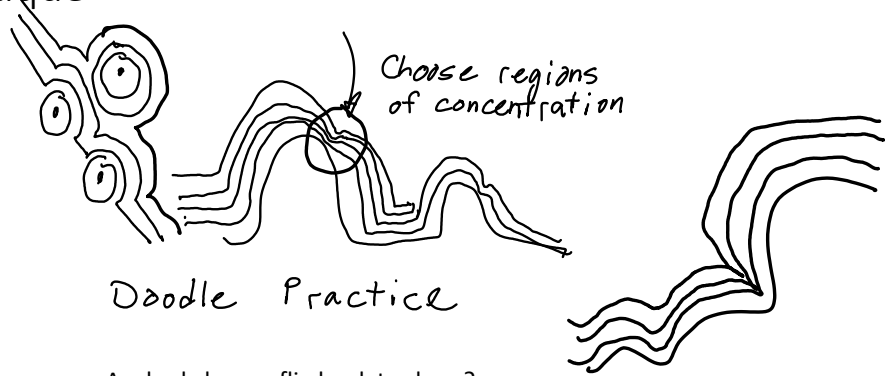


20 Aesthetics Game Critique

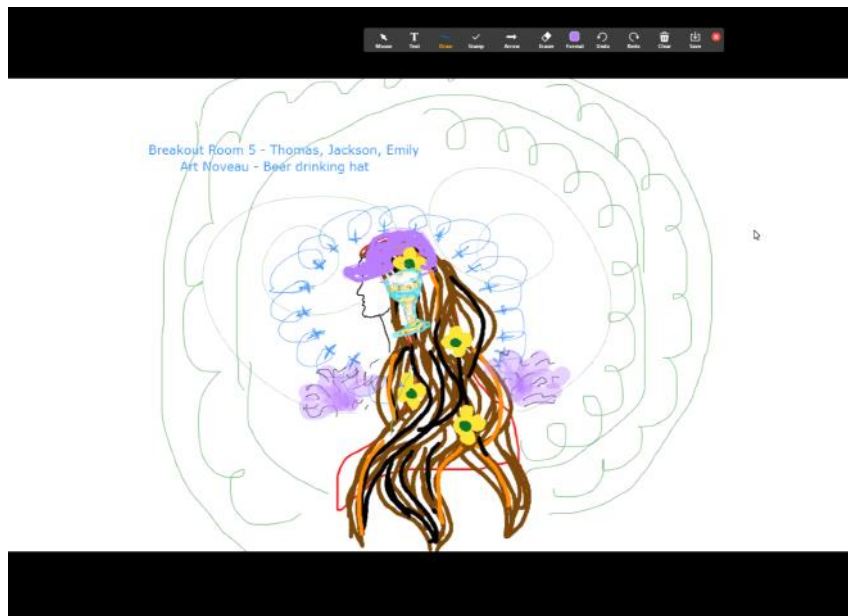
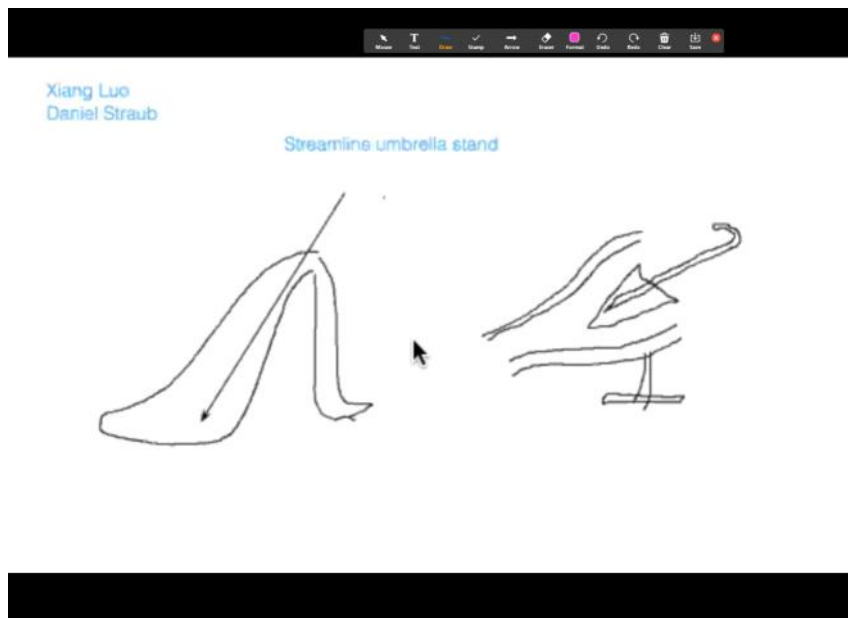
Monday, April 01, 2019 11:51 PM

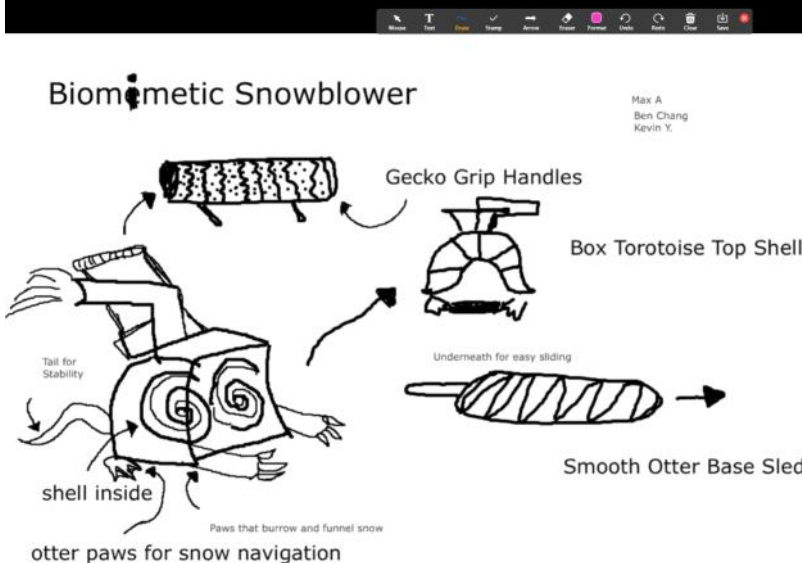
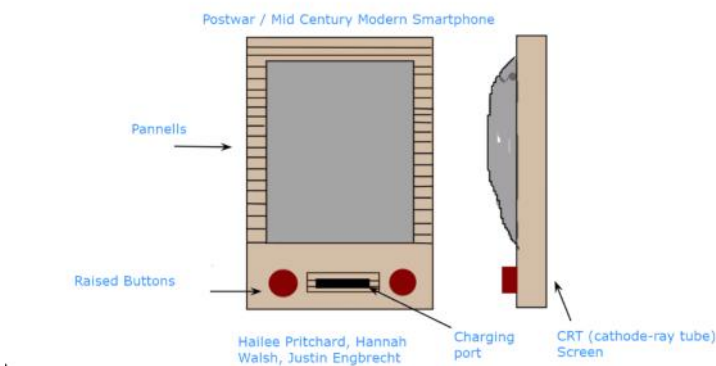
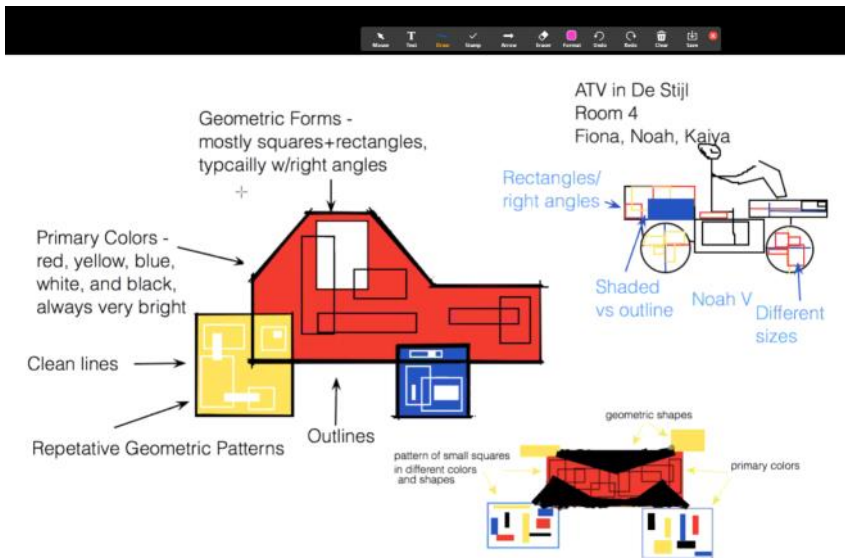
Today:

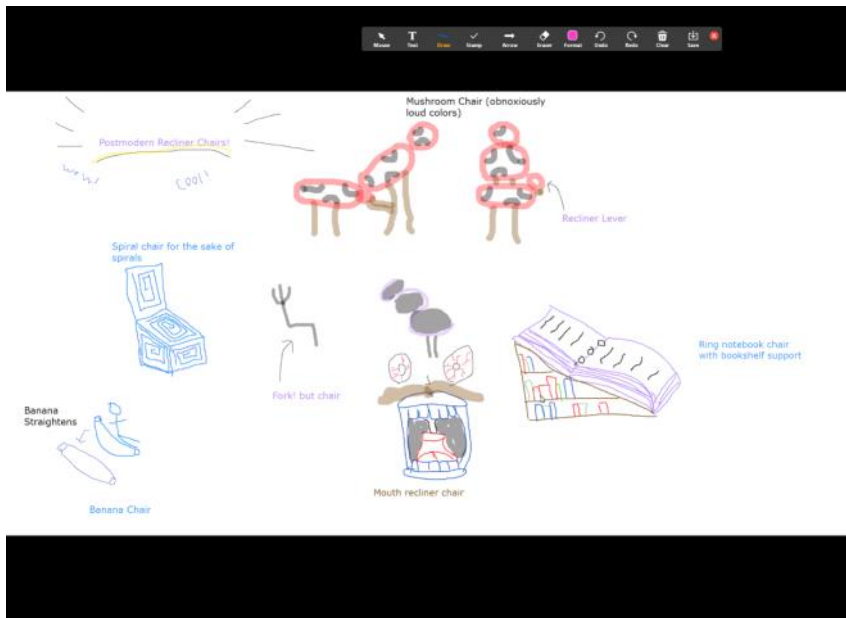
- Schedule
- Review Aesthetics Game
- More text resources
- Universal aesthetics topics
- Color



Anybody have a flip book to share?







Lecture topics coming up:

Universal Aesthetics

Case study: The Chair

Chair design will be case study, including Taschen and Phaidon curation, plus more detailed look at Eames/Herman Miller lounge chair



\$4,935.00USD

Current and recent designers:

Martha Stewart

Dyson

Apple: Steve Jobs, Jonny Ive

Elon Musk

David Kelly IDEO/Stanford D-school

Don Norman; *ideas on design. Everyday things*

Netflix: *Abstract (binge worthy) episode season 1* Bjarke Pels

} Requested/suggested
2020

Chrich Precht architect

Ben Burt audio design for films

Virgil Abloh: Vitton shoes and menswear designs

Tommy Bahama: clothing

Zaha Hadid: Curved architectures and shoes

Buckminster Fuller

Rick Owens: Fashion

Alexander McQueen: Strange fashion

Walt Disney

John Fluevog: Shoes (From Prof. Miller)

Temple Grandin: animal handling systems

Renzo Piano architect

Philippe Starck

Karim Rashid

Ross Lovegrove

Dieter Rams (Braun)

text resources in my office library:

Phaidon Design Classics, Volumes 1,2 and 3. London ; New York: Phaidon Press, 2006.

The three-volume book is an authoritative collection of design classics, which includes 999 industrially manufactured products, carefully selected by a group of experts. From cars to furniture, from tableware to cameras, from everyday objects to aeroplanes, this breadth of classic Design has never before been collected. For these 999 items will be the sourcebooks on design from the early 1800's to the present, bringing together patents, prototypes, old advertisements, original drawings, images showing the process of manufacture, as well as rare archival photographs. Over fifty authors ranging from designers to curators, critics, and academics, have contributed with short texts for each objects, providing detailed research and precise information. Each artifact gets 2 pages

Available as an app for iPad, \$15 (hardcopy is \$160)



From https://www.google.com/search?q=phaidon+design&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwiPnf_A25PLAhVELmMKHf7LCyYQ7AkIRA&biw=1010&bih=327

Taschen, publisher of **inexpensive** art and design texts. <https://www.taschen.com/>

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.

Possible lecture/discussion topics

I will curate, but requests will be taken

-
- 20 Aesthetic-Usability Effect
<http://www.lynda.com/Higher-Education-tutorials/Aesthetic-usability-effect/193717/436485-4.html>
- 24 Alignment <http://www.lynda.com/Higher-Education-tutorials/Alignment/193717/421223-4.html>
- 26 Anthropomorphic Form
- 28 Archetypes
- 30 Area Alignment
- 32 Attractiveness Bias
- 34 Baby Face Bias
- 168 Most Average Facial Appearance Effect
- 174 Operant Conditioning
- 190 Propositional Density
- 192 Prospect-Refuge
- 202 Red Effect <http://www.lynda.com/Higher-Education-tutorials/Red-effects/193717/436475-4.html>
- 208 Rule of Thirds
- 212 Savanna Preference
- 216 Scarcity
- 218 Self-Similarity
- 224 Signal-to-Noise Ratio

