Design Process

Session 1 – Stages of design & Atmospheres

Module code: HPTD5002

2020/21

Module tutor: Stacey-Jo Atkinson


HELLO

Expectations



Be on time – 10 mins before – if you're going to be late remember to notify you tutor



No food or drink in class apart from water bottles



Make sure you listen to others in your class – the class is a safe environment to say what you think and develop



Have an open mind and take in all information – make notes!



Keep up to date – It is crucial! We don't repeat classes, so it is important to turn up. Registers are taken



Communicate



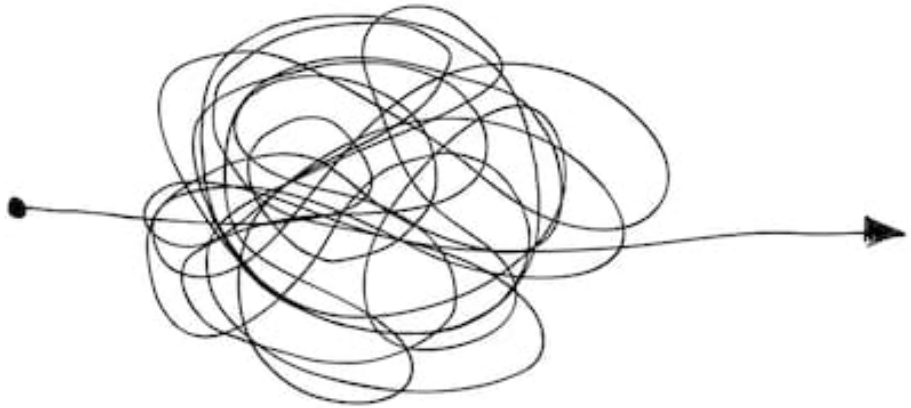
Take all opportunities offered to you



Be nice and enjoy!!

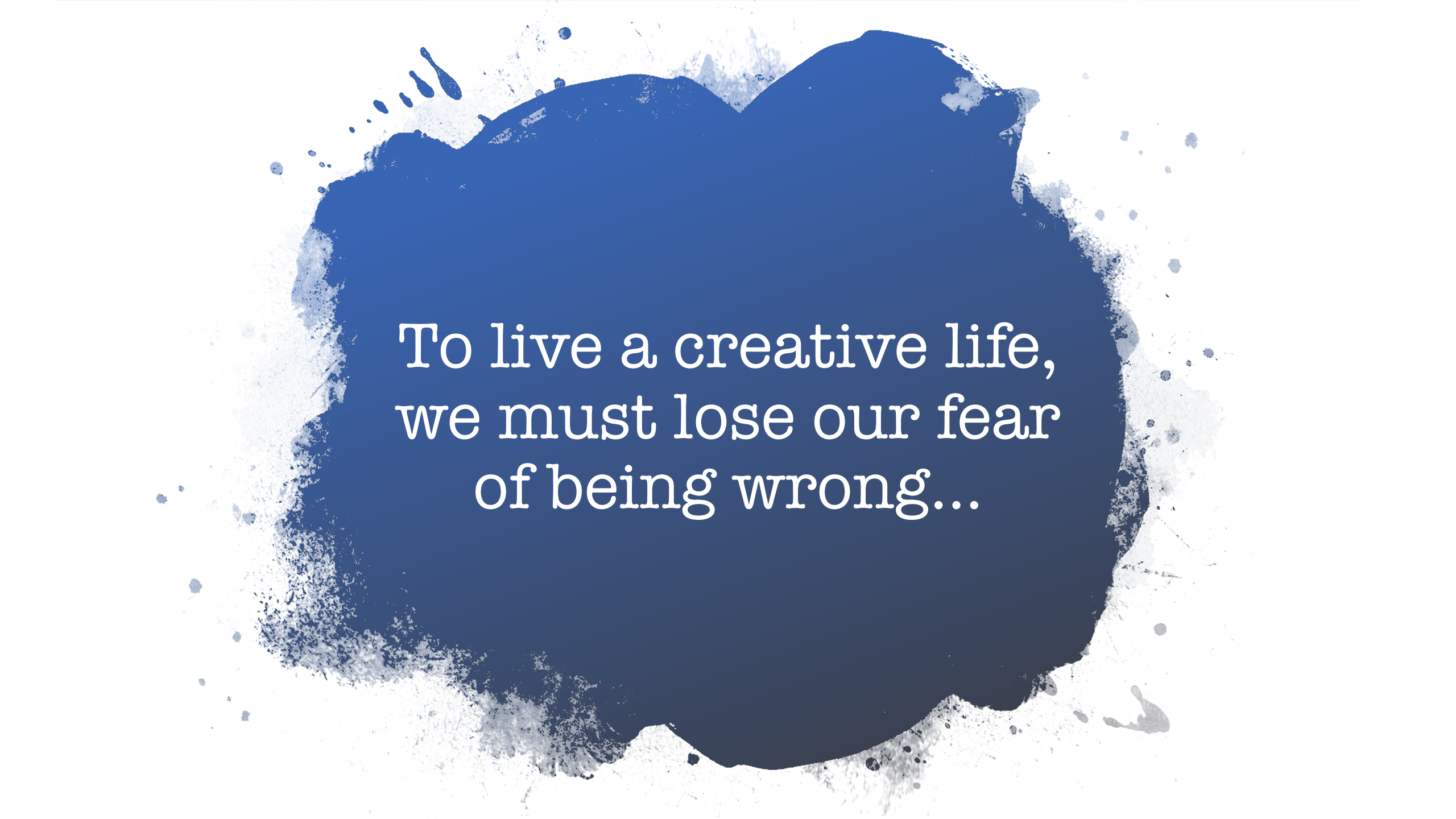
Documents to look at

- Moodle page
- Module Booklet
- Reading list



What to expect...

- To think creatively
- Be open
- To talk about your likes and dislikes
- Explore, play and create!
- Try things you haven't done before (it's not always about pretty pictures!)
- Try not to censor your thoughts


To live a creative life,
we must lose our fear
of being wrong...

PROCESS WORKBOOKS



No right or wrongs



Remember it's a 'bucket' – It is a container for your assessed work



Can take on many forms – Physical, digital, blog, web site, video, sound etc.



Think creatively about how you will present your work.



Workbooks are a working document



It is not art and crafts time – don't waste time on useless things



Don't get behind with it – document as you go!



You will have regular time to check progress and discuss any issues.

‘If you are not prepared to be wrong, you’ll never come up with anything original’

Sir Ken Robinson (writer)

What do you think of poetry ?

A Dream Within A Dream by Edgar Allan Poe

Take this kiss upon the brow!
And, in parting from you now,
Thus much let me avow--
You are not wrong, who deem
That my days have been a dream;
Yet if hope has flown away
In a night, or in a day,
In a vision, or in none,
Is it therefore the less gone?
All that we see or seem
Is but a dream within a dream.

I stand amid the roar
Of a surf-tormented shore,
And I hold within my hand
Grains of the golden sand--
How few! yet how they creep
Through my fingers to the deep,
While I weep--while I weep!
O God! can I not grasp
Them with a tighter clasp?
O God! can I not save
One from the pitiless wave?
Is all that we see or seem
But a dream within a dream?

The Road Not Taken
by Robert Frost

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveller, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,
And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.
I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I-
I took the one less travelled by,
And that has made all the difference.

Fast rode the knight by Stephen Crane

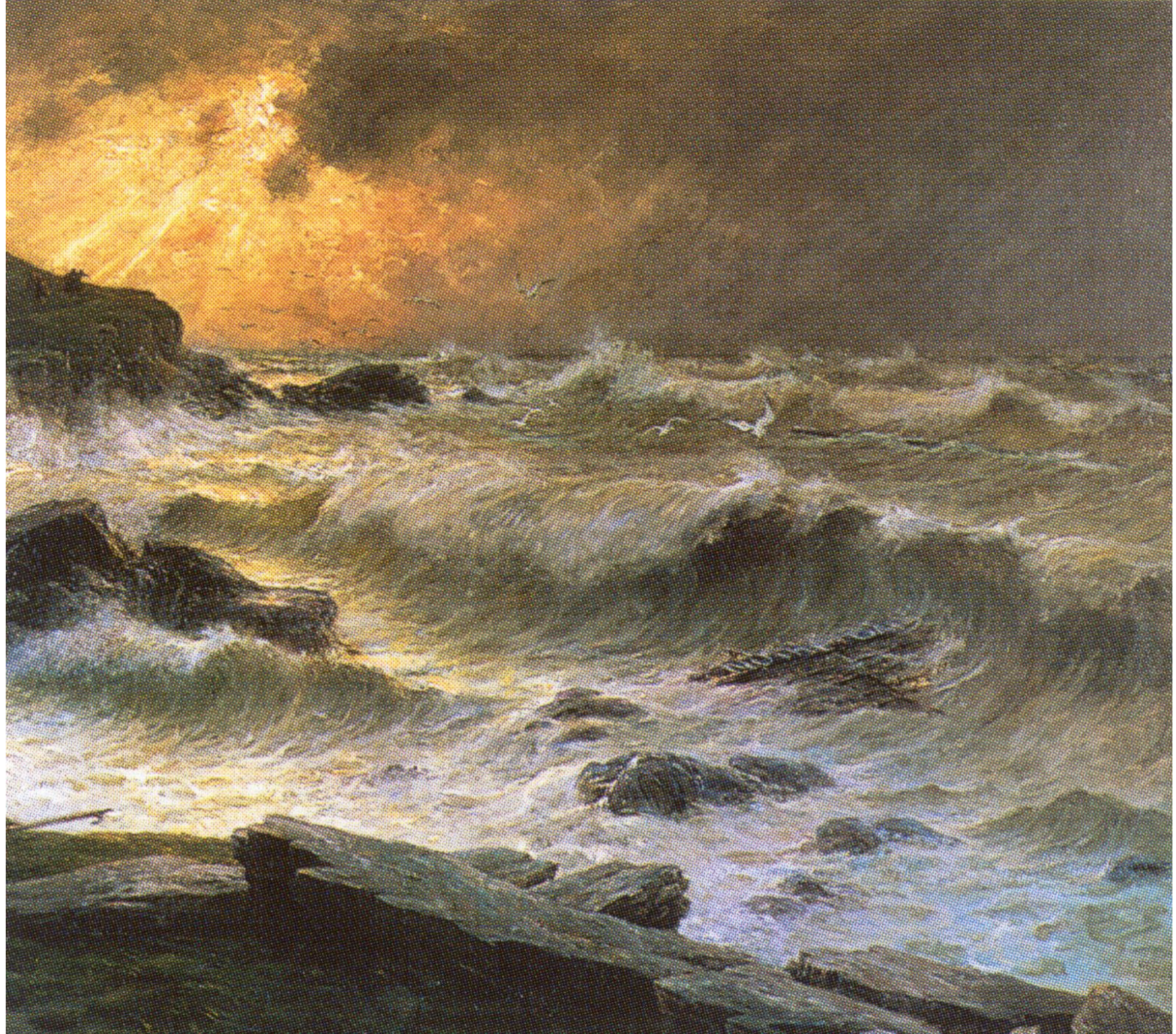
Fast rode the knight
With spurs, hot and reeking,
Ever waving an eager sword,
"To save my lady!"
Fast rode the knIght,
And leaped from saddle to war.
Men of steel flickered and gleamed
Like riot of silver lights,
And the gold of the knight's good banner
Still waved on a castle wall.

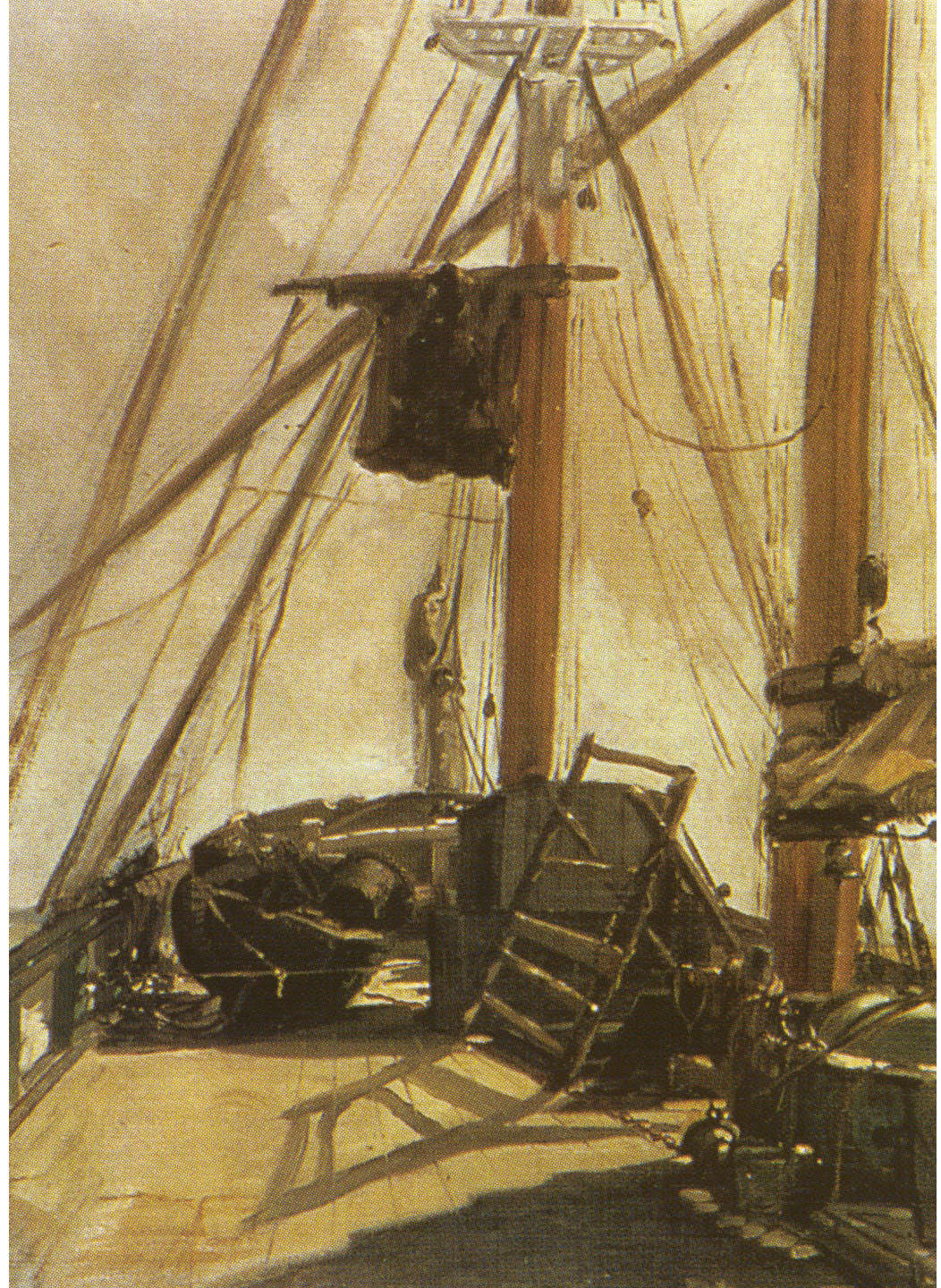
. . . . .

A horse,
Blowing, staggering, bloody thing,
Forgotten at foot of castle wall.
A horse
Dead at foot of castle wall.

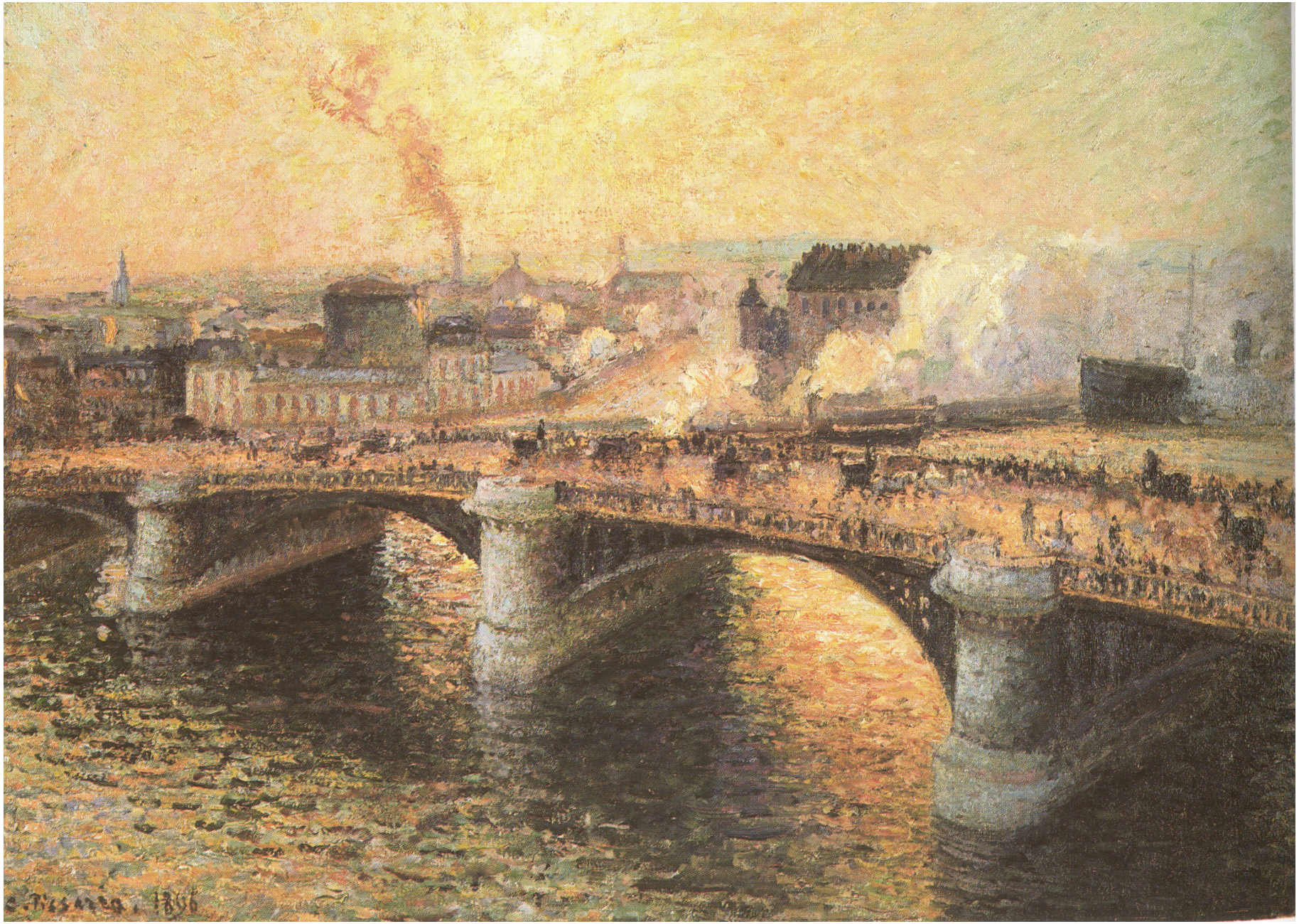
Atmospheric qualities



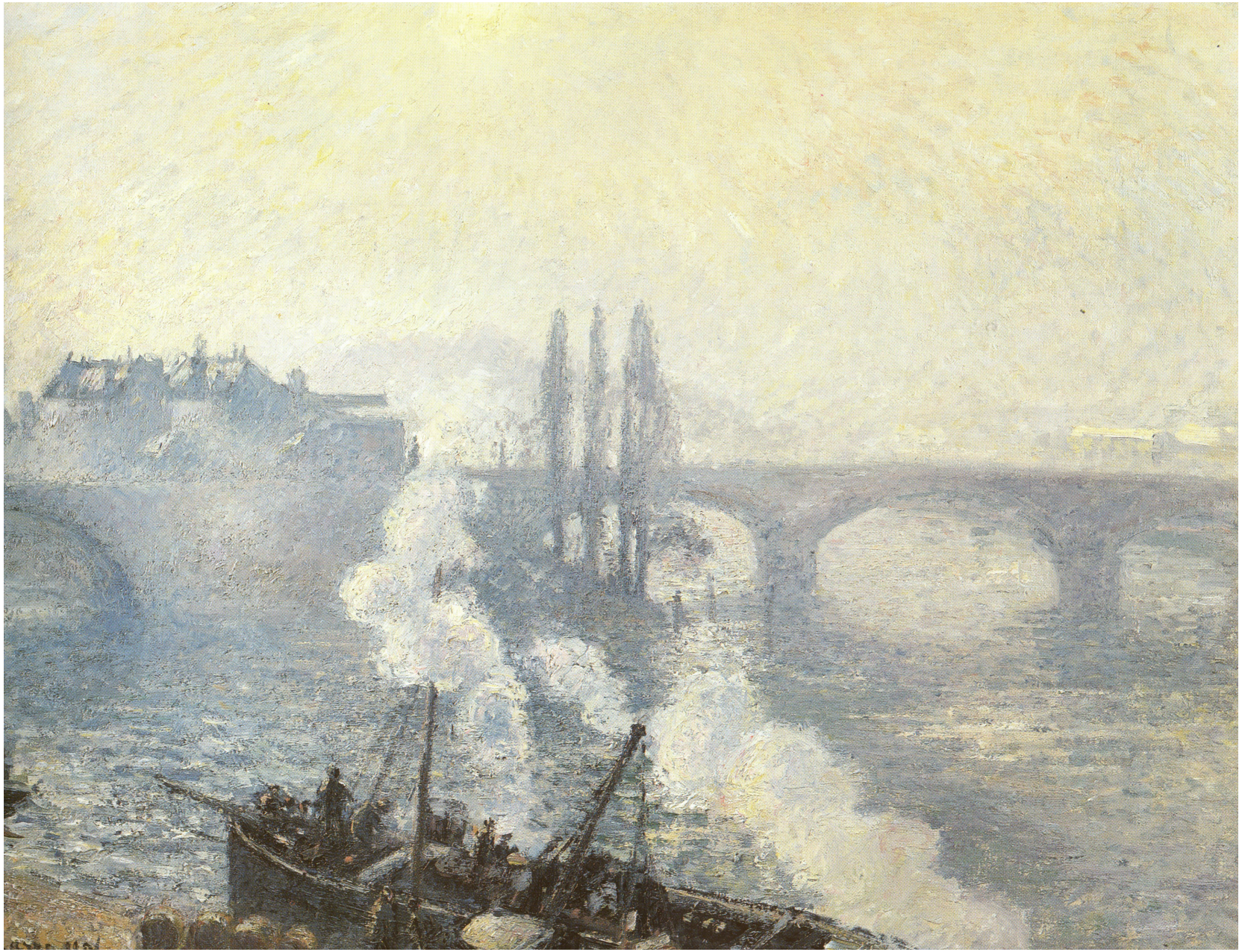




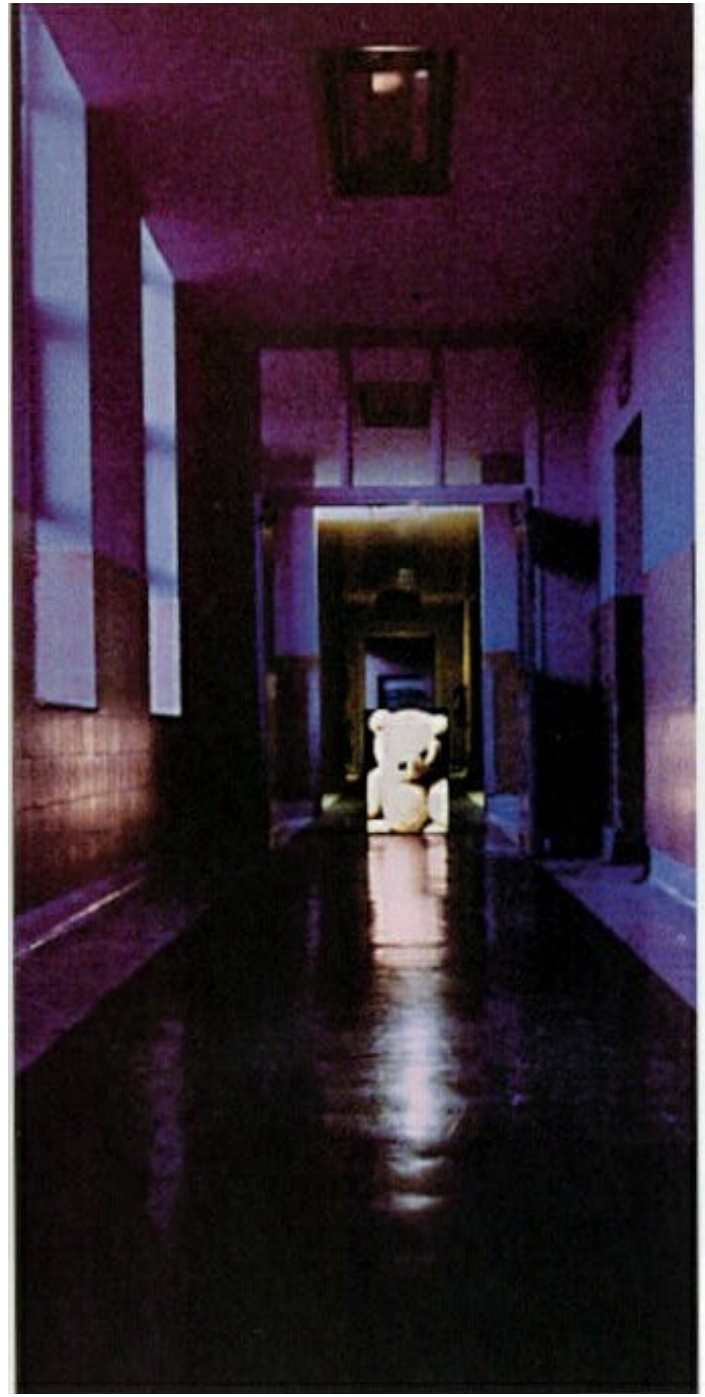





C. Pissarro 1896



Stage & Screen …








MENDLS





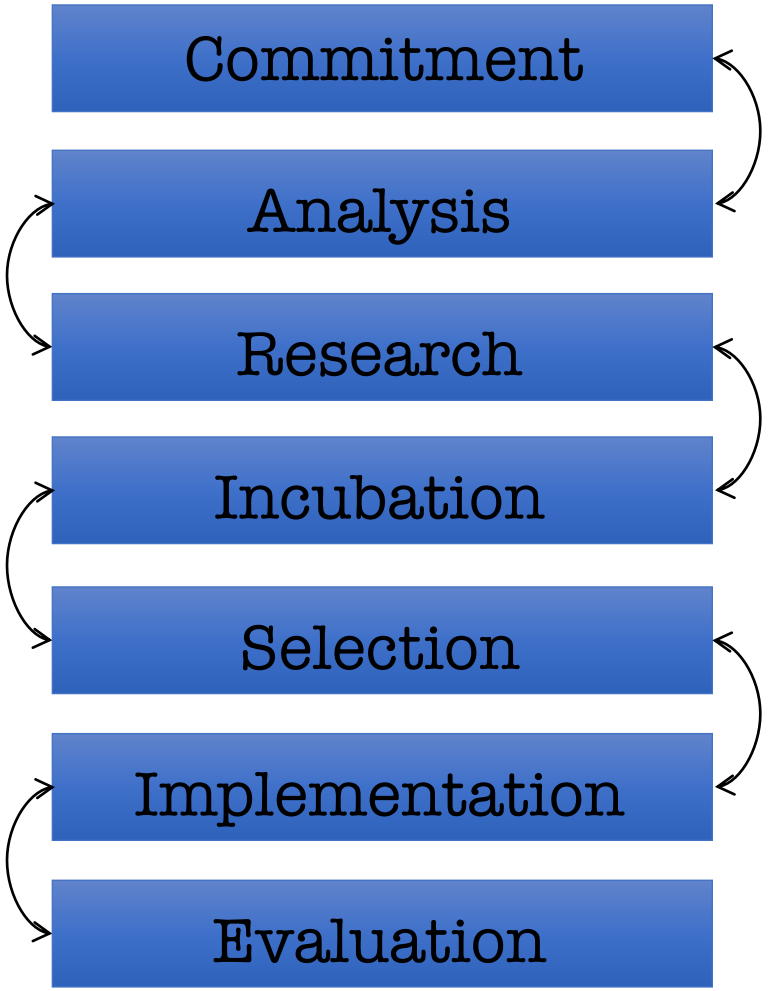



FARMING THE
MOON AND

Can you go and find an image
that you think is
‘atmospheric’
This can be a painting,
photograph or still from
stage or screen

Email it to me and we will
discuss – 15 mins

7 Steps of design...



1 – Commitment

- Commit to the idea (Even if you don't know what the final outcome will be)
- Commit to the process – follow the steps
- But don't lie about your capabilities

2 – Analysis

- Ask questions
- Don't leave holes
- Explore
- Create different questions and ideas

3 – Research

- Use your eyes – look around you – Nature, architecture, art etc.
- It's all around us
- Don't just use the library or google
- "The more stuff you put into your brain, the more ideas you will have"
- Grow!

4 – Incubation

- Most important stage – Don’t skip this one!!!
- Let ideas process in your mind
- Don’t rush straight into the next step

5 – Selection

- Start to make decisions
- You’ll probably know when you’re ready
- Choices will be more instinctive
- It’s time to begin!

6 – Implementation

- Select ideas and mediums to be used
- Actually doing the thing you want to do

7 – Evaluation

- Good and bad points – What worked, what didn’t
- You can look back and develop your own style

Advice

- Try not to skip steps!!!!
- The more you do in the process, the more you will understand it
- Some people miss out step 5 – DON’T!
- Don’t pigeonhole
- Remember to touch base between stages – Don’t go off track!

Ok, lets have a look at some research ...

Study tasks

1. Start PWBs – Get your notes done from today (remember to share your images)
2. Make sure that you can read the script (on moodle) ready for tomorrow