

# 23 Supernormal Stimuli, sketching

Monday, April 1, 2024 10:51 PM

Today:

No Grad presentations:

Aesthetics Game recap

Universal Principles of Design:

Supernormal Stimuli

Weds: Black, White and Red effects

Fri: Color Nomenclature

Digital, photoshop

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

Additive/subtractive physics

Sketching: circles and ellipses

## 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

- 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?

Collectables: McDonalds toys, beanie babies: Resource guarding

Speech and debate: Ted talks that hook you in with controversy. Simple big text. Information assimilation

Shiny things: Looking for water, reflective surfaces

Amazon smile logo: Acquistativeness. Supreme logo: Status display

Boulder rave aesthetic, neon colors laser lights, EDM, magical wonderland: Sensory overload, Tribal belonging.

Hunting instict - colors, red.

Amazon smile logo: Acquistativeness. Supreme logo: Status display

Boulder rave aesthetic, neon colors laser lights, EDM, magical wonderland: Sensory overload, Tribal belonging. Hunting instict - colors, red.

Logos - Target vs Walmart. Bright red, brings strong reactions. Cooler blue walmart, water, sky, slow down

Reverse reaction to some of these. Not wanted for project, too aggressive. Minimalism is still good, clean. Anti marketing, anti exaggeration.

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.

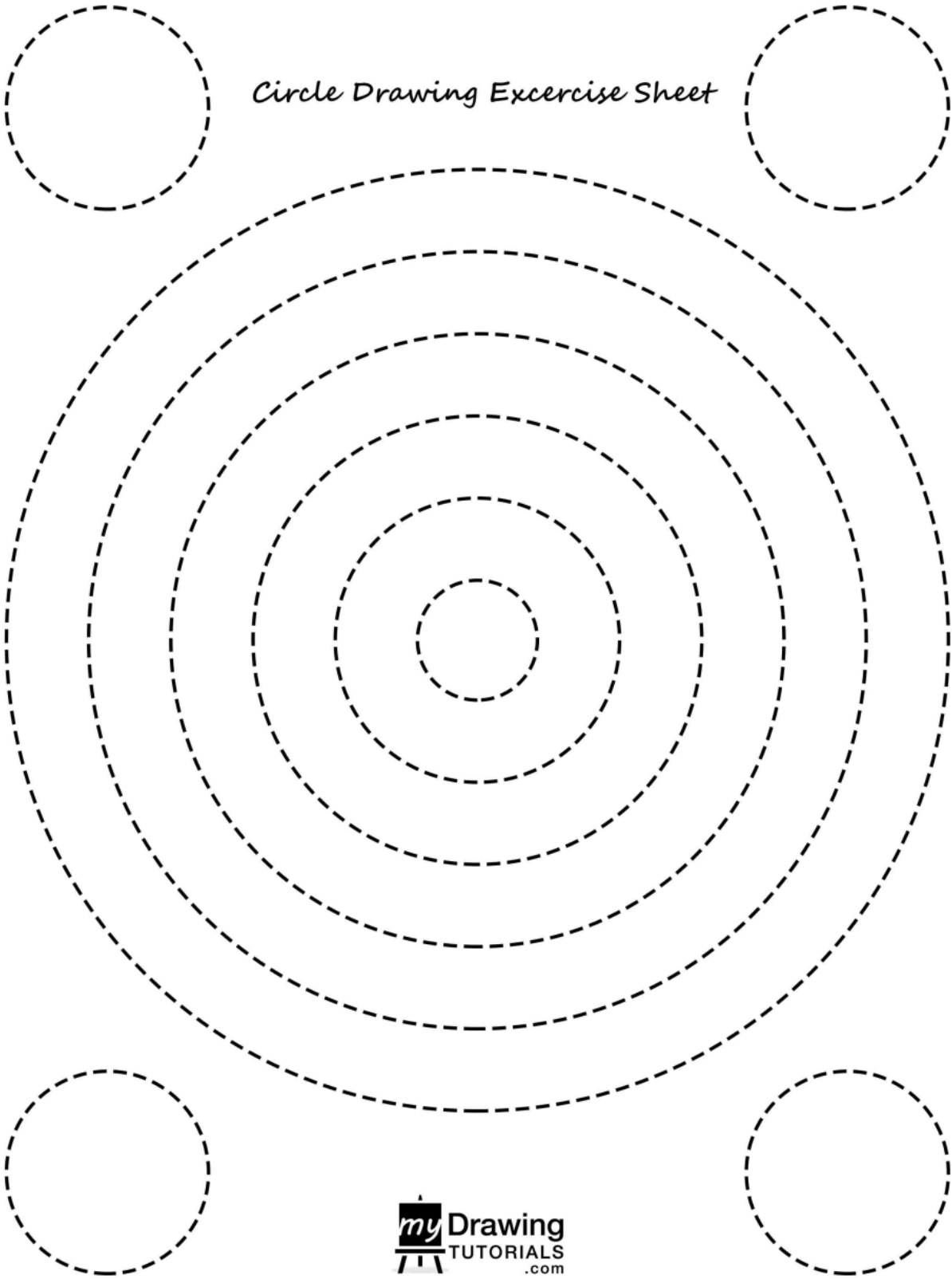
Shiny things. Matt vs shiny; shiny is more attractive. Texture and feel. Velvety soft smooth more attractive than rough, pointy, painful.

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

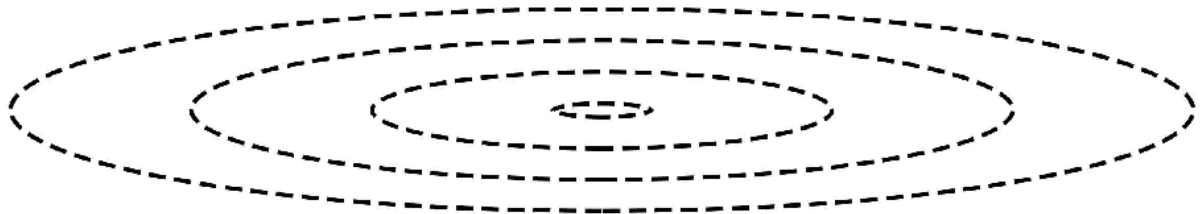
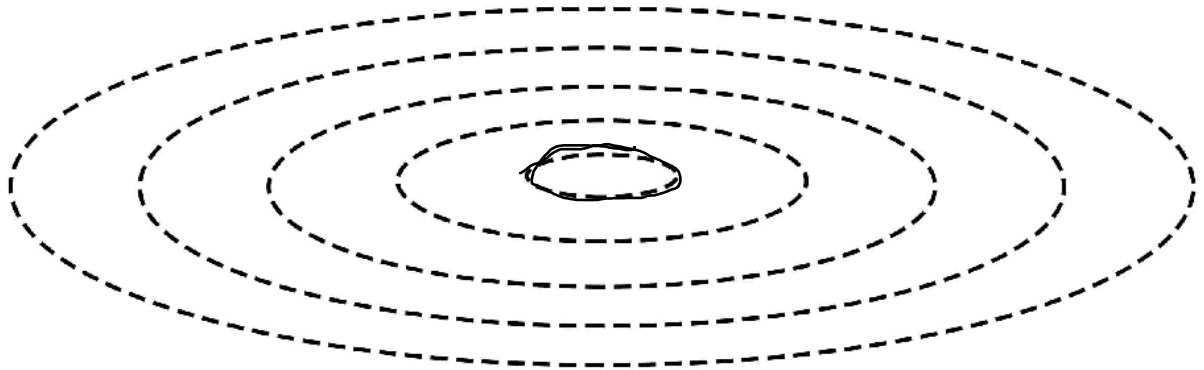
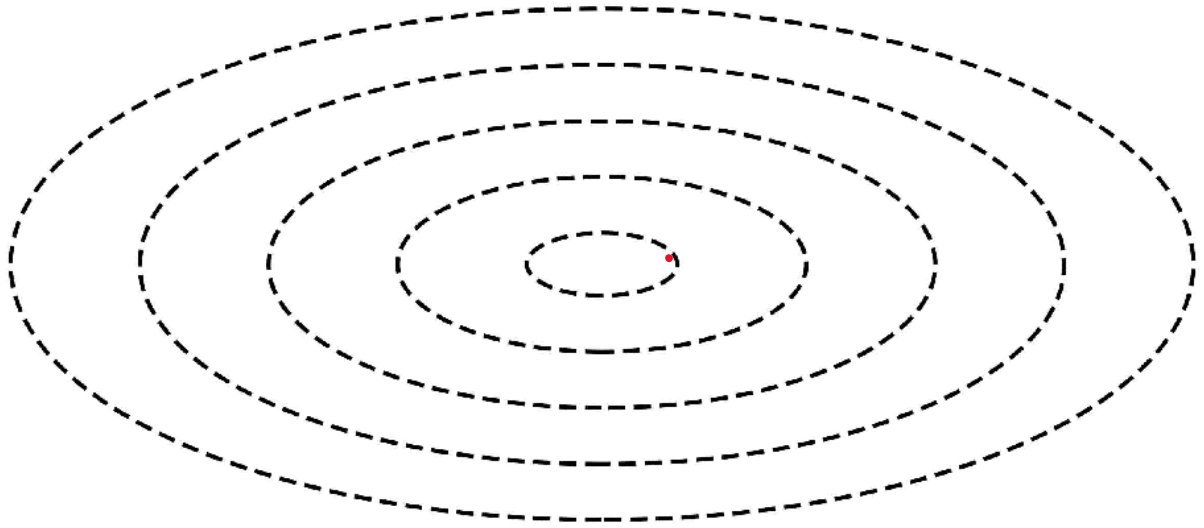
Teacup dogs. Small is cute. Miniature features are attractive.

## Sketching Practice

Circle Drawing Exercise Sheet



# Ellipse Drawing Exercise Sheet



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