Graphic Design
Idea Milestone

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

graded on idea quality and sketching effort

Reminder:
One of your team’s ideas will be the starting point for the final toy!
Selecting 3 Ideas in Lab

This lab is the most important lab

Pugh Charts

Play Testing

Working in PDL

Physical Size

Budget ($700)
101 of sketching and shading
Warm up time!
lines, circles, and ellipses
The Cube
How to Marker

- keep a wet edge
- keep the marker moving
- overlap strokes
- constant speed
- alternative techniques
Shading and Lighting

choose a light direction

1-2-3 Method

start with lightest

20, 40, 60
Shading and Lighting
Shading and Lighting
What is Graphic Design?
Communication with (2D) visual information

for funsies… and for serious.

it’s also typically the first interaction with a product.
Why now?
idea posters!

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

45 second pitch per idea

Poster board in lab

Use in first play testing
Good Graphic Design

1) Convey the right meaning  
   Semantics

2) Understandable and readable (unless the goal is confusion)  
   Usability

3) Has an appropriate form or feeling  
   Syntax
Good Graphic Design

Semantics (Message)
Nature and culture

Usability (Clarity)
Left brain

Syntax (Form/Feel)
Right brain
Semantics

Getting the right message across

Culture and age dependent

Icons

Universal design
**Good Graphic Design**

1) Convey the right meaning  \[\rightarrow\]  Semantics

2) Understandable and readable (unless the goal is confusion)  \[\rightarrow\]  Usability

3) Has an appropriate form or feeling  \[\rightarrow\]  Syntax
Usability

Size
Contrast
Clutter
Usability

Size, contrast, clutter

Font

Simplicity

Usability test...
Usability
Less is more
Good Graphic Design

1) Convey the right meaning
   Semantics

2) Understandable and readable (unless the goal is confusion)
   Usability

3) Has an appropriate form or feeling
   Syntax
Syntax

Form and feeling

Balance

Form vocabulary

Color

(Aesthetics lecture)
Syntax
balance

100kg

40kg

40kg

40kg

40kg

100kg
Syntax
consistency in form vocabulary

in font choice
in color choice
brand identity
in form language
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*
Syntax

feel: visual emotions
Syntax
feel: visual emotions
Syntax
feel: visual emotions
Syntax

design challenge

design a form and color collage that expresses surprise!

not about the semantics!

horizontal layout (5x7)

write name on back

example:

fun form

fun semantics
Lab Reminders

be on time to lab and lecture

being on time is important because you can’t make up team interactions

be on time to lab and lecture!

please.

Wear closed-toe shoes to lab!
Lab Reminders

Idea sketches due in lab (in notebook, separate sheet, and refined sketch).

Pick top 3 ideas and plan posters

Financial Reps — this week in lab
Next Week in Class

Bring supplies for poster-making on Monday

Idea Presentation — Wednesday, March 6th
(during lecture, but be early to set up if possible)
Poster idea pitch practice

Communications instructor: Jane Kokernak

Rehearsal times:
Tuesday, 10 AM–1 PM, and 2–4 PM
Wednesday, 10 AM–1 PM

Will email class URL for signup
Surprise Syntax!

vote for the top three designs

use row/column address

pass in index card on the way out