

# 23 Supernormal Stimuli, sketching

Monday, March 31, 2025 11:24 AM

Today:

Universal Principles of Design:

Supernormal Stimuli

Color in Design: Black effects

Sketching

Weds: White and Red effects

Fri: Color Nomenclature

Digital, photoshop

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

Additive/subtractive physics

Sketching: Finish vertical and horizontal cylinders

We are starting Week 12. Your project is due Wednesday Week 15, April 24! This week's blog post - Top 5 Specs, Top 5 Constraints. Want talk time?

Grad Presentations

Tyler L'Hotta	Giorgetto Giugiaro <a href="https://docs.google.com/presentation/d/196th6XS1sPJMjHSezWmcM_rqbQ1x_FlAtKKyXkQhi_w/edit?usp=sharing">https://docs.google.com/presentation/d/196th6XS1sPJMjHSezWmcM_rqbQ1x_FlAtKKyXkQhi_w/edit?usp=sharing</a>
Nicolas Rios	TBD

## Universal Principles of Design (UPDes)

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

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## 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?

SOCIAL MEDIA

VIDEO GAMES - novelty, action

Video of cakes made in rice cooker

Reels of vistas

Bright candy colored apps

Fast food wrappers and logos use yellow and red

Last year:

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: Acquisitiveness.

Supreme logo: Status display

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

Hunting instinct - colors, red.

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

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.

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

## Color in Design

### Black Effects

<https://www.linkedin.com/learning/universal-principles-of-design/black-effects?autoplay=true&resume=false&u=42275329>

The Black Effect is no excuse for racism. Instead, we should all be aware of a potential unconscious/implicit biases, and guard against being influenced by them.

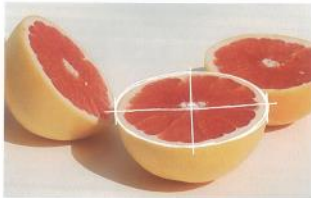
<https://implicit.harvard.edu/implicit/takeatest.html>

## Vertical and Horizontal Cylinders

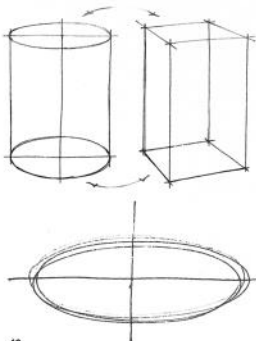
First, recap of vertical (upright) cylinders:

## 2.4 UPRIGHT CYLINDERS

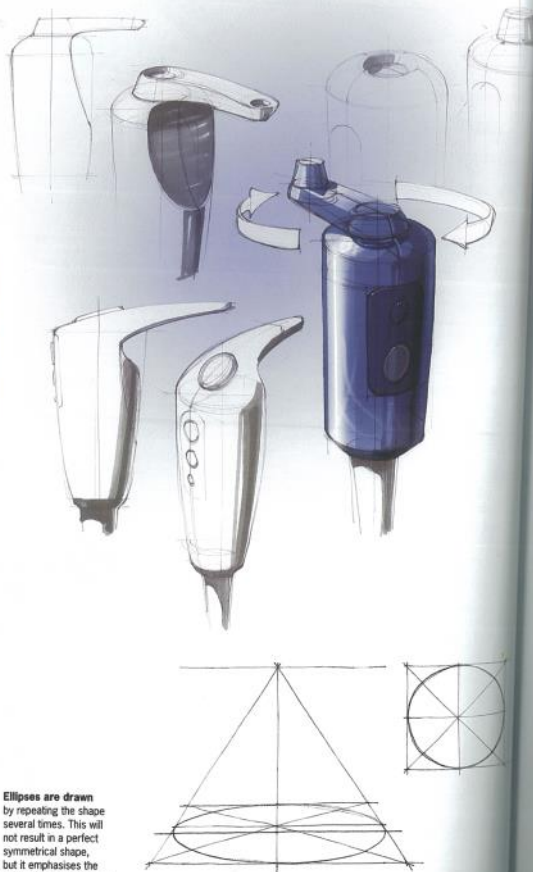
A circle drawn in perspective is represented by an ellipse, a mathematical shape. Useful rules are related to their axes. The major axis is the longest line possible, while the minor axis divides the major axis into two equal parts. The crossing of those two lines is exactly 90 degrees at the middle. 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.

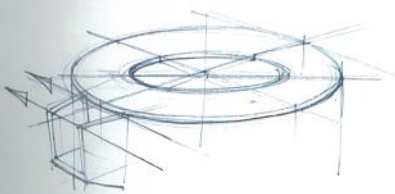


Ellipses are drawn by repeating the shape several times. This will not result in a perfect symmetrical shape, but it emphasises the other main character of ellipses: the fluency of the shape.





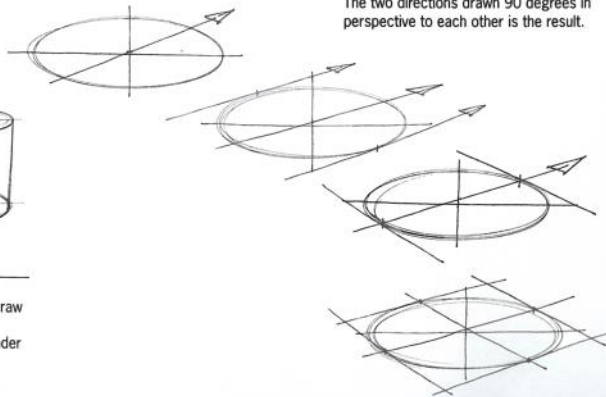
A tangent to the ellipse determines the perspective of other shapes combined with this cylinder.



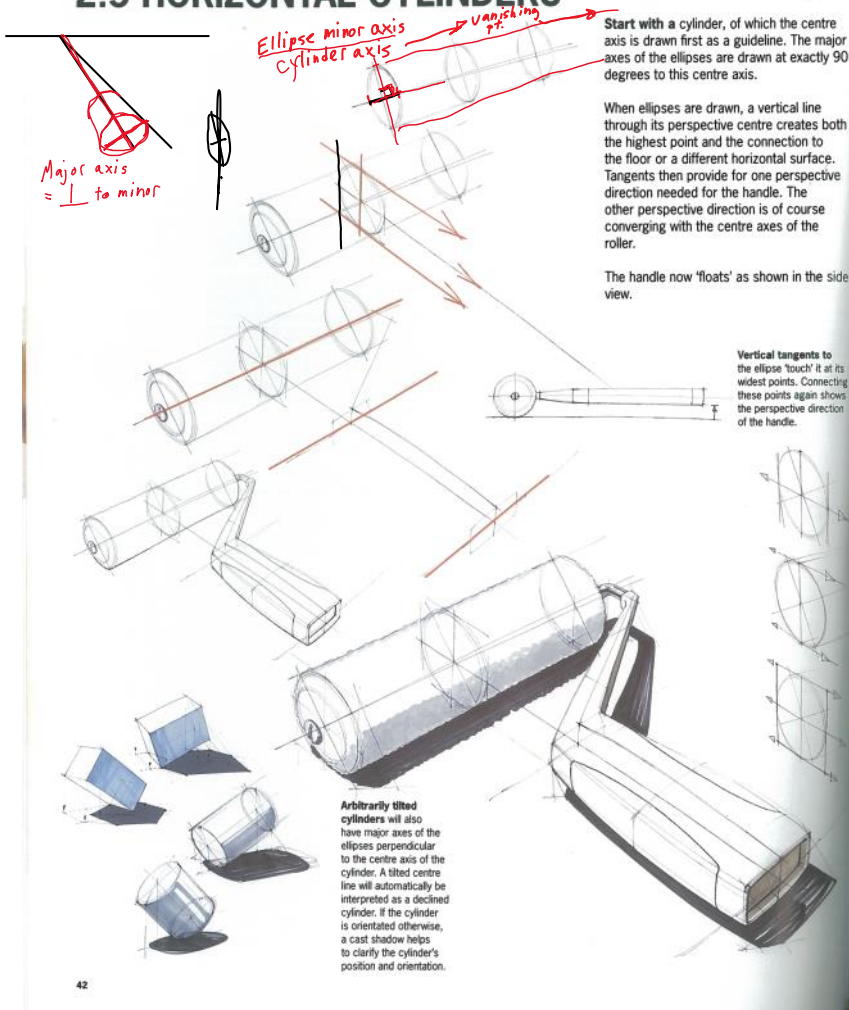
**Tip**  
We drew in 2-point perspective. If you draw in 3-point perspective, it may become unclear whether you are drawing a cylinder or a cone.

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.

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.



## 2.5 HORIZONTAL CYLINDERS



Amount that major axis is angled compared to vertical depends partly on vertical distance from horizon line.

Top is tipped away for things below horizon.

Top is tipped towards viewer for things above horizon line.

Angle also depends on how oblique the circle is.

For slightly oblique, major axis is close to horizontal.

The more oblique, the more vertical the major axis becomes.

Practice with the bottom of your water bottle.