the messenger of experience
form and color
2.744 product design
a structured approach
form-giving process

structure  surface  details/color  graphics

before and after
John McWade
but first

mini quiz results

four steps in form development

Tom Mangan
1) step 1
2) step 2
3) step 3
4) step 4
but first

mini quiz results

classes of corner transitions

Tom Mangan
street corners
time-out corners
square corners

<table>
<thead>
<tr>
<th>Classes of Corner Transitions</th>
<th>Number of Correct Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0, Precise, Structured, Dangerous</td>
<td>50</td>
</tr>
<tr>
<td>C1, Utility, Practical, Unrefined</td>
<td>50</td>
</tr>
<tr>
<td>C2, Sophisticated, Fluid, Inviting</td>
<td>40</td>
</tr>
</tbody>
</table>
but first

mini quiz results

folks with everything correct

Rachel Degree
Tim Lu
Kevin Schel
Jana Saadi
Anika Yasmin
Emily Hanhauser
Tom Mangan
last class
form-giving process

structure  surface  details/color  graphics
and now

another mini quiz!

list 8 categories or groupings of colors discussed in class, in relation to the color wheel

what are the 3 dimensions of color?
form-giving process
details/color

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

basic color wheel
warm and cool

warm
cool
cooler
form-giving process

details/color

all contain red

basic color wheel
colors in common
I’ve got a feeling I’m going to feel

**color**

angry (sami)

young
mysterious
old
sad
happy
calm
angry

angry (or)
I’ve got a feeling

mysterious (yifan)

mysterious (michael)

young
mysterious
old
sad
happy
calm
angry
I’ve got a feeling
color

I’ve got a feeling

young
mysterious
old
sad
happy
calm
angry

old (rachel)

old (stephanie)
I’ve got a feeling

sad (kelly)

sad (emily)

young
mysterious
old
sad
happy
calm
angry
I’ve got a feeling

**color**

happy (emily)

happy (megan)

young
mysterious
old
sad
happy
calm
angry
color
I’ve got a feeling

young
mysterious
old
sad
happy
calm
angry

old (megan)

happy (yan yan)
color

I’ve got a feeling

young (jean carlos)

young
mysterious
old
sad
happy
calm
angry

young (julia)
you are cordially invited
to the 2.744 final presentations!

5PM Sunday, May 13th
MIT Media Lab, 6th Floor

*please bring your project
part 3
form-giving process

structure  surface  details/color  graphics
graphics
form-giving process

1987

surface applications
form-giving process

graphics (and textures)

structure, shape, and details

sympathetic to overall structure, surface, and details

proportions grid

flow and direction

shape vocabulary

rhythm and color palette
form-giving process

graphics

choosing fonts

how to make a match?

“tree service”
form-giving process
graphics

choosing fonts
analyze the structure

proportions/balance
directionality

poor choices

square and static
mostly horizontal

condensed
extended
italic, swoopy
form-giving process

graphics

choosing fonts
analyze the shape and details

overall shape

simple, curve, linear

details
thin/thick, rounded, convoluted/detailed

poor choices
blocky/geometric/ornate
uniform lines truncated
form-giving process

graphics

choosing fonts

find compatible candidates

roman serif

transitional  modern  ancient

Ab  Ab  Ab

examine details
form-giving process
graphics

choosing fonts
a compatible choice
form-giving process

graphics

choosing a font
layout

Tree Service
form-giving process
graphics

graphics and layout
image structure: proportions

fundamental unit? ratio? 2
form-giving process
graphics

graphics and layout
image structure: proportions grid
form-giving process

graphics

graphics and layout
image structure: balance
graphics and layout
image structure: focus

eye first?
biggest
eye second?
centroid
negative space

based on 2 foci, the message is?
form-giving process

graphics

graphics and layout
image surface: shape vocabulary

pointy, swoops
form-giving process

graphics

graphics and layout
image detail: shape vocabulary
form-giving process

graphics

graphics and layout
image detail: color palette

select from image
mosaic filter
organize
form-giving process

graphics

graphics and layout
text structure, shape and details/color
form-giving process

graphics

graphics and layout
text structure, shape and details/color
the messenger of experience

color/graphics exercise

design an 8.5x11 inch poster

using a prescribed image and phrase

goal: entice like-minded people to visit a website
the messenger of experience

color/graphics exercise

design an 8.5x11 inch poster
using a prescribed image and phrase (in the poster)
goal: entice like-minded people to visit a website
your phrase is printed on your seating card
download primary image options, web.mit.edu/2.744

create an appropriate feel through your layout, color palette, and font

when done, name the file with your user name (e.g., drwallac.psd)
upload the original graphics file and a .png version, 300 dpi
upload link is on the course home page

notes:
feel free to discuss ideas within your team
keep it simple! Focus on font, layout, and color as opposed to image manipulation
a structured approach
form-giving process

structure

surface
details/color
graphics

next week: 15 minute one-on-ones