Graphic Design
Last Two Classes:

Sketching & Shading Techniques

Today:

Graphic Design!
Color DJ/ Audio Jack
Why now?

idea posters!

3 ideas/team, in **vertical**
poster format for next
Wednesday’s lecture

45 second pitch per idea

starting work this lab

used in first play testing
A Game!

Frankenpitch
a 45 second idea pitch has a typical structure!

1. **Introduction:** captivating opening line *(5s)*

2. **Concept:** toy name, definition, user *(10s)*

3. **High-level attributes:** core components, how to play *(15s)*

4. **Context:** where to play *(5s)*

5. **Differentiate:** core difference from existing similar toys or play *(5s)*

6. **Closing:** overarching play-value of toy *(5s)*
write a 45 second **FRANKENPITCH**

for color DJ!

1. **Introduction:** captivating opening line *(5s)*
2. **Concept:** toy name, definition, user *(10s)*
3. **High-level attributes:** core components, how to play *(15s)*
4. **Context:** where to play *(5s)*
5. **Differentiate:** core difference from existing similar toys or play *(5s)*
6. **Closing:** overarching play-value of toy *(5s)*
and now! **FRANKENPITCH**

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and now! **FRANKENPITCH**

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What is Graphic Design?
Communication with (2D) visual information

for funsies…

and for serious.
What is Good Graphic Design?

1) Conveys the right meaning

2) Has visual coherency

3) Is readable under use conditions (unless the goal is confusion)
Semantics

Getting the right message across
Semantics
Semantics

Culture and age dependent
Semantics

Culture and age dependent

Learned
Culture and age dependent

Learned

or Intuitive
Semantics

shapes have feeling and meaning!
Semantics

has appropriate feeling

old (1968)  new (2015)
Good Graphic Design

1) Conveys the right meaning

2) Has visual coherency

3) Is readable under use conditions (unless the goal is confusion)

Semantics
Syntax
Usability
Good Graphic Design

1) Conveys the right meaning

2) Has visual coherency

3) Is readable under use conditions (unless the goal is confusion)
Syntax
Syntax
What is Good Graphic Design?

1) Conveys the right meaning  →  Semantics
2) Has visual coherency  →  Syntax
3) Is readable under use conditions (unless the goal is confusion)  →  Usability
What is Good Graphic Design?

1) Conveys the **right meaning**  
   Semantics

2) Has **visual coherency**  
   Syntax

3) Is **readable** under use conditions (unless the goal is confusion)  
   Usability
Usability
Usability
Clarity

Kendall Sq.
Cambridge
Storrow WB
Left Lane Only

you don't matter.
don't worry.
Good Graphic Design

Semantics
Message

Syntax
Coherence

Usability
Clarity
Graphic Design Quiz!

Semantics
Message

Syntax
Coherence

Usability
Clarity

Design a sign for “Serious Zone”
Use the 8.5 x 11” cardstock
Serious Zone?

Tuol Sleng
Genocide Museum
I found I could say things with color and shapes that I couldn’t say any other way—things I had no words for.

Georgia O’Keeffe
Semantics
feel: visual emotions
Semantics

feel: visual emotions
Semantics

feel: visual emotions
Syntax

focus!
no focus!
flow
# Subject UPDATES for Spring 2018

Check the subject updates for Spring Term 2018 by clicking on the appropriate subject card on this page. These comprise the known changes and new subject offerings by the Department of Electrical Engineering and Computer Science. For further information about any subject contact the instructor directly.

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<tr>
<th>Subject</th>
<th>Code</th>
<th>Prerequisites</th>
<th>Instructor</th>
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<tr>
<td>Network Engineering</td>
<td>6.5076</td>
<td>Undergraduate Level; AUS; Units: 3-0-9; Prerequisites: 6.02, 6.041A, 6.044, 18.440; Instructor: Professor Muriel Medard (<a href="mailto:medard@mit.edu">medard@mit.edu</a>); Schedule: TR9:30-11, room 36-112 (change of time/room)</td>
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<tr>
<td>Introduction to Data Science</td>
<td>6.5077</td>
<td>Undergraduate: Units: 4-0-8; Prerequisites: 6.041A; Instructor: Professor Yury Polyanskiy (<a href="mailto:yury@mit.edu">yury@mit.edu</a>), Devavrat Shah (<a href="mailto:devavrat@mit.edu">devavrat@mit.edu</a>), and Jelena Tsitsiklis (<a href="mailto:jnt@mit.edu">jnt@mit.edu</a>); Schedule: Lec TR1:2-3:00, room 32-155; Rec TR1:1-2:00, room 31-11, F1, F2</td>
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<tr>
<td>Computation Structures (Special)</td>
<td>6.5084</td>
<td>Undergraduate Level: Units: 4-0-8; Prerequisites: none; Instructors: Professors Arvind, Daniel Sanchez, and Hanono Wachman; Schedule: TR1, room 35-225</td>
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<tr>
<td>Deep Learning Practicum</td>
<td>6.5198</td>
<td>Undergraduate Level: Units: 2-3-7; Prerequisites: 6.04 or 6.036, or permission of instructor; Instructor: Prof. Hal Daumond (<a href="mailto:hal@mit.edu">hal@mit.edu</a>); Schedule: Lec TR2:3-4:30, room 36-112</td>
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<tr>
<td>Physics and Engineering of Superconducting Qubits</td>
<td>6.645</td>
<td>Graduate Level: Units: 3-0-9; Prerequisites: 6.7286 or equivalent; Instructor: Prof. William Oliver (<a href="mailto:oliver@csail.mit.edu">oliver@csail.mit.edu</a>) and Prof. Terry Orlando (<a href="mailto:tlando@mit.edu">tlando@mit.edu</a>); Schedule: TR2:30-4, room 36-155</td>
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<td>6.861 Bayesian Modeling and Inference</td>
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<td>6.884 Telemedicine and Telehealth for Enhancing Global Health</td>
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Semantics & Syntax
design challenge

design a form and color collage that expresses a rainbow association!

horizontal layout (5x8)

not literal

write name on back

use double-sided stickies
Lab Reminders

bring top 3 new ideas to lab
separate sheets, in your notebook, and as refined sketches

using the drawing tools and techniques!
Labs This Week

Pinup ideas

Pick top 3 ideas — walk through playing with them

Start work on posters

Financial officers 💰
Weekend Workshop!

Plushie Making Tutorial!

**Part 1**: Illustrator and Pattern Design

Sunday, March 3, 11am-1pm in 1-390.
Signup on the website!
Next Week in Class
Next Week in Class

Wednesday, March 6th
(during lecture, but be early to set up)

Idea Presentations!
Poster idea pitch practice

Communications instructor: Jared Berezin

Rehearsal times
(PDL Room 3-003):
Monday, 10am–2pm, 6:30pm-8:30pm
Tuesday, 2pm–5pm

Select 15-min time slot on the website!
Design of Rainbow!

vote for the top three designs conveying a rainbow association

use row/column address

pass in index card on the way out
Graphic Design

Questions?

Comments?