The Instagram Socialmatic Polaroid Camera is a product that is expected to be commercially available next year, on 2014. This camera was originally designed only as a concept, but due to its popularity gained through the World Wide Web pages, it will be created as a physical product available for the public.

This object relates to one of my main interests: photography. Taking photos and keeping them physically is hard to see nowadays; numerous technological advances have taken place throughout the years, and everything have become “digital”, in terms of photos. I think Polaroid cameras are still very popular among people from different age groups, including myself, due to its appearance, its main feature: physical photos becoming available instantly, and therefore it’s a fun way to keep memories “alive”.

One of the most difficult parts of this project was to create the main lens of the camera as well as figuring out how to create the “cover” of the lens, which is originally a transparent hard material. I came out with the final transparent covers after a few tries with different features provided by the Solidworks program. Also trying to assume all dimensions of the object was also a difficult task as this camera is not yet a physical product available on the market, but it is a concept, an idea.
On the following pages several orientations of my personal CAD project can be seen:

Front View

The parts that can be seen in the front view are the main lens, the Instagram-Socialmatic Brand name, and some minor lens. Some of the features used were extrude for the main body of the camera, extrude (boss and cut) for the lens, fillet for all square edges.
Back view

For the back view, the screen of the camera can be seen, this feature was slightly extruded.

Bottom View

The bottom view includes one button, which is a separate part and was then mated to the main body in the assembly.
Top View

The top view includes the button to zoom in and out (right) as well as the one needed to take the photo (left).

Right View

The right and left view show some additional buttons and the space or location where the photo comes out instantly after taking it.
This project was a challenge for me as even though a Polaroid camera seems simple, in the reality it includes numerous parts and details that need to be taken into account, from several layers for the main lens, the covers for all the lens and some buttons on different sides of the camera. I learned a lot of new different features Solidworks had and how to implement them of the objects I create in order to achieve more efficiently and accurately the specific features of each part of the object. Even though I faced difficulties in trying to match the dimensions, and figuring out how to make most of the parts for them to look as alike as possibly with the original concept, it was a fun project as I could implement and develop my skills to “create” my own 3D object and give my own details to its appearance in terms of colors, for example, to show my own creativity as well.