

19 Streamlining to Post Modern

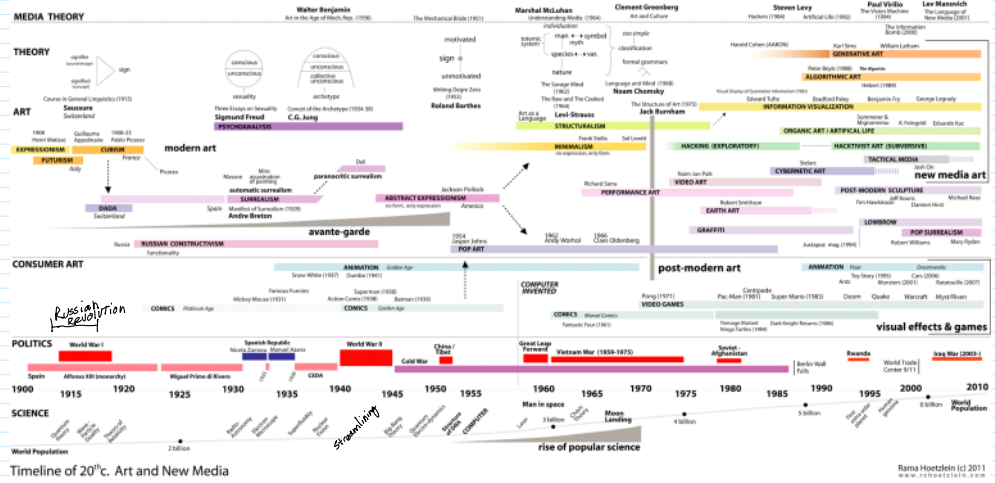
Sunday, March 13, 2016 2:45 PM

This Wednesday Blog: What are your top 5 constraints? Aesthetics should be one of them.
 Friday: Guest Lecture: Prof. Korkut Onaran (CU Denver, Urban Planning), pel-ona.com
 Next Monday: Prototypes are due! Must show aesthetic design. Does not need to function. Small scale is fine.
 Same presentation rules and pods as last time, starting Monday.

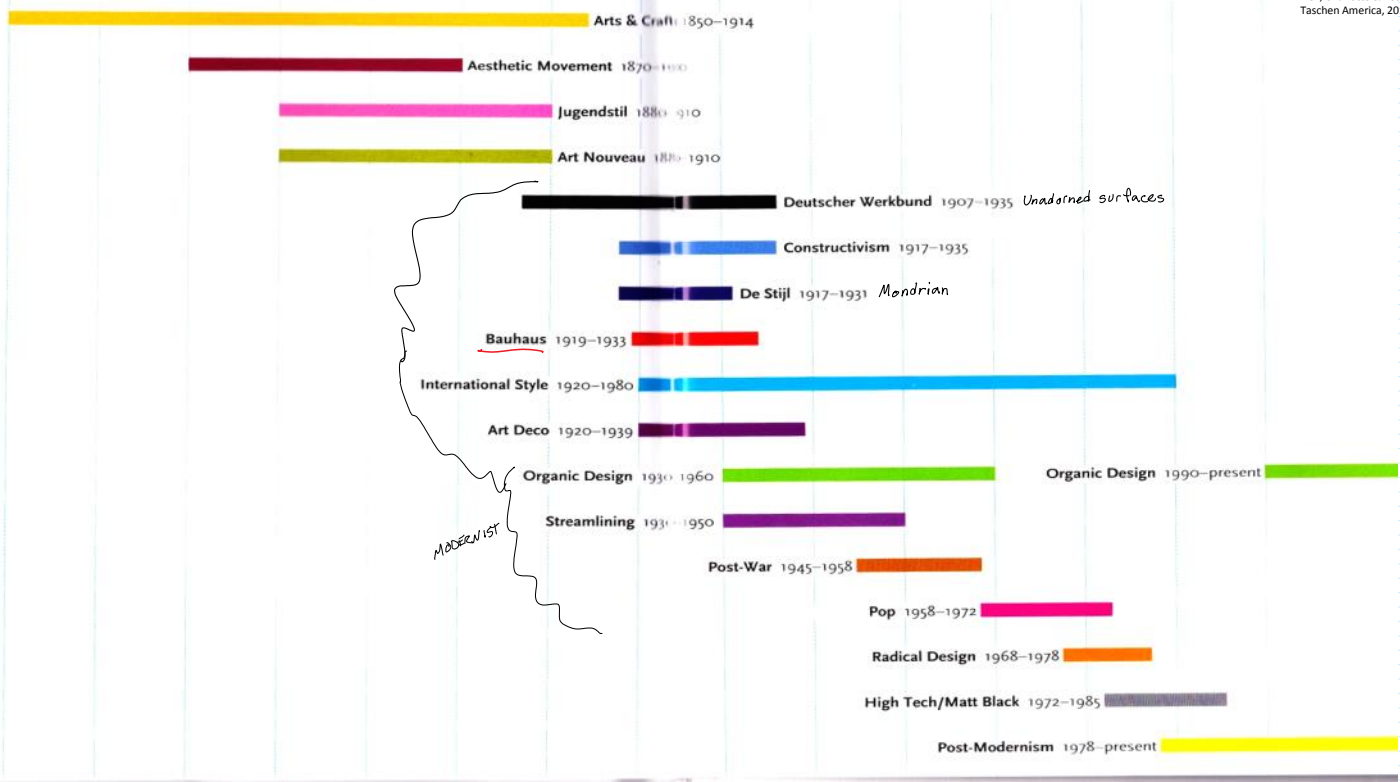
	review M 3/13	review W 3/15	review F 3/17
Pod A	2B lab plaza	2B lab plaza	2B lab plaza
Pod B	2B breakout	2B breakout	2B breakout
Pod C	ME CRA (ECME 137A)	CRA	CRA
Pod D	ME CRB (ECME 137B)	DLC 207	CRB
Pod E	ITLL 1B50	ITLL 1B50	ITLL 1B50

Report blog Weds March 15. Include video of your talk. Illustrate!

Following post (W 3/22) will be put your project aesthetic into the context of this major design movement timeline, and cast your project into 3 other WILDLY different aesthetics



<http://www.rchoetzlein.com/website/artmap/>



Fiell, Charlotte & Peter. Design of the 20th Century. Taschen America, 2012.

Drew on Art Nouveau, Art Deco, Futurism, Surrealism, Op Art, Psychedelia, Eastern Mysticism, Kitch and Space Age.
Comic books.



https://www.google.com/search?q=pop+design+movement&source=lnms&tbn=isch&sa-X&ved=0ahUKewin4jPto8TLAhV09WMKHriwDh4Q_AUIBygB&biw=1218&bih=596

Radical Design 1968-1978

Backlash against Good Design and Modernists. Questioned rationalism, technology and consumerism. Countercultural, subversive. Buckminster Fuller. Based in Italy. Transitional to Post Modernism.

High Tech/ Matt Black 1972-1985

Industrial design elements. Used geometric formalism of Modernist, and some Radical Design, but rejected excesses of Pop.



https://www.google.com/search?biw=1218&bih=596&tbn=isch&sa=1&q=high+tech+design+movement&oeq=high+tech+design+movement&gs_l=img_3_0i30_3856_14990_0_15_262_47_29_4_8_9_0_161_3354_1j25_26_0_0_1c_1.64.img_11_31_2884_UTZKRNOqf24#imgcc=MzMeVlU4Jle_74MK3A

Post Modern 1972-present

From Barthes' theories on semiotics (1957); that signs and symbols are important for communication. By removing ornamentation, Modernist design de-humanized; removed symbolic communication, and rendered designs inhumane, alienating.

Post Modernists re-introduced historic decorative motifs, often ironically, sending messages thereby.



<https://www.google.com/search?q=postmodernism+design&tbn=isch&tbo=u&source=univ&sa=X&ved=0ahUKewi62fteToTLAhVBVGmKHXDhDkQsAQJg&biw=1218&bih=596>

http://www.open.edu/openlearn/science-maths-technology/engineering-and-technology/design-and-innovation/design/design-nutshell/?_utm=1.1961841751.1458101134.1458101134.1458101134.1.1&_utmb=1.0.1458101134&_utmc=1&_utmz=1.1458101134.1.1.utmcsr=%28direct%29.utmccn=%28direct%29.utmcmd=%28none%29&_utmv=&_utm=164894527

Open University Design in a Nutshell Post Modernism

Individualism reigns. Quirky-ness rules.

Sketching Practice





The cast shadow of a cylinder consists of a projection of its top surface on the ground, using the 2 axes that describe the light direction, connected to the cylinder itself with tangents. It is here that the shading of the cylinder starts. The shading does not have its darkest part at the outline of the shape, but a little inside it. This is caused by ambient light and reflection. It is the effect that gives a shape its round appearance.

Watch out for errors like shading parallel to the outline of the cone, shading without difference between nearest cone shapes or wrong connecting shading of cones and cylinders.

The cylindrical shape pointed upwards or downwards will have a very different shading from that of a cylinder. When these shapes are strongly contoured, without a smooth rounding transition, the shading of that object will have drastic jumps.