10 Supernormal Stimuli

Monday, February 1, 2016 5:49 AM

Today:

Universal Principles of Design: Supernormal Stimuli
Cube sketching conclusion

Starting Discussion:

Tell a neighbor what your project is , and your aesthetic. Listen, then suggest opposite, alternative aesthetic
Now SWITCH

Admin

Guest speaker

Monday, Prof. Kate Goodman on neuroscience of learning - what does that mean for you?

Main Project Inspirations

A lot of late posts - why? Minute paper please.
Office hours after class, and by appointment. Happy to discuss your ideas!

Did it on time 12
Don't know what to make 4
Slammed in other courses 6
Forgot 6
Forgot and it's because course is disorganized 2
Illness 2

Total 28 responses. Some had two reasons.

Universal Principles of Design (UPDes)

Book and video series, available on Linked In Learning /Lynda.com

Today, start video topics

Supernormal Stimuli

Instinctual likings/ or dislikes; responses to essential triggers that exceed responses to natural triggers.

Students in pre-course survey "I want to learn how to make appealing things". This is one very direct way.

In groups, 5 minutes

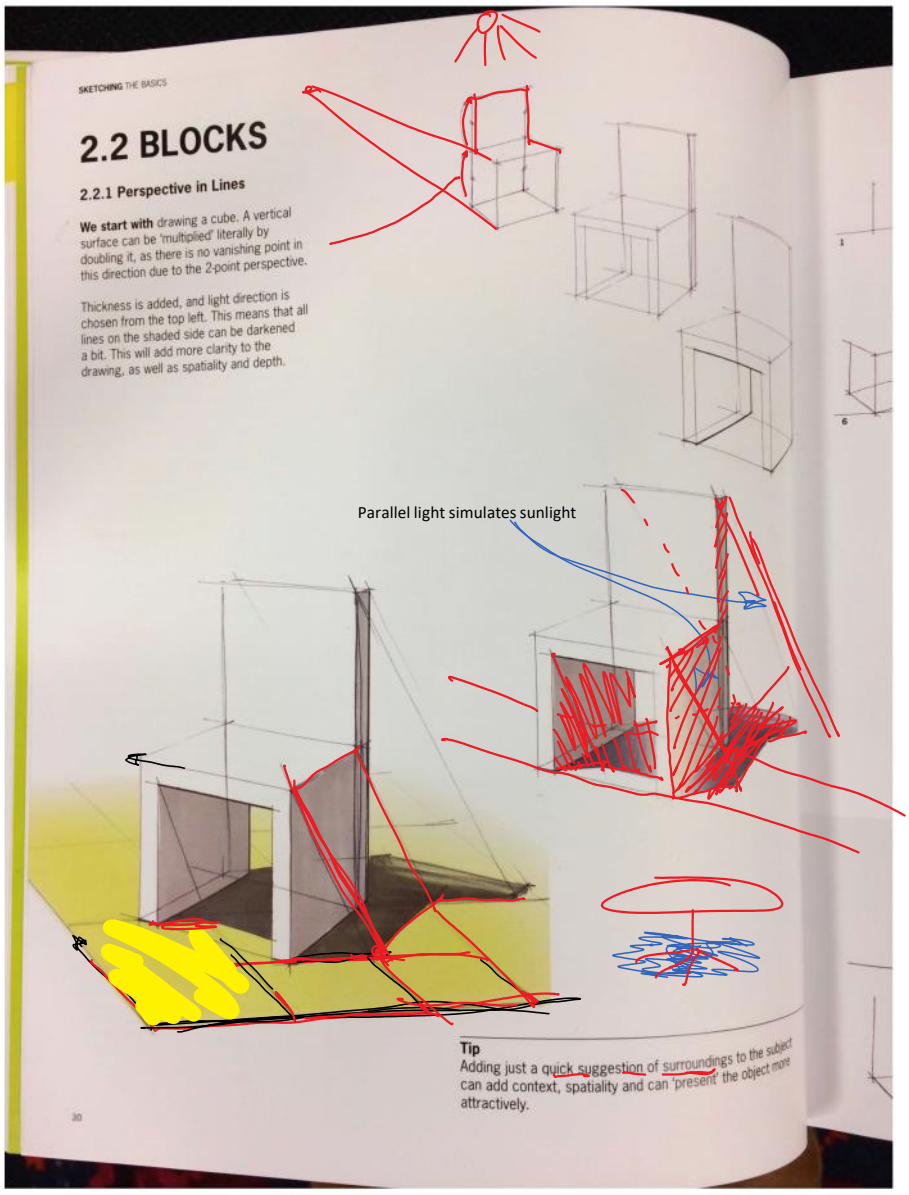
1) list other examples of supernormal stimuli. What is wildly popular, and what instinct might be triggered?
    a. Games on phones are addictive - instinct triggered might be 'orienting stimuli' as
2) Is there a supernormal stimulus that could apply to your main project? Can you identify one from your inspiration? Or from somebody else's?

Sketching

From last Friday:
Homework exercises. Do these in your sketchbook for practice. Not graded, but you'll be asked to compare your work with neighbors in class.
Prerequisite practice: you need to be able to draw straight lines at any angle. You can use a straight edge, but try to gain muscle memory and work towards free hand drawing
Exercise 1: Draw a stack of horizontal and
Exercise 2: vertical surfaces. In both, note the foreshortening, how a surface narrows as the surface rotates and moves away from the frontal, or central perspective.
Exercise 3: draw a book standing up on a surface, with pages spread out all around
Exercise 4: Draw a rotating cube in flip book format, maybe at the corner of your sketchbook. Have something come out of the cube at the end for fun.

Show your neighbor what you did, and look at their work.

Shade and Shadow



2.2.3 Shading and Cast Shadow

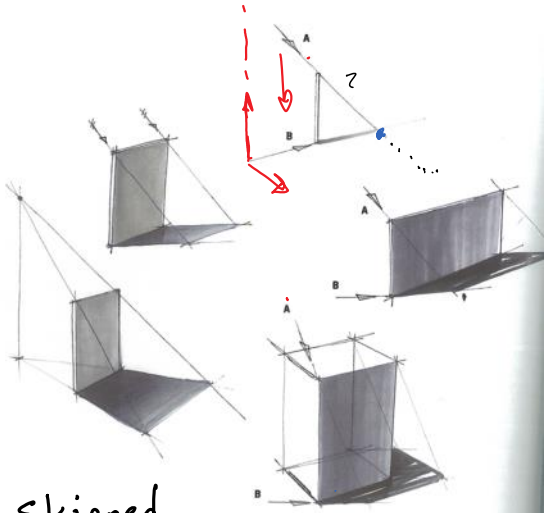
Shading is used to emphasise the volume of an object, and to position it in its surroundings.

Shading refers to the differences in darkness of the object's sides, as related to a light source. Cast shadow is the projected shadow onto a surface.

In general, parallel light (sunlight) creates an effective cast shadow. One point light (lamp light) often does not show an appropriate cast shadow. It can create a shadow that is not related to the object's perspective. It is more difficult to construct and less predictable. Cast shadow from a parallel light source is easier to predict and perceived as realistic.

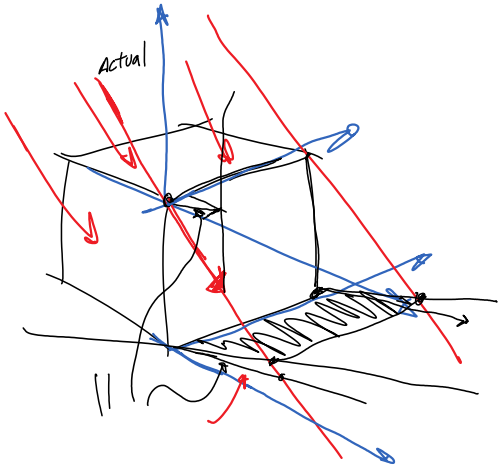
Choosing a direction of the light source is done by two lines: the actual light direction or 'slope' A, and the projected light direction B. Imagine a parallel light source just over your left shoulder. It will have a relatively steep slope A, and B will point slightly towards the upper right.

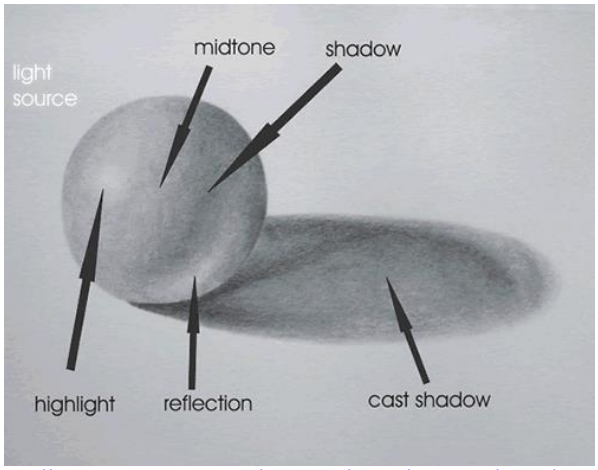
All the actual light directions (slopes A) in a drawing can be drawn parallel, and all projected light directions will slightly converge.



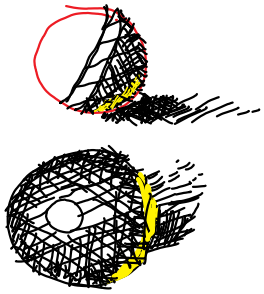
Skipped details

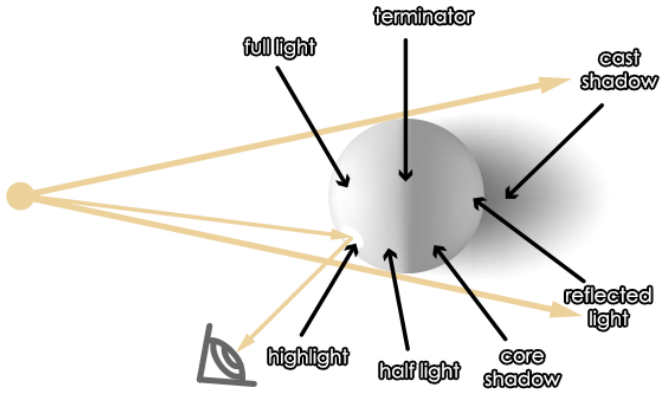
A lot of shape characteristics of an object can be seen by the shape of its shading, such as 'open' and 'closed' volumes, or edgy and rounded volumes.





http://www.artinstructionblog.com/wp-content/themes/lifestyle_10/images/understandinglight.gif



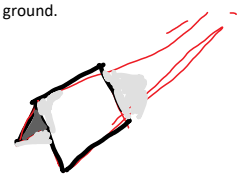


https://cms-assets.tutsplus.com/uploads/users/108/posts/19997/image/color-fundamentals-value-38.png
https://design.tutsplus.com/articles/improve-your-artwork-by-learning-to-see-light-and-shadow--cms-20282 Good tutorial about light and shadow.

> *Shade* can refer to any dark area in which sunlight or other bright light is blocked. *Shadow* refers to the dark shape that appears on a surface when an object blocks sunlight or other light.

http://learnersdictionary.com/qa/The-Difference-Between-Shade-and-Shadow-

So you can rest in the shade, or you can shade an object, but you see shadows on the ground.



Observe! Every chance you get.

https://www.drawinghowtodraw.com/stepbystepdrawinglessons/2016/04/shade-cubes-adding-shadows-cubes/