welcome back!
ABCs OF SKETCHING
name cards
online!
name cards
online!
name cards
online!
name cards
online!
name cards
online!
name cards
online!
name cards
online!
name cards
online!
teams!
portfolio online
teams!
what's your logo?

2.744 PRODUCT DESIGN

Two Toed Sloths's Portfolio

transparent png, feb. 23
last class once removed
list human-use guidelines

EURAH KO

1. Make readable
2. I don't remember, have a horse
last class once removed
list human-use guidelines
and one more thing!
a mini quiz

Will our mystery mansion be guided or unguided?

A good show element or gag should __________?

What does this symbol mean?
so far...

human use

user centric

project

symbols
why spend time sketching?

3x faster!
language of ideation
why spend time sketching?

an extremely valuable ideation tool
sketching skills
loose ideation
sketching skills
concept development
sketching skills
concept development
sketching skills
concept development
sketching skills
design rendering
today’s goal: towards sketching literacy

a visual language

mental model + skills + rules = communication

cognition          AABBC  spelling grammar  see spot run
mental model
daydream with purpose
sketching literacy
visual memory games
mental model

architecture  proportion  necessary details
sketching literacy
a visual language

mental model + skills + rules = communication

cognition
(architecture, proportion, details)

AABBCC
spelling
grammar

see spot run
sketching literacy

a visual language

mental model + **skills** + rules = communication

cognition (architecture, proportion, details)  
AABBC  
spelling  
grammar  
see spot run
sketching-skills axiom #1

no postage stamps
sketching-skills axiom #2

no chicken scratches

markers!
learning skills (abc)
freehand arcs
learning skills (abc)
freehand lines
learning skills (abc)

freehand circles
learning skills (abc)

freehand ellipses

30-35 degree
sketching literacy

a visual language

mental model + skills + rules = communication

cognition  AABBC  spelling  grammar  see spot run
exercise!

**sketch #1**

orient transparency horizontally (landscape)

draw a line dividing transparency into left/right halves

orient foam model with vertical edge facing you, and the cylinder pointing to the right

sketch the model on the left side of the transparency
rules

before the renaissance

overlap, relative size

“Excuse me for shouting—I thought you were farther away.”
learning the rules
the renaissance

“perspective is nothing else than seeing a place behind a plane of glass, quite transparent, on the surface of which the object behind the glass are to be drawn”

Leonardo Davinci
learning the rules

perspective

Florentine architect Filippo Brunelleschi
Around 1413 AD
exercise!

**sketch #2**

tape transparency horizontally onto the viewer

place the model so that it appears in the right side of the transparency

orient the model as for sketch #1

trace the outline of the model on the right side of the transparency

**tips:** close one eye, look straight ahead at the model, and don’t move your head once you start drawing
exercise!

final steps

on the transparency note the differences between the two sketches

write your name on the top and hand in your sketches
sketching proverb
eastern African cave art

not what you know

draw what you see

~9000 B.P.
learning the rules

the renaissance

“perspective is nothing else than seeing a place behind a plane of glass, quite transparent, on the surface of which the object behind the glass are to be drawn”

Leonardo Davinci

constructing objects that don’t exist!
Galleria degli Uffizi, near the "Duomo"
(cathedral of Santa Maria del Fiore, dome built by Brunelleschi)
learning the rules

types of perspective

1 point          2 point          3 point
learning the rules

1 point perspective

commonly used in storyboards
first application
experience storyboard
let’s get started!

1 point perspective
1 point perspective exercise
cubes in space
1 point perspective exercise

roman aqua duct
1 point perspective exercise

seated in the 70s
what’s next?

days ahead
practice skills each day, 70’s exercise

Tuesday
website design and implementation
what’s next?

<table>
<thead>
<tr>
<th>human-use analysis</th>
<th>Tuesday, Feb. 4</th>
<th>Thursday, March 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Thursday, Feb. 18</td>
<td>Tuesday, March 1</td>
</tr>
</tbody>
</table>

user experience design/storyboard
Matthew Carey
Chris Saulnier
Paige Kennedy
Blair Holbrook
Eeshan Bhatt
Clare Zhang