21 Specs, Supernormal Stimuli

Monday, March 20, 2023 10:51 PM

Admin Grads Sketching START ZOOM recording

No clickers today

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
Grad presentations:

Chin-Hsuan Wang	Nara Yoshitomo	Abby Schefer	Upcycle Presentation

Blog Post this week:

Post 8: Top 5 specifications, top 5 constraints

What are the top 5 things you want your project to look like, to feel like, to do? What are the aspects that will tell you you've succeeded in your project? What are you prioritizing?
Next, what are the top 5 constraints you face? Time, money, skills, supplies, ideas, room to work? Which ones will be the toughest to deal with?

Design Preview Specifications

Due dates

- Detailed plans for your artifact must be completed by noon April 3, the Monday after Spring Break
- You are encouraged to revise and improve them later, but this is the version you must document for critique. If you revise your plans, submit an additional post about them later too.
- Complete Design Preview report midnight Weds April 5.
- Presentations will be MWF the week after break. Attendance required.
- **Room requests for in-person pods due this Friday.**
- Pod and Critique Facilitators will be posted Weds in class and Slack.
- Video of your Design Preview Presentation added to your Design Preview Report the night of your presentation.
- **2 Critiques** of Design Preview reports due Midnight Sunday April 9.

Details

Main Project Artifact

From the Initial Assignments document.
"You can make anything you want, as long as it has some sort of dynamic component; a moving part or something that changes with time. You are expected to pay for the materials (cost at least equivalent to a hardcopy textbook, say $150) and the project is yours to keep at the end of the semester."
And of course, it must express some aesthetic that you choose and define. That's what this class is about, right? Your focus should be aesthetics first, function second. It's OK if your project doesn't work, but not OK if it looks bad.

Design Preview Report/Blog post

Length: As long as it needs to be to include the following. Don't scrimp. Minimum 500 words, 5 images or

videos.

What you are going to make for the main project

- 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.*
- Describe your vision for your project, the specifications that you developed for its function *and its form, your artistic vision and aesthetic*. What are you trying for?
- Include and describe your initial sketches and final design plans. Include your CAD drawings if you are using CAD in your design process.
- Document any prototyping or fabrication progress to date.

How you are going to make it

- Create a **timeline graphic**. Show your actual design process to date, and your planned timeline to completion. Be sure to show times for exploration, skill acquisition, looping, shopping, documentation and plans for disaster.
- Add a **detailed description of your fabrication process**. How are you going to make your artifact? What are the steps? Describe the steps shown in your timeline graphic. Document with lots of additional sketches, flowcharts, photos and/or video.
- Include **a link to the video** you made of your live presentation, or another video that provides an equivalent full description. If you want this to appear with a play button instead of a Featured Image, insert the link to your video (upload to YouTube or Vimeo) as the first text in your post, and set your post type to Video. You won't get credit in the end for this major post without a video.

Design Preview Presentations

In class starting Monday April 3 (see Schedule), we will have presentations in pods. The timing and Critical Response Process format is the same as for Upcycle. Four students will present each day. A grad student will be assigned as Pod Facilitator for the whole week, to coordinate who presents when and who will be Critique Facilitator; see the assignments in Slack. A Critique Facilitator each day will moderate the questions. A Google spreadsheet will be provided to keep track of people and record your in-class critiques.

Each student will give a presentation on their Design Preview, with the content of the presentation to mirror the written report, detailed above. Yes, Powerpoint is suggested. Plan to talk for 5 minutes, then take at least 5 minutes for critique, then one minute for the next speaker to get set up while others are typing their comments in the spreadsheet. This way **4** students can speak each period.

It's up to you to make sure your presentation works over Zoom. Your pod can elect to meet in person as well. Let Prof. H know you want an in-person room before Spring Break.

Say Thank You at the end of your talk. Do NOT say 'Any questions' right away; wait until after the applause. Then ask for questions. It's magic. It completes the rhythm of the talk. Allowing applause sets the audience free to ask questions.

Be sure to record your presentation to add to your posted report. Yes, **this is required**. If your video turns out awful for some reason, you may re-record your talk afterwards and post that. I recommend you test your setup in advance. Afterwards, title it, then upload to Youtube or Vimeo and put the link in your report post.

Everyone is expected to bring a laptop or other online device to comment on your podmates' presentations, live in class. **Even on the days you are not presenting, you must attend and comment**. This is another opportunity to hone your critique skills. If you cannot attend, be sure to comment anyways, and figure out some other way to contribute to the class, such as volunteering to facilitate later.

Grad presentations

Chin-Hsuan Wang	Nara Yoshitomo	~~Abby Schefer~~	~~Upcycle Presentation~~

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, Supernormal Stimuli

https://www.linkedin.com/learning/universal-principles-of-design/supernormal-stimuli?autoplay=true&resume=false&u=42275329

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

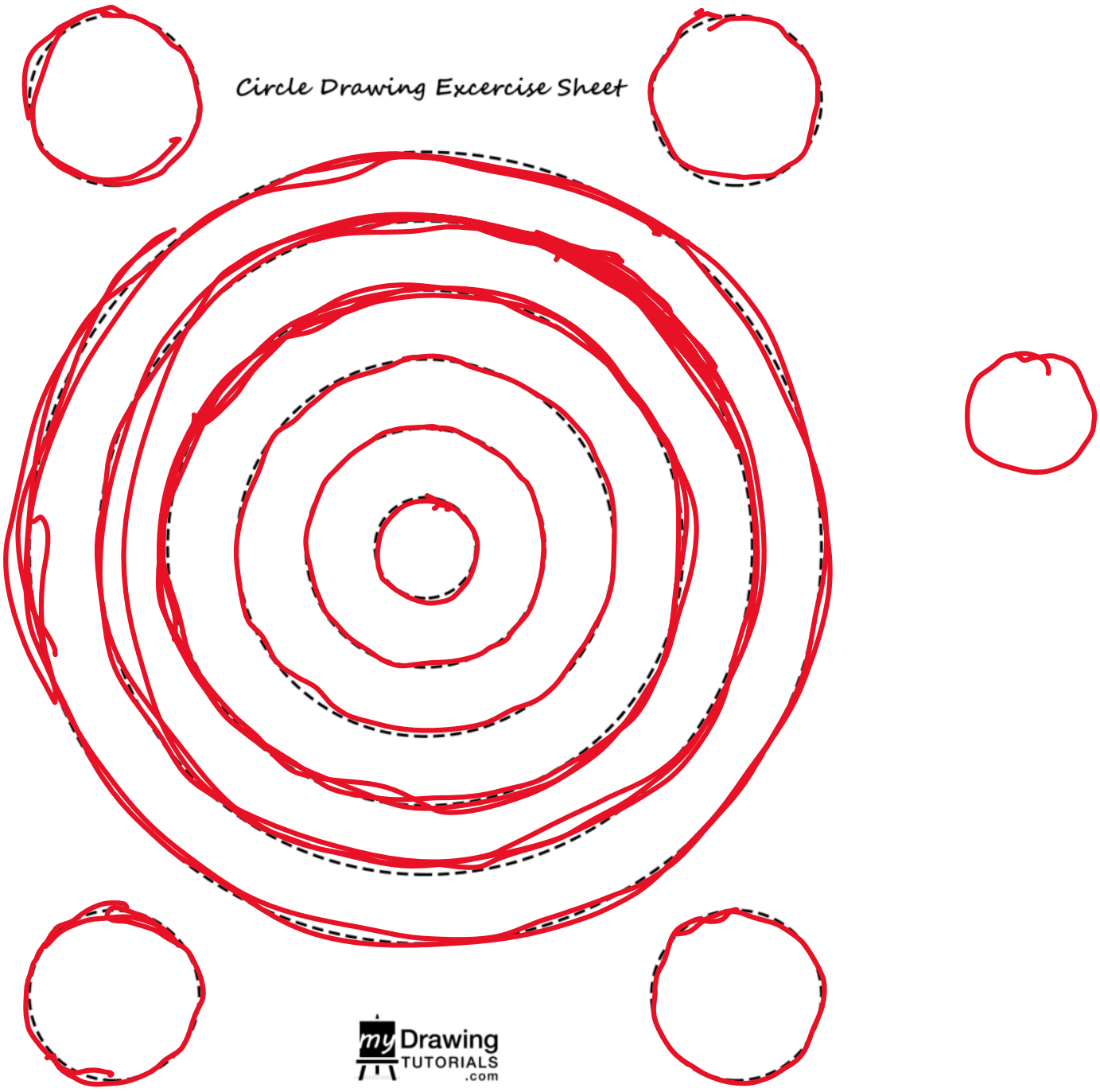
Students in pre-course survey "I want to learn how to make appealing things". This is one very direct way.

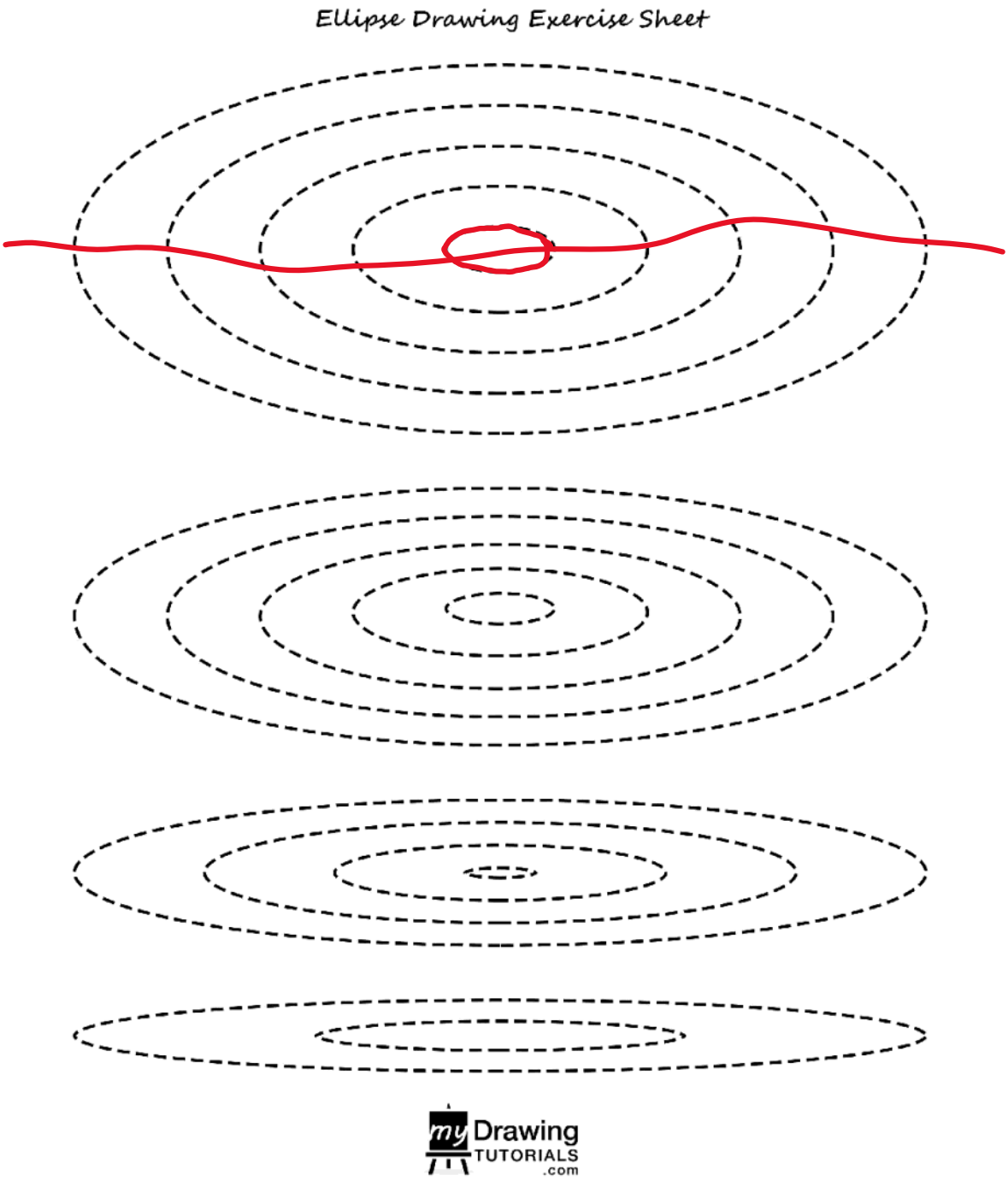
In groups, 5 minutes X Do on Wednesday

1) list other examples of supernormal stimuli. What is wildly popular, and what instinct might be triggered?
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?

Last year:
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.

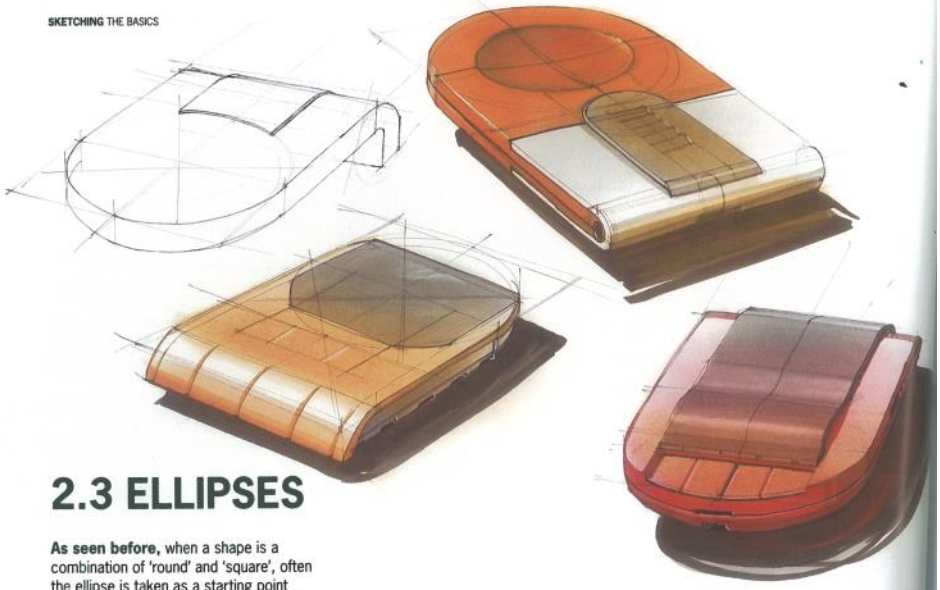
Sketching Practice


Circle Drawing Excercise Sheet
my Drawing TUTORIALS .com



Practice circles and ellipses (horizontal and vertical) while doodling this week.

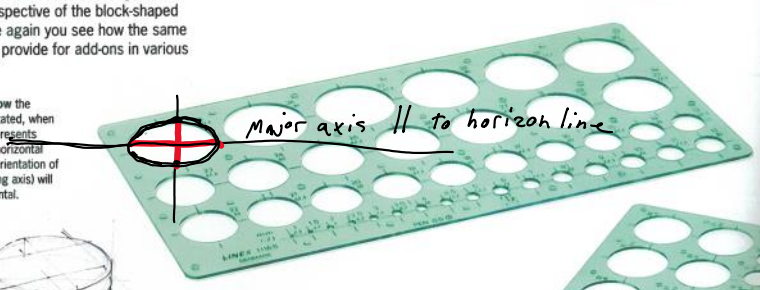
Ellipses

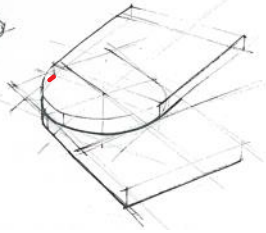


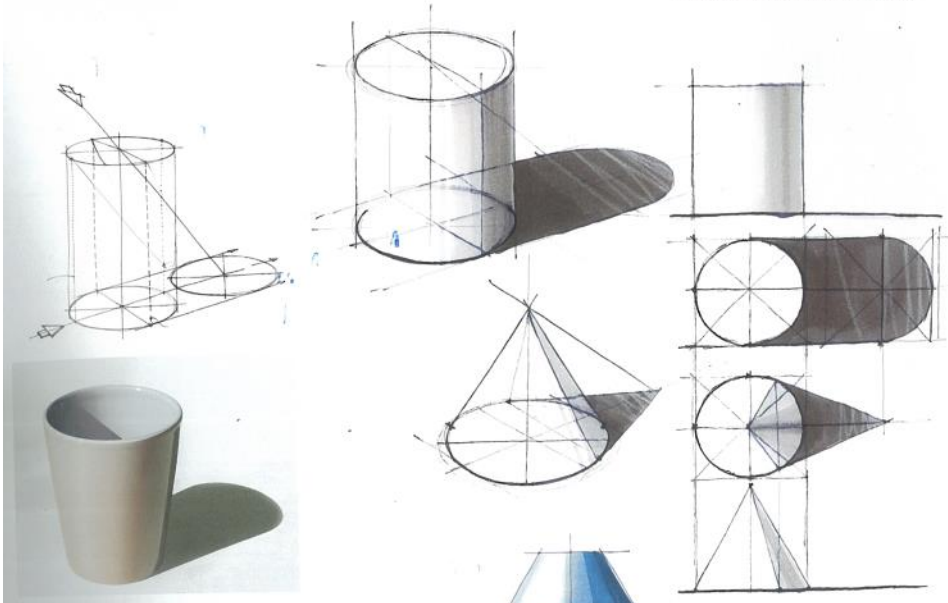
2.3 ELLIPSES

As seen before, when a shape is a combination of 'round' and 'square', often the ellipse is taken as a starting point for the perspective of the block-shaped parts. Here again you see how the same ellipse can provide for add-ons in various directions.

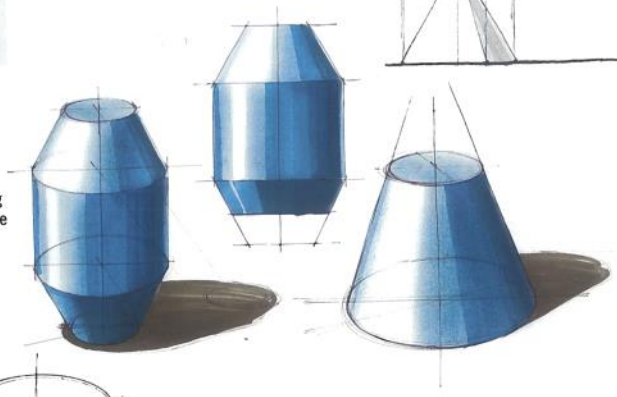
No matter how the circle is orientated, when the ellipse represents a circle on a horizontal surface, the orientation of the ellipse (long axis) will remain horizontal.



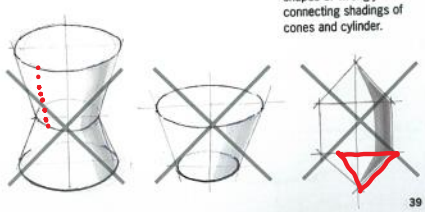




The cast shadow of a cylinder consists of a projection of its top surface on the ground, using the 2 lines that describe the light direction, connected to the cylinder itself with tangents. It is here that the shading of the cylinder starts. This shading does not have its darkest part at the outline of the shape, but a little 'inside' it. This is caused by ambient light and reflection. It is this 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 reversed cone shapes or wrongly connecting shadings of cones and cylinder.

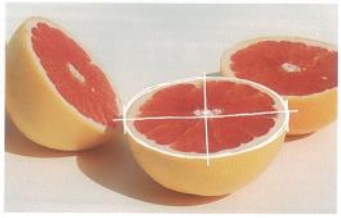


Tip

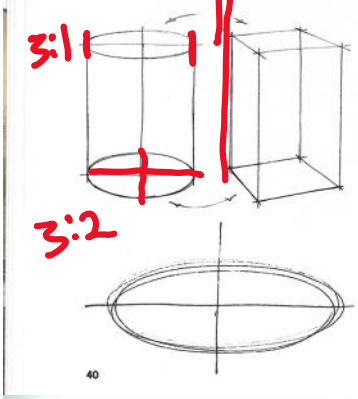
A conical shape pointed upwards or downwards will have a very different shading from that of a cylinder. When these shapes are simply combined, without a smooth rounding transition, the shading of that object will have drastic 'jumps'.

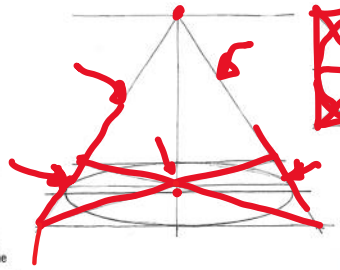
2.4 UPRIGHT CYLINDERS

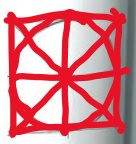
A circle drawn in perspective is represented by an ellipse, a mathematical shape. Useful rules are related to their axes. The major axis is the longest line possible, while the minor axis divides the major axis into two equal parts. The crossing of those two lines is exactly 90 degrees at the middle. Drawn in perspective, the perspective centre of the circle is of course not through this point, but, depending on the amount of convergence, somewhat behind this point, as shown in the example. If you cut a grapefruit in two equal halves you can see this difference.



To draw a cylinder you need a centre line, two ellipses and two vertical tangents on the outside. The base ellipse will be rounder because of perspective. You may compare it to a block shape but you do not need to draw a block and construct a cylinder within this block.

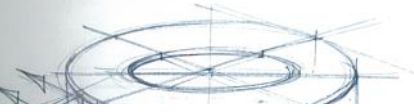




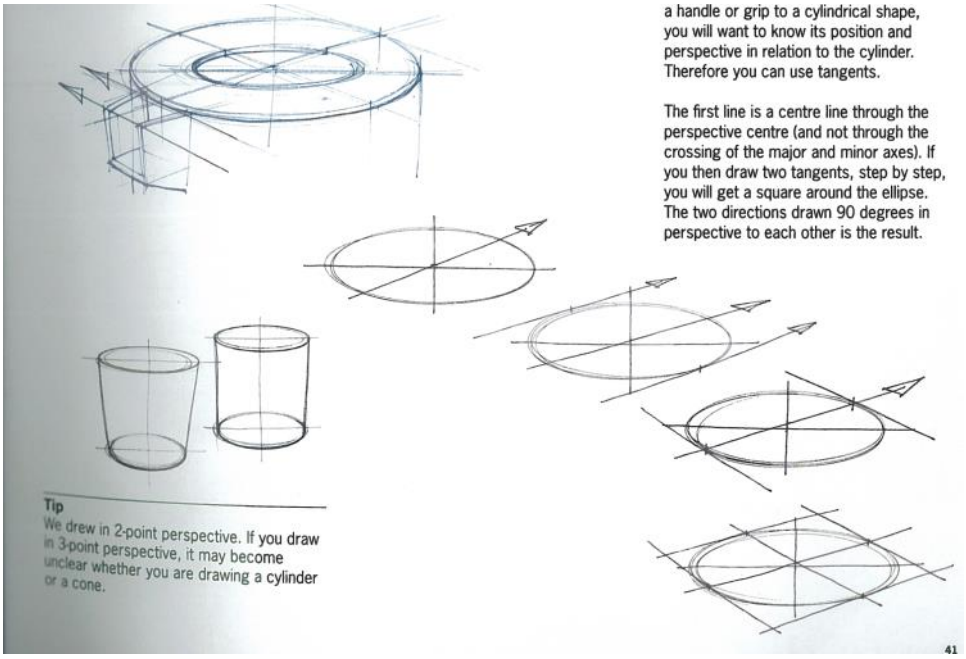


Ellipses are drawn by repeating the shape several times. This will not result in a perfect symmetrical shape, but it emphasises the other main character of ellipses: the fluency of the shape.

A tangent to the ellipse determines the perspective of other shapes combined with this cylinder.



If you want to attach something like a handle or grip to a cylindrical shape, you will want to know its position and perspective in relation to the cylinder. Therefore you can use tangents.



a handle or grip to a cylindrical shape, you will want to know its position and perspective in relation to the cylinder. Therefore you can use tangents.

The first line is a centre line through the perspective centre (and not through the crossing of the major and minor axes). If you then draw two tangents, step by step, you will get a square around the ellipse. The two directions drawn 90 degrees in perspective to each other is the result.

Tip
We drew in 2-point perspective. If you draw in 3-point perspective, it may become unclear whether you are drawing a cylinder or a cone.

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