final lecture

it’s a wrap!

2.744 product design
but first

mini quiz results!

8 categories of colors in relation to the color wheel

- primary
- secondary
- tertiary
- contrasting
- complementary
- analogous
- warm
- cool

Number of Correct Answers
but first

mini quiz results

what are the 3 dimensions of color?

All correct
Andy Kriebel
Julia Sokol
Morris Vanegas
Laura Stanley
Meiji Yue
and now

graphics mini quiz

list 3 main aspects of an image to analyze when choosing a matching font

structure
proportions/balance  directionality

overall shape

details
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
The magic of home
THE MAGIC OF HOME
it’s a wonderful world
IT'S A WONDERFUL WORLD!

luxury.com

jaya
IN YOUR DREAMS

victoria
In your dreams...
In your dreams...
be careful what you wish for.
Be careful what you wish for.
Adventure is up there...
ADVENTURE IS OUT THERE!
AND THERE!
AND THERE!
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
- design and make websites
- make digital models

2.744 product design
after this class

I am able to...

2.744 product design
after this class

I am able to...

1. lost spots
2. lost spots
3. lost spots
4. lost spots
5. lost spots
6. LOST SPOTS
7. LOST SPOTS
8. lost spots

critique

2.744 product design
ASK
OBSERVE
EXPERIENCE

2.744 Product Design
improve our design common sense

design guidelines

understand user state of mind
2 pt PERSPECTIVE

2.744 Product Design
sketching literacy

a visual language

mental model + skills + rules = communication

cognition (architecture, proportion, details)

AABBCC spelling 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

audrey
the messenger of experience

form and color
a structured approach
form-giving process

structure  surface  details/color  graphics
form-giving process
surface
corner treatment hypothesis
form-giving process

surface

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)

in products

surface transitions
form-giving process
expressive rectangles

angry (david)
calm (blair)

young
old
sad
happy
calm
angry
form-giving process
details/color

color wheel
your tool for understanding what goes with what

primary

contrasting contrast
complementary

tertiary

analogous

secondary
I’ve got a feeling

young (Laura)

young (Yugal)
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 do you think will happen?
what’s left?

final presentation!

7 minute presentation, 6 minute discussion, all expected attend

Presentation locations on poster
Move from presentation to presentation, projectors in all rooms

Van loading 5-9 PM Saturday
Bus leaves at 11 AM Sunday, snacks on the bus
Refreshments and cookies during setup at Endicott
Start on the terrace at 1 PM
O’deourves and mingling at 4 PM
Cleanup at 4:30
Bus leaves for MIT at 5 PM

Practice your presentations and test AV in advance
It’s about the experience afforded by your design work
If you have prototyping questions please ask
And so the adventure continues...