

Today

Finish timeline

Radical Design

Matt Black

Black and Blue

Post-Modernism

Factor of 7

Recruitment

t\_General...

### HOW DO YOU FEEL ABOUT AI?

Are you over the age of 18 & a CU Boulder undergraduate? Fill out this 15-minute survey on AI attitudes and usage for a chance to win one of 30 \$25 Amazon gift cards



Click the link, scan the QR code, or use the link below!

<http://bit.ly/4oV7pJZ>

Questions? Email Rebecca Lee at [rebecca.lee@colorado.edu](mailto:rebecca.lee@colorado.edu)

Wednesday, start Design Preview. Attendance required.

Friday Zach Weaver guest lecture. Attendance required.

Monday 3/17, Weds 3/18 Design Previews. Attendance required.

Friday before break: Aesthetics Game. Not required but a lot of fun!

Design Preview Specifications

Current Semester Posts

Older Student Work

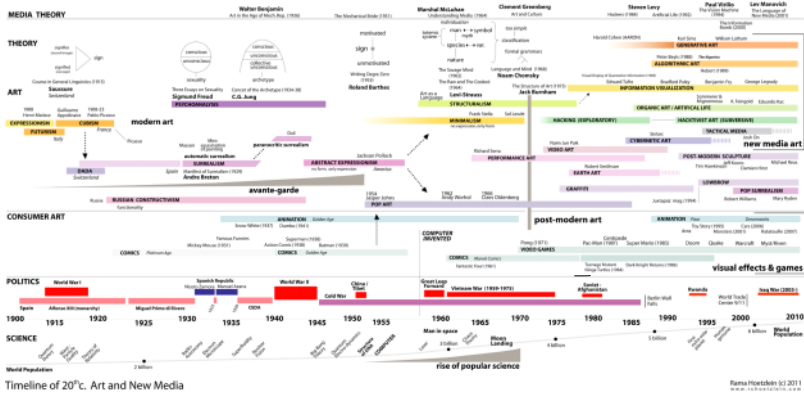
Current Course (2023)

Schedule 2025

Design Preview Specs 2025

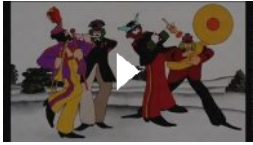
Presentations:

Keith Hemenway In April	
Colton Romig	Frank Lloyd Wright Architecture





[Yellow Submarine Original Trailer - 1968 \(Beatles Official\)](#)



Apple recording studio was founded in 1968, 10 years before Apple Computers

Compare mid-century modern (1940 - 1960) to pop art 1960 - 1980

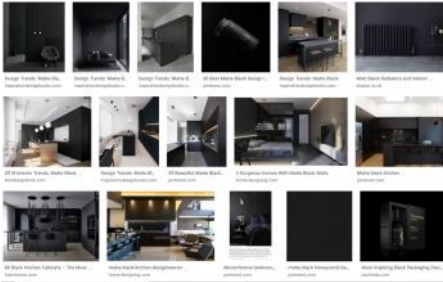
- Light fixtures
- Children's toys
- Chairs
- Upholstery fabric
- Automobiles 1940s to 1970s
- Bicycles 1940s to 1970s
- Sewing machines 1940s to 1970s

### Radical Design 1968-1978

Backlash against Good Design and Modernists. Questioned rationalism, technology and consumerism. Countercultural, subversive. Buckminster Fuller. Based in Italy. Transitional to Post Modernism.

### High Tech/ Matt Black 1972-1985

Industrial design elements. Used geometric formalism of Modernist, and some Radical Design, but rejected excesses of Pop.



PIB: Person in Black

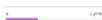
Clickers:

How many are wearing black or gray right now?

- A Yes, me
- B not today
- C never, I hate black

How many have black products: speakers, computer cases, gaming consoles, car, bike, monitor frames, phones, furniture

- A Yes, most of my stuff
- B some



- 

44 phones, furniture  
53 A Yes, most of my stuff  
B some  
C I try to avoid it, prefer white

2. Do I try to avoid it, prefer colors



Adherence Level	Percentage of Patients
100%	100%
90%	90%
80%	80%
70%	70%



Post Modern 1972-present

From Barthes' theories on semiotics (1957); that signs and symbols are important for communication. By removing ornamentation, Modernist design de-humanized; removed symbolic communication, and rendered designs inhumane, alienating. Post Modernists re-introduced historic decorative motifs, often ironically, sending messages thereby.



[https://www.google.com/search?q=postmodernism+design&rlz=C391C1m-wisch&rlz=C391C1m-wisch&source=univ&sa=X&ved=0ahUKEwi62TeTqTLAN8VGMKH4XDhDDkQsAQ\\_lg&biw=1218&bih=596](https://www.google.com/search?q=postmodernism+design&rlz=C391C1m-wisch&rlz=C391C1m-wisch&source=univ&sa=X&ved=0ahUKEwi62TeTqTLAN8VGMKH4XDhDDkQsAQ_lg&biw=1218&bih=596)

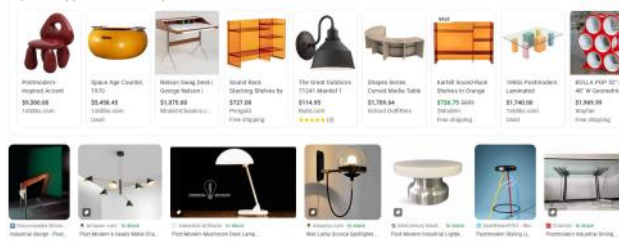
What is art? What good is art?

- **Realism**
  - Plato (500 BC): Representations should be truthful. Beauty = truth. Human perceptions are fallible, invisible true world has ideal 'Forms'.
  - Aristotle: Beauty = both appearance (order, harmony, symmetry) and functionality. Form is inseparable from the purpose of art: to represent.
- **Expressionism (1890's)**
  - Art is to embody and stimulate emotion, often through metaphor.
  - Cognitivism: Art can teach. Dewey's 'aesthetic experience' gives meaning and value.
- **Formalism (1900's):**
  - Only the form is important. Emotion, narrative, functionality are irrelevant.
  - Abstract art context
- **Postmodernism (1968)**
  - Art and aesthetics cannot be separated from the social, ethical and political world.
  - Pluralism. No theory is absolute; context is essential.

Barrett, Terry. *Why Is That Art?: Aesthetics and Criticism of Contemporary Art*. 2nd ed. Oxford University Press, USA, 2011.



spaceone - Shop post modern industrial products :



Which Upcycle projects were actually Post-Modern? How so?



Magic Factor of 7

Here is some advice I got from Larry Talbot, my PhD advisor:  
"In research, tasks will take you 7 times longer than you think they should"  
You may think that you are a reasonably good project planner, that things may take longer than you plan by a factor of 2 or 3, but a factor of 7? Really? Why?

- Everyone acknowledges the difficulty of planning when there are many unknowns. Used in project planning and risk assessment. You must consider
- Known knowns: things we know we know. You can make reasonable estimates of time regarding these issues. For example, how long it will take to order a material you need, or carry out an assembly step you have done before.
  - Known unknowns: things we know that we don't know. For example you may know that you will need to learn to use a 3D printer for your projects. 'How to use a 3D printer' is a known unknown.
  - Unknown unknowns: Things you have no way to predict.
    - Examples from previous years: A family emergency. A catastrophic laser cutter failure that will take months to repair. A nationwide shortage and backorder of a widget you need. Your friend who was going to help you with 3D printing falls in love and has no more time for you, and there are no more workshops offered this semester.
    - Example from 5 yrs ago: Covid.
    - Example from today: Tariffs, deportations, disruptions, shutdowns.

This is a type of epistemology, knowledge about knowledge. "Epistemology is the investigation of what distinguishes justified belief from opinion."  
<https://www.google.com/search?q=epistemology&ie=utf-8&oe=utf-8>  
Very topical given recent controversies around national news!

There is a fourth category sometimes added: unknown knowns, things we deny knowing. Unconscious bias, for example.

"Unknown unknowns" was made famous in 2002 by Donald Rumsfeld during the Iraqi War w.r.t WMDs, but has been used by NASA and others since the 1950's.  
[https://en.wikipedia.org/wiki/There\\_are\\_known\\_unknowns](https://en.wikipedia.org/wiki/There_are_known_unknowns)

For time management and planning, some use a time order-of-magnitude safety factor:  
if it should take 1 second, it will take 1 minute  
if it should take 1 minute, it will take 1 hour  
if it should take 1 hour, it will take 1 day  
and etc, for days, weeks, months, years.

Factors of 60, 60, 24, 7, 30 etc. Perhaps excessive.

This may work, but I have found the Magic Factor of 7 to be remarkably accurate for doing anything new, in research or design.