the messenger of experience

form and color
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

Michael Buchman
1) blob
2) shapely blob
3) rough form
4) final form
but first

mini quiz results

classes of surface corner transitions

![Bar chart showing number of correct answers for three classes of surface corner transitions: C0, Precise, Structured, Dangerous; C1, Utility, Practical, Unrefined; C2, Sophisticated, Fluid, Inviting. The number of correct answers ranges from 0 to 60. The chart indicates that C0 has the highest number of correct answers, followed by C1 and then C2.]
but first

mini quiz results

folks with everything correct

Carmen Castanos
Meiji Yue
Morris Vanegas
Erin Kellog
Rakshith
Eeshan Bhatt
Carla Li-Carrillo
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

primary

contrasting
complementary
contrasting

tertiary

analogous

secondary
form-giving process
details/color

basic color wheel
warm and cool

warm

cooler

cooler

cool

warm

cooler
form-giving process

details/color

all contain red

basic color wheel

colors in common
I’ve got a feeling

**color**

**angry** (Rebecca)

young, mysterious, old, sad, happy, calm, angry

**calm** (Andy)
I’ve got a feeling
color

I’ve got a feeling

I’ve got a feeling

young
mysterious
old
sad
happy
calm
angry

mysterious (Blair)

mysterious (Max)
color

I’ve got a feeling

young
mysterious
old
sad
happy
calm
angry

old (Clare)

old (Victor)
color

I’ve got a feeling

sad (Tammy)

young
mysterious
old
sad
happy
calm
angry

sad (Julia)
I’ve got a feeling

young (Laura)

young (Yugal)
part 3
form-giving process

structure  surface  details/color  graphics
graphics
form-giving process

1987
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
choosing fonts
analyze the shape and details

overall shape
simple, curvey, linear

details
thin/thick, rounded, convoluted/detailed

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

graphics

choosing fonts

find compatible candidates

examine details

roman serif
transitional modern ancient
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
form-giving process

graphics and layout
image structure: focus

eye first?  eye second?
biggest  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 and layout
page structure: position and size
(legal: 8.5x14)
form-giving process

graphics

graphics and layout
text structure, shape and details/color

Our World Needs Your Help
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