11 Supernormal Stimuli

Monday, February 1, 2016   5:49 AM

Today:

Upcycle report requirements
Sketching shadows intro
Universal Principles of Design: Supernormal Stimuli

Admin

Next guest speaker: Adam Agee, industrial designer, on the role of sketching in design process. Feb 24.
Third guest speaker: Korkut Onaran, New Urbanist architect and CU Denver prof. of urban design. Sketching and design from the inside out. March 3.
Aesthetics Game feedback: Great questions and suggestions
     How do aesthetics come to be?
     Include more artistic (Cubism etc) and anthropological (Eskimo, New Mexico etc) aesthetics
     Write comments
     Make sure all groups have sufficient space
     Drawing skills a concern for many

Upcycle Reports/Blog

- Title/blog spaceholder due 11 am Monday Feb 13, so your pod can comment on it during your presentation. Complete report due as blog post, midnight Weds Feb 15.
- Set a Featured Image
- OK to cut and paste from Inspiration, Progress and Process Reality posts.
- Describe and **cite** your inspirations and any existing designs that you adapted. *You must cite ALL content on your blogs for this course! Any photo that you did not take, any text that you did not write MUST have a citation, a source link. If you can't remember where you got something DON'T USE IT. Go back and search for something similar that you can cite. Please go back and correct your first three posts ASAP.*
- Describe your vision for your project, the specifications that you developed for its function *and its form, (your artistic vision)*. What were you trying for?
- Describe your actual design process vs ideal. Compare to your design process graphic. Can you create a new graphic that would be more descriptive? For example, are there stubs, dead ends? Did it seem more linear than iterative, loopy?
- Add any other useful details to a description of the final artifact and how you made it. Document with lots of photos or video.
- Compare what you achieved to your FUNCTIONAL goals.
- Compare what you achieved to your ARTISTIC goals. This your aesthetic, your metric.
- What is next? Will you refine this artifact? Keep it, recycle it, try again someday?

5 pods, 10 or 11 students each
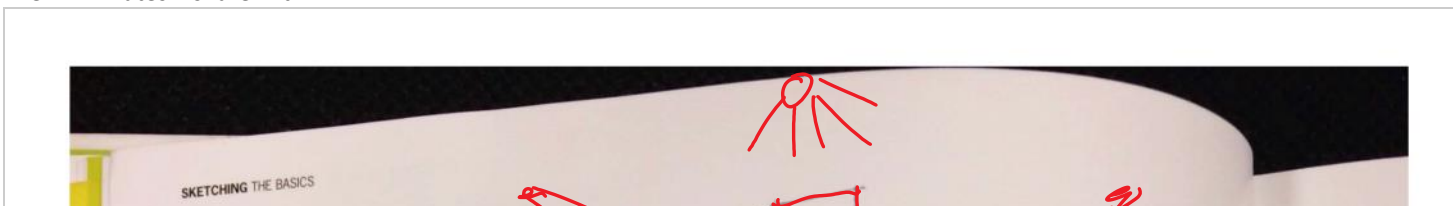Speak for 10 minutes, 2 minute questions, 1 minute changeover
Bring your computer!

Sketching: Basic shadows

Share your sketchbook:
2 minutes, 1 share with 2. 2 raise your hand, 1 choose the nearest unpaired 2.
Then 2 minutes 2 share with 1.

2.2 BLOCKS

2.2.1 Perspective in Lines

We start with drawing a cube. A vertical surface can be 'multiplied' literally by doubling it, as there is no vanishing point in this direction due to the 2-point perspective.

Thickness is added, and light direction is chosen from the top left. This means that all lines on the shaded side can be darkened a bit. This will add more clarity to the drawing, as well as spatiality and depth.
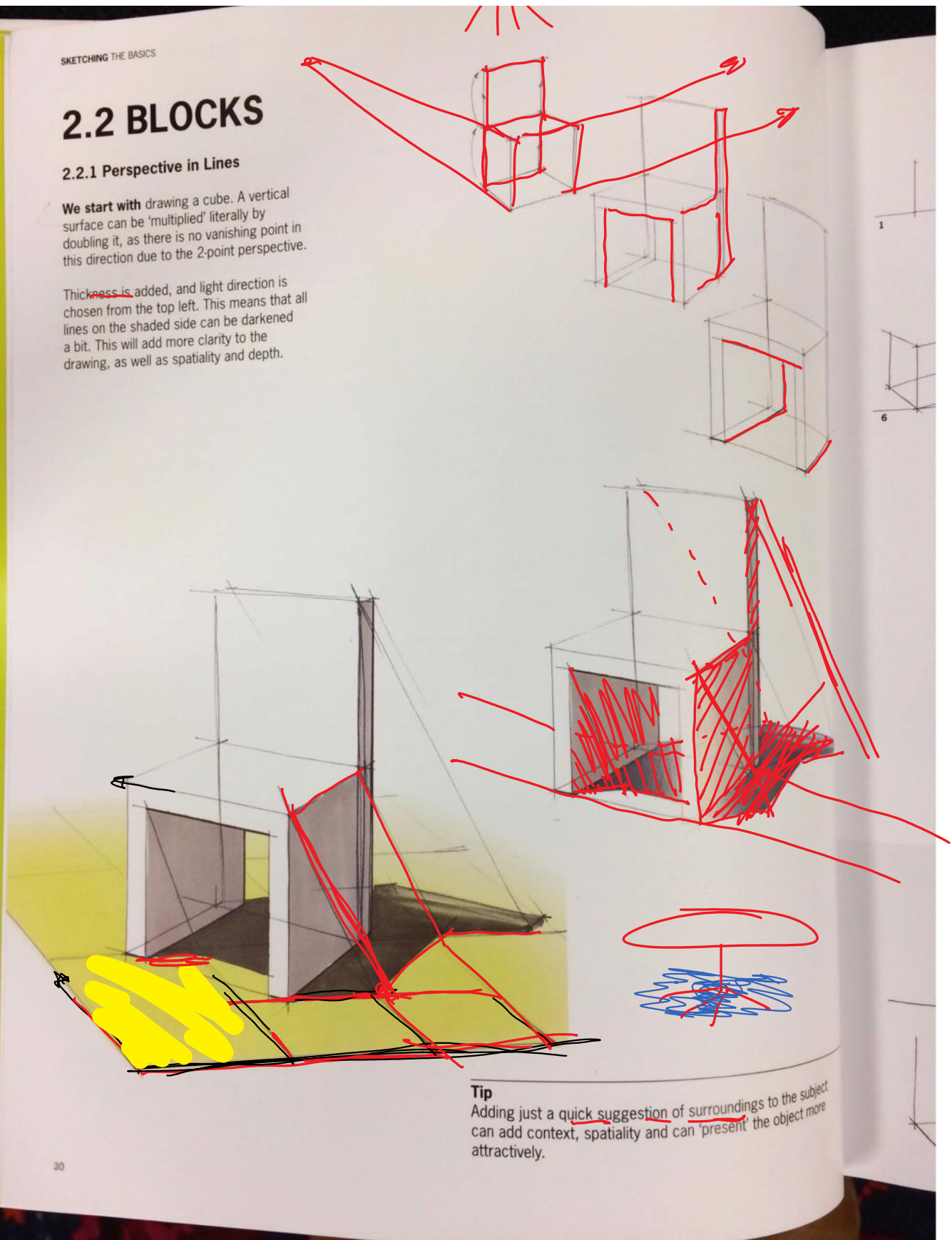
Tip
Adding just a quick suggestion of surroundings to the subject can add context, spatiality and can 'present' the object more attractively.

Universal Principles of Design (UPDes)

Book and video series, available on Lynda.com (http://www.colorado.edu/lynda)

Many good functional design rules, based on ergonomics, psychology, market research; what do people do when they interact with designs? Text has references that video omits.

And some good aesthetics rules, based on research on human likes/dislikes.

Today, some video topics

Supernormal Stimuli: instinctual likings/ or dislikes; responses to essential triggers that exceed responses to natural triggers.