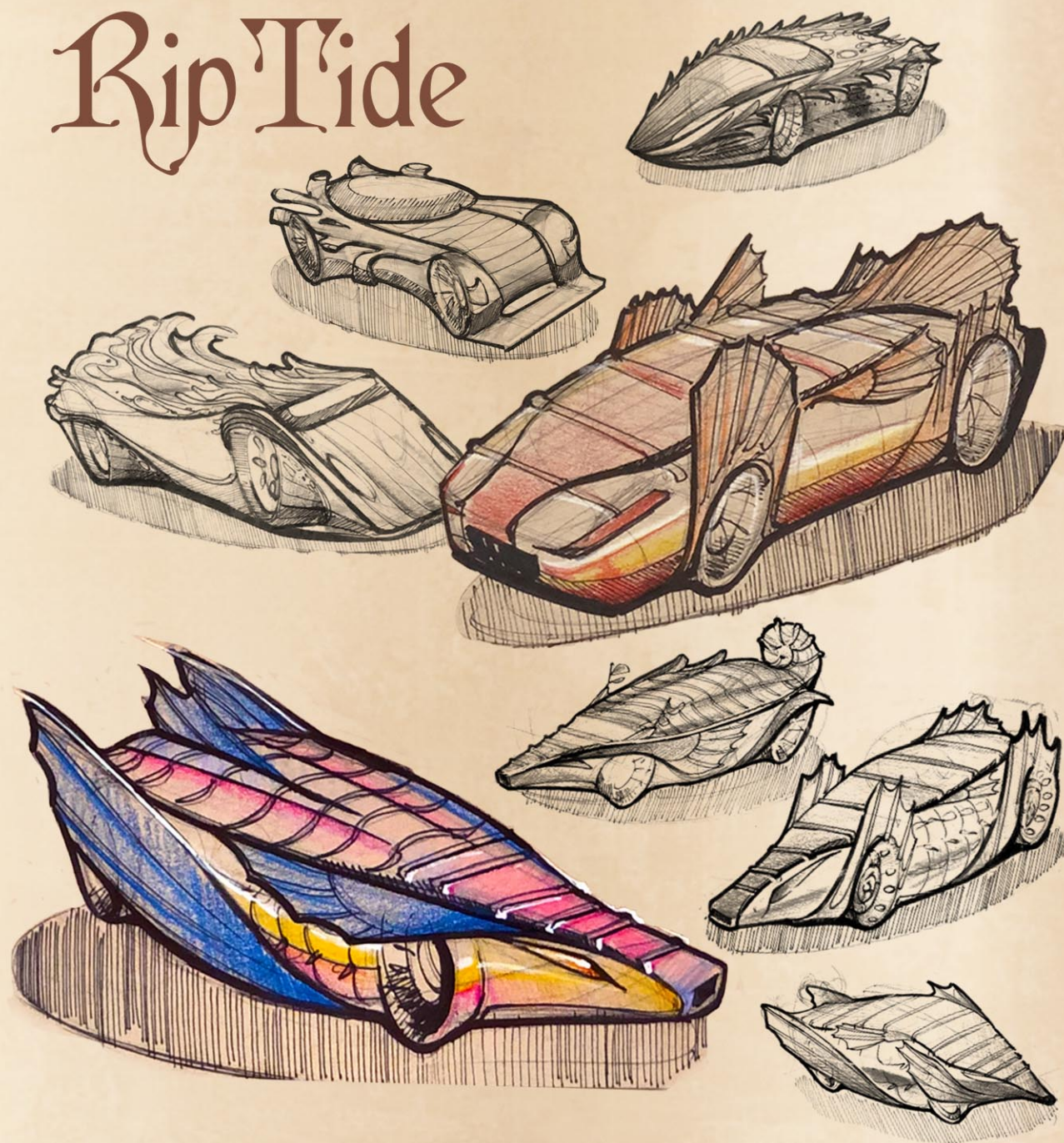


The sea serpent  
Tsunami wakes  
from its slumber,  
awoken by the  
sound of her  
presence.

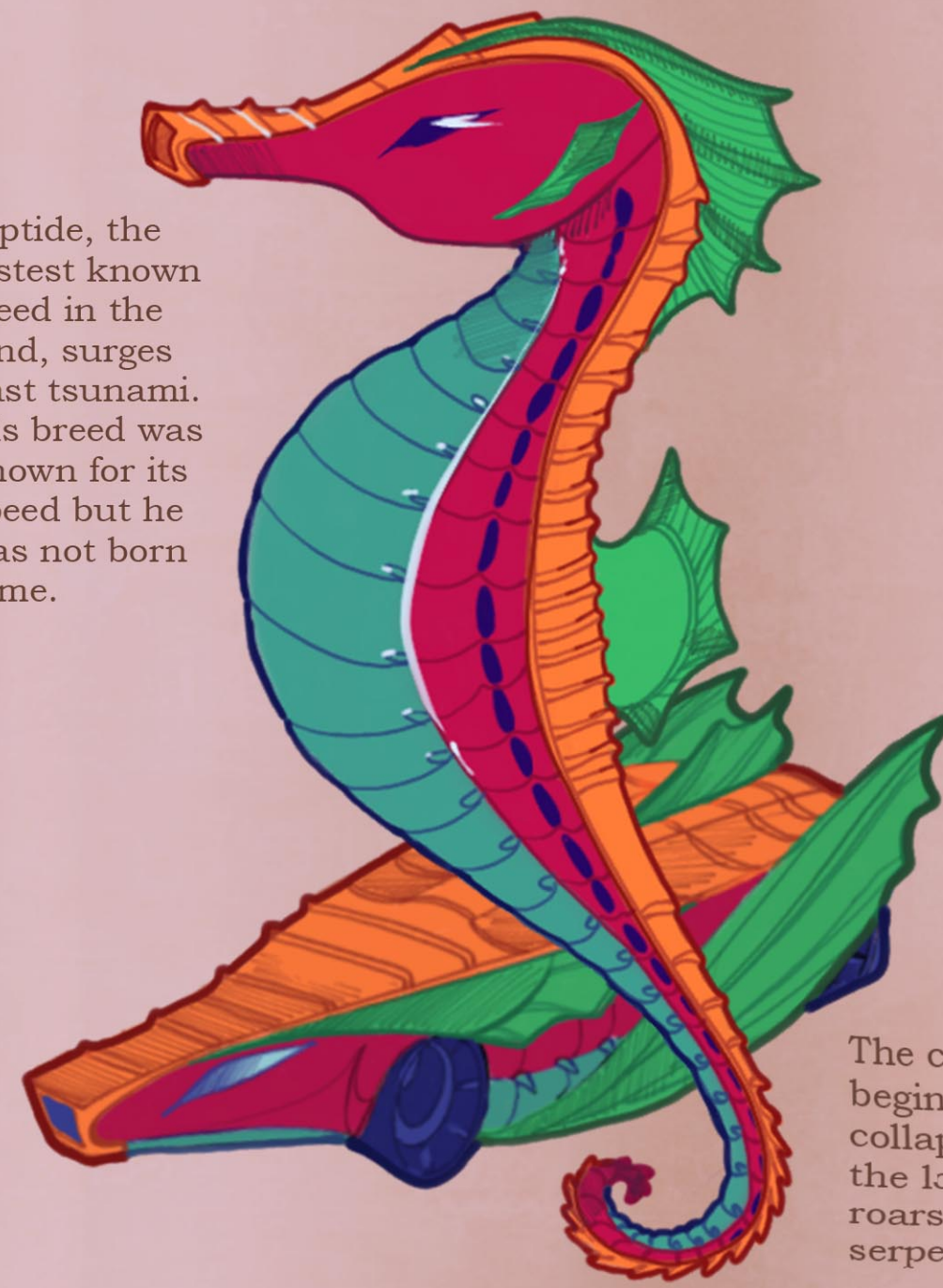
"No one shall enter  
this castle and live  
to tell the tale!" roars  
Tsunami



# Rip Tide



Riptide, the fastest known steed in the land, surges past tsunamis. His breed was known for its speed but he was not born tame.



The castle begins to collapse from the loud roars of the serpent.



# Castle Falls



Hydra and Riptide barely escape. A second longer and they would have been crushed along with the serpent.

Her journey to find the lost trident still continues...





# THE END

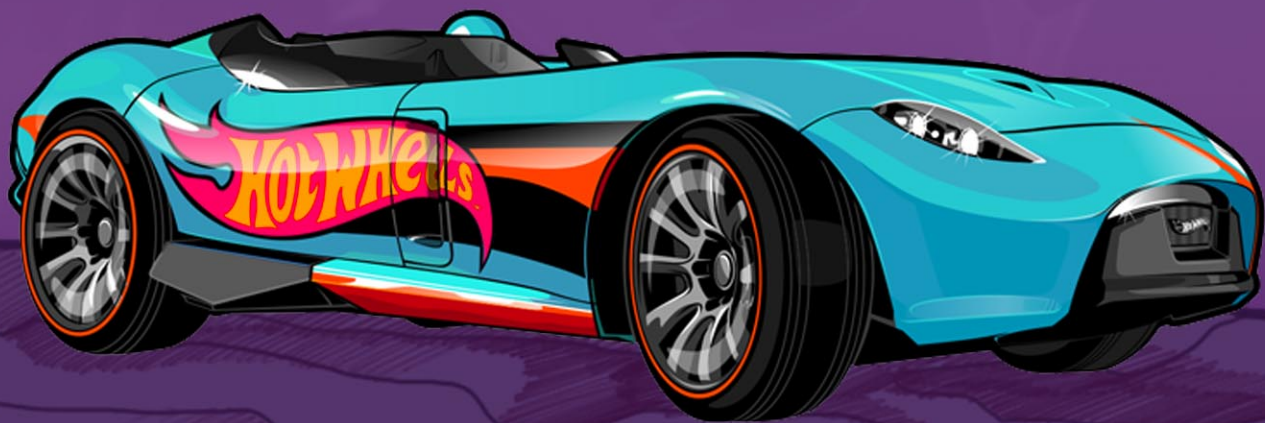






## THE COMPANY

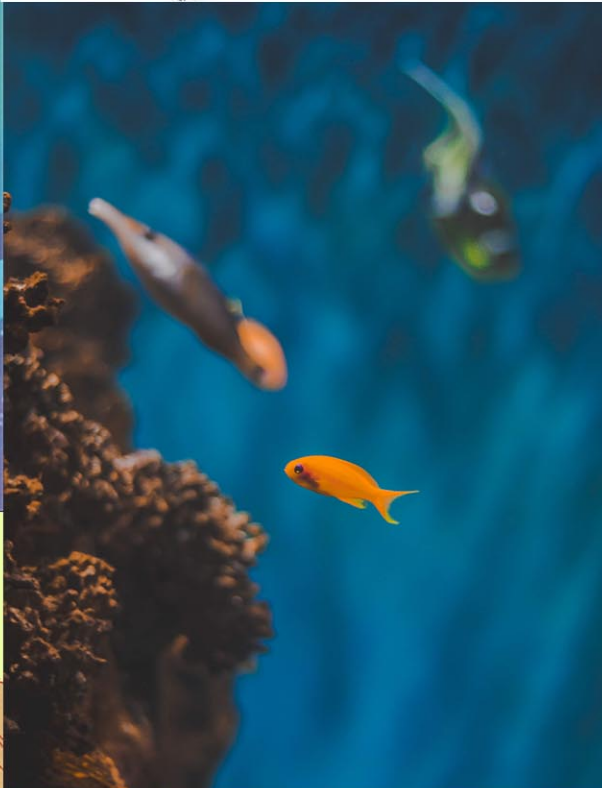
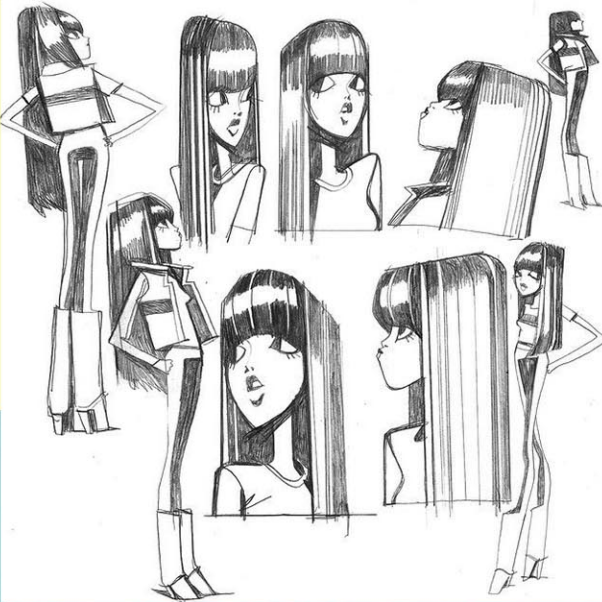
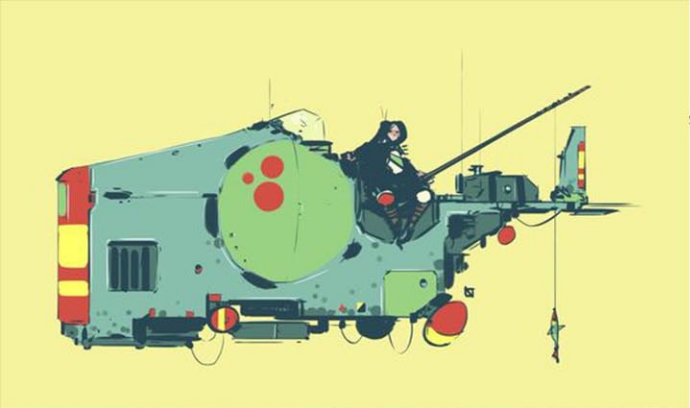
**Hot Wheels** is a brand of die-cast toy cars introduced by American toymaker Mattel in 1968. They are known for their adrenaline-fueled vehicles that ignite the **spirit** in every kid with the most outrageous and innovative **cars** and **track systems**.



## GOAL

My goal was to take the **essence** of what makes a “Hot Wheel” and incorporate a new take on their present products. I decided to revolve my project around **encouraging story** on the track. Kids will be able to enhance their play with the **adventure** of their characters.

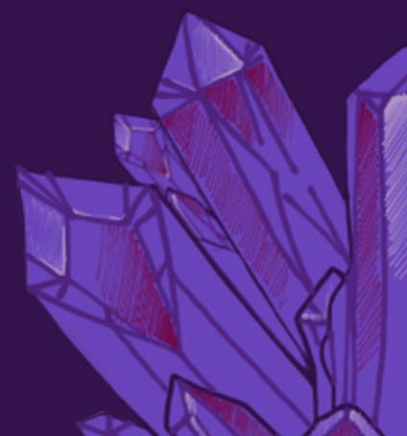




# INSPIRATION

THE VISION BEHIND THE DESIGN

- GENDER NEUTRAL
- COLORFUL
- UNDERWATER
- EXCITING
- CHARACTER
- ADVENTURE
- FUN



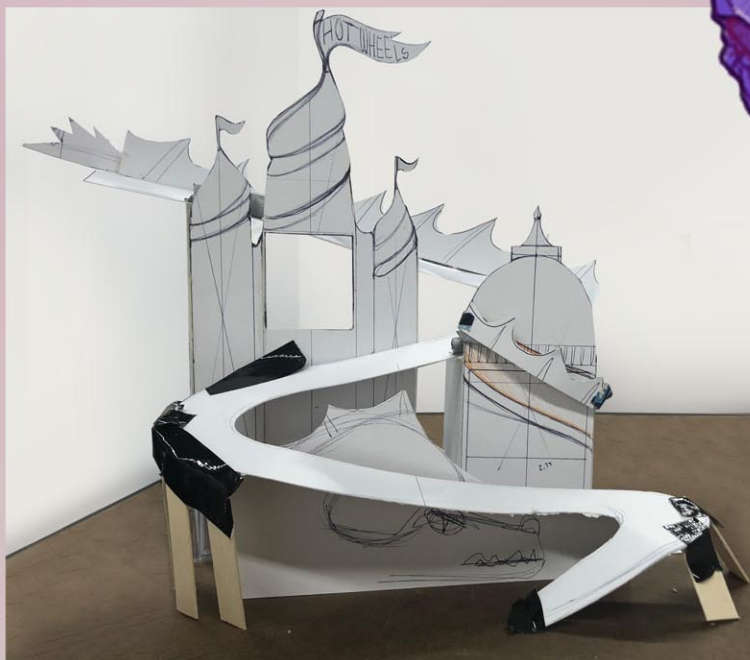


# PROTOTYPES

Background of model changes  
with button



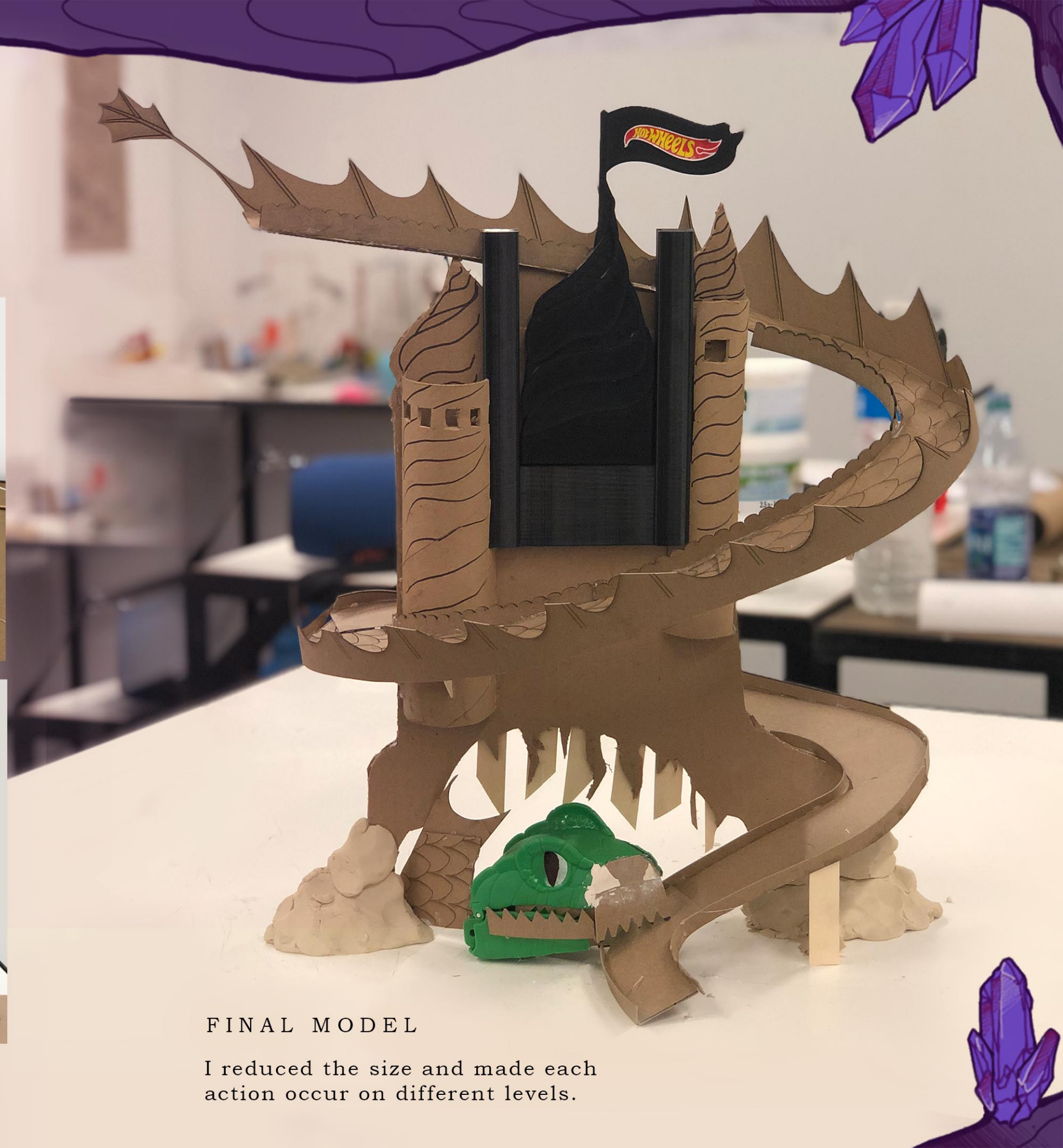
Model shows areas of action  
with moving panels



Appearance exploration with  
paper model



First "to-scale" appearance  
model



FINAL MODEL

I reduced the size and made each  
action occur on different levels.



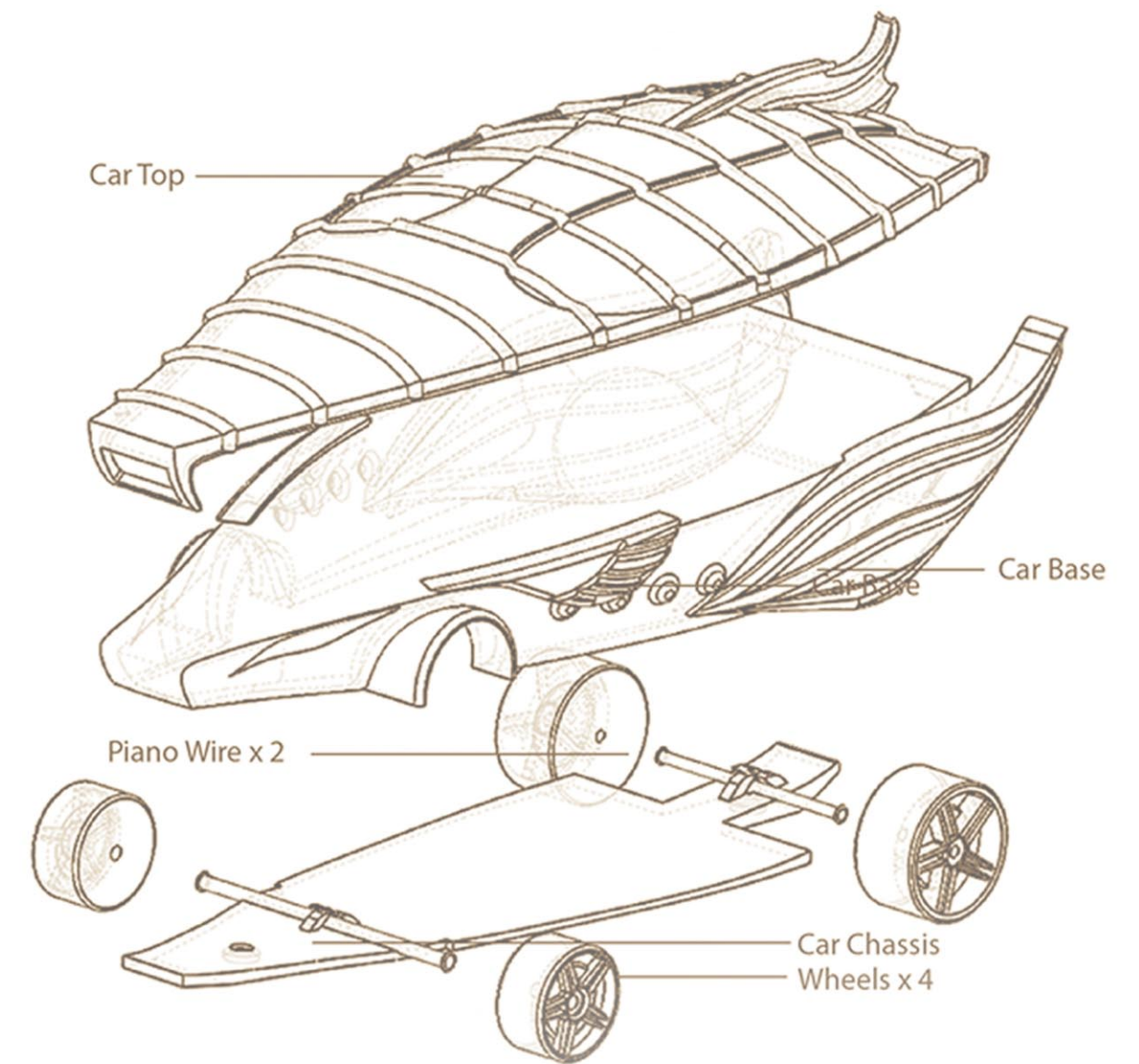
# HOT WHEELS CAR

DESIGN OF THE VEHICLE



## EXPLODED VIEW

The car is made with **three main parts**. Each part contributes to the overall “**seahorse**” **look**. The chassis underneath helps to hold the piano wire and wheels.





# MODEL

WATCH AS THE STORY COMES TO LIFE

1. Begin track with falling castle
2. Second tier results in falling crystals
3. Serpent eats car first time around
4. Car escapes from serpent to safety

