Graphic Design

MIT TOY LAB
Pull Toys!
Pull Toys!
Pull Toys!
Pull Toys!
Two Previous Classes:

Sketching & Shading Techniques
Lab this Week

Bring top 3 new ideas to lab

Audio Chromatic

- Swipe over colors to create music
- Change Pitch, Loudness, Echo
- Swipe Fast or Slow for different effects
Two Previous Classes:

Sketching & Shading Techniques

Today:

Graphic Design!
Color DJ/ Audio Jack
Why now?

idea posters!

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

45 second pitch per idea

starting work this lab

used in first play testing
A Game!

FRANKENPITCH
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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idea posters!

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

Culture and age dependent
Semantics

Culture and age dependent

Learned
Semantics

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  
   Semantics

2) Has visual coherency  
   Syntax

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

Kendall Sq.
Cambridge
Storrow WB
Left Lane Only

you don't matter. 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
Semantics
form feeling

in font choice

in color choice

I’ll always find you

I’LL ALWAYS FIND YOU
Usability

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 subject offerings by the Department of Electrical Engineering and Computer Science. For further information about any subject contact the instructor directly.

- 6.003 (new)
- 6.0562 Mobile and Sensor Computing
- 6.061 Dynamic Computer Language Engineering
- 6.5081 Computational Person-Genomics: Making of complete genomes
- 6.5076 Introduction to Data Science
- 6.5077 Network Engineering - CANCELLED ST18
- 6.5084 Computation Structures (Special)
- 6.5198 Deep Learning Practicum
- 6.645 Physics and Engineering of Superconducting Qubits
- 6.681 Telemedicine and Telehealth for Enhancing Global Health
- 6.884 Bayesian Modeling and Inference
- 6.883 Supervised Learning: Bridging Theory and Practice

For more details, please visit the EECS website.
Semantics & Usability
design challenge

design a form and color collage that evokes the meaning of **fantasy**!

horizontal layout (5x8)

not literal

write name on back

use double-sided stickies
Lab Reminder

Bring top 3 new ideas to lab

3 sketches in your notebook, 3 refined sketches on 8.5 x 11” paper

Double Reminder:
Your team’s final toy will come from one of the ideas

Research from toy category
Because in Lab This Week

Pinup ideas

Pick top 3 ideas — walk through playing with them
Selecting 3 Ideas in Lab

Possible criteria

Play value
Play testability
Safety
PDL resources
Budget ($700)

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In Lab This Week

Pinup ideas

Pick top 3 ideas — walk through playing with them

Start work on posters

Financial officers 😱
Next Week in Class
Next Week in Class

Wednesday, March 4\textsuperscript{th} (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, 3/2: 6pm–8pm
Tuesday, 3/3: 2pm–5pm

Select 15-min time slot on the website!
Collage that means fantasy!

vote for the top three designs conveying fantasy

use row/column address

pass in index card on the way out
FRANKENSTEIN

Graphic Design

Questions?

Comments?