the messenger of experience

form

and color

2.744 product design
the messenger of experience

form and color!

I’ll always find you

I’LL ALWAYS FIND YOU
I’ll always find you

I’LL ALWAYS FIND YOU
I’ll always find you
the messenger of experience
form and color
does it matter?
messenger of the experience

form and color
but first
what’s next?

concept refinement
Thursday April 26

progress report/consulting
Tuesday, Thursday May 1, May 3

concept implementation
May 13
wrapup sketch model review

the purpose of sketch modeling is to...

quickly and inexpensively answer questions that are difficult to answer in sketches or digital representations
wrapup

sketch model

moss piglets
wrapup

sketch model

spiro
Having 4 control rod chambers makes the nuclear core look like a giant concrete button.

The member that pushes the control rods out of the nuclear core needs to be positioned such that they fall onto the floor instead of onto the top of the core itself.
wrapup

sketch model review

looks-like

sketch models are used to...

define/refine form details, finishing methods, understand scale, human interaction, feel, etc.
wrapup

sketch model

The hidden code is: 1 2 3!

eager beavers
wrapup

sketch model  team ark
wrapup

sketch model review

works-like sketch models are used to... explore key operational principles in isolation
wrapup

sketch model  organic-finger-food
wrapup

sketch model  feeling: puzzled
wrapup

sketch model  

dealing with distraction
wrapup

sketch model dealing with distraction
wrapup

sketch model  dealing with distraction
messenger of the experience
form
computer-generated branding
form-giving process
a structured approach
form-giving process

structure  surface  details/color  graphics
a structured approach
form-giving process

structure  surface  details/color  graphics
a structured approach
form-giving process

structure
surface
details/color
graphics
form-giving process
structure
topology
getting it right
human  chimp  gorilla  child
feeling neutral
coherent or incoherent?
form-giving process
structure
topology
golden section
1.618
proportions
structure

form-giving process

Le Modulor: Corbusier

consistent proportions
form-giving process
structure

Le Modulor: Corbusier
consistent proportions

1.6
form-giving process
structure

Le Modulor: Corbusier
consistent proportions
form-giving process

structure

Le Modulor: Corbusier

in consistent proportions
form-giving process
structure
flow and direction
form-giving process
structure
balance

a poor man’s aesthetic
form-giving process
structure

balance and symmetry
a structured approach

form-giving process
form-giving process

surface

the feeling
form-giving process

surface

consistency of surface language
form-giving process

surface

consistency of surface language
form-giving process
surface
corner treatment hypothesis
form-giving process

surface

corner treatment hypothesis

Shape  Symbol  Rules  Structure

Start  rule 1  rule 1  rule 1  rule 1  Finish
form-giving process
surface
collections of transitions
form-giving process

surface

classification of transitions

C^0 positional continuity

C^1 tangent continuity (first derivative)

C^2 curvature continuity (second derivative)
form-giving process
surface

precise, structured, dangerous

C₀ positional continuity

C¹ tangent continuity (first derivative)

C² curvature continuity (second derivative)

in nature
meaning of transitions

sophisticated, fluid, inviting
form-giving process
surface
in products
surface transitions

precise, structured, dangerous
utility, practical, unrefined
sophisticated, fluid, inviting

$C^0$ positional continuity
$C^1$ tangent continuity (first derivative)
$C^2$ curvature continuity (second derivative)
form-giving process

surface

in products

surface transitions

utility, practical, *unrefined*  
sophisticated, fluid, inviting

$C^0$  
positional continuity

$C^1$  
tangent continuity  
(first derivative)

$C^2$  
curvature continuity  
(second derivative)
form-giving process

surface

in products

surface transitions

precise + sophisticated
utility, practical, unrefined
sophisticated, fluid, inviting

$C^0$ positional continuity

$C^1$ tangent continuity
(first derivative)

$C^2$ curvature continuity
(second derivative)
form-giving process

surface

hybrid forms

surface transitions

Gray Holland
form-giving process
surface

hybrid forms
surface transitions

table and images of human figure and bear, hybrid forms with positional and curvature continuity

dangerous + inviting

precise + sophisticated

C^0 positional continuity
C^2 curvature continuity (second derivative)
a structured approach
form-giving process

structure  surface  details/color  graphics
the messenger of experience
form exercise

your structure is “rectangle”

give the rectangle feeling through its surface
look on the inside of your place card for your feeling (not yet!)
design, on paper, a rectangle-form with this feeling
make a final sketch, write your user name and feeling on back
sculpt a 3D version of the rectangle-form in clay
carve your username and feeling on bottom (put card underneath)
but first
form exercise
draw inspiration from your table-mates
look inside your place card for your feeling
the messenger of experience form exercise

your structure is “rectangle”

give the rectangle feeling through its surface
look on the inside of your place card for your feeling
design, on paper, a rectangle-form with this feeling
make a final sketch, write your user name and feeling on back
sculpt a 3D version of the rectangle-form in clay
carve your username and feeling on bottom (put card underneath)

notes:
feel free to discuss your feelings within your team
the structure is rectangular prism, so it needs to read “I am a rectangle”
abstract!

have fun!
the messenger of experience
form and color