final lecture

it’s a (w)rap!
final lecture

it’s a wrap!

2.744 product design
but first
mini quiz results!

aspects of an image to analyze when choosing a matching font
but first mini quiz results!

aspects of an image to analyze when choosing a matching font
results

graphics exercise

design an 8.5x11 inch poster
using a prescribed image and phrase

goal: entice like-minded people to visit a website

message, image, layout, text selection, color
ALIENS ARE LISTENING
ALIENBEATS.COM

Aliens are listening
Do you want to know what your boss said about you?
Logon NOW!!
www.wwhataretheyhearing.com

ALIENS ARE LISTENING
SoAreWe.gov

Is a he a you?

Aliens are
Listening

listening.com

Aliens Are Listening
Yes we can
thecolonism.com

Yes we can

Yes we can...
meet tomorrow's energy needs without destroying the planet.

Solar technologies allow for clean, sustainable energy production while meeting the growing energy needs of tomorrow. www.columbus.com

Yes we can.

yes.
we can.

www.together.org

www.together.org
Is this a lonely planet?
probably.
You won't find anyone at alonetogether.com or will you?
no you won't.
Results

Packaging exercise

New egg: a new brand of premium, high-end, “organic” eggs
Design a novel package: 6 pack maximum

Protect egg
Stackable
premium?
organic?
organic?
novel?
2.744 ?
2.744 is not... design process-centric
after this class
I am able to...

- sketch and design experiences

- make soft models

- make prototypes

- make digital models

- design and make websites

2.744 product design
after this class
I am able to...

2.744 product design
after this class
I am able to...

2.744 product design
ASK OBSERVE EXPERIENCE
improve our design common sense

design guidelines

understand user state of mind
2.744 Product Design

Future

Opportunity
2 pt PERSPECTIVE

2.744 Product Design
sketching literacy

a visual language

mental model + skills + rules = communication

- cognition (architecture, proportion, details)
- AABBC
- spelling
- grammar
- see spot run
and now
ABCs!
marker technique
the cylinder
immersion in sketch modeling

2.744 product design
works-like/looks-like

Beth Sullivan
digital modeling
illustrator

Jordan Nollman
sprout studio, clio designs
the messenger of experience
form and color
a structured approach
form-giving process
form-giving process
surface
corner treatment hypothesis
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
expressive rectangles

young

old
form-giving process
details/color

color wheel
your tool for understanding what goes with what
form-giving process

graphics

choosing fonts

a compatible choice
intent of packaging

packaging design

design intent:
scream summer!
create differentiation, generate interest during slower summer season
what’s left?

final presentation order

7 minute presentation, 7 minute discussion, 1 minute transition
all expected attend

Tuesday 2:30-4:00
operation paperclip
Thomas Grandin Isaac Ford
ticonderoga
green beans
ectera
team independence

Thursday 2:30-4:45
greengineers
haters gonna hate
green gorillaz
the easy buttons
team easy going
the paper clique
recychandelics
ream team

practice your presentations and test AV in advance
It’s about the product
if you have prototyping questions please ask