

18 Specs, Supernormal Stimuli, Red effects

Monday, March 8, 2021 10:51 PM

Important Polls today! Log in to iClicker Reef

Today:

Universal Principles of Design:

Supernormal Stimuli

Weds: Black, White and Red effects

Sketching: shading in 2 point perspective

Fri: Color Nomenclature

Digital, photoshop

Pantone <https://en.wikipedia.org/wiki/Pantone>

Additive/subtractive physics

Anonymous Mid-Semester Check-In

Very short, 3 questions: What is going well, what needs to change, other comments?

https://cuboulder.qualtrics.com/jfe/form/SV_bBE1W71TkFdDcMt

Blog Post this week: My Personal Aesthetic

What is your personal aesthetic? **What major 20th Century design movements does it draw on?** What environments or experiences in your past has inspired it? The places you grew up in, a band you saw while younger, a game you were addicted to? After thinking about this, will your main project stay in this aesthetic, or will you try something new, outside your comfort zone?

If you have news about your project, discuss that in this post too.

Design Preview

Monday March 15 (Week 10. Spring Pause Week 11. Final project due date Week 15, April 17.)

Keep this schedule? Push Design Preview to Week 12? March 22

V

A

B

C whatever

Ok, will push back Design Preview

Should we keep the same pods for the rest of the semester, or

OK, we'll keep them



Universal Principles of Design (UPDes)

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

Access LinkedIn Learning from MyCUInfo

Faculty, Staff, and Students should access LinkedIn Learning via [MyCUInfo](#).

- After logging in, click the **CU Resources** dropdown menu.
- Select **Training**.
- Click the **LinkedIn Learning** tile.

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?

Extra bright colors on sports jerseys: Oregon, bright green

Moving water, water installations. Sparkle, glitter

Big fluffy coats, nesting? For comfort, even if not warm.

Shiny things. Matt vs shiny; shiny is more attractive. Texture and feel. Velvety soft smooth more attractive than rough, pointy, painful.

Video games, horror movies, roller coasters - fear response but is attractive, pleasurable, after the fact

Teacup dogs. Small is cute. Miniature features are attractive.