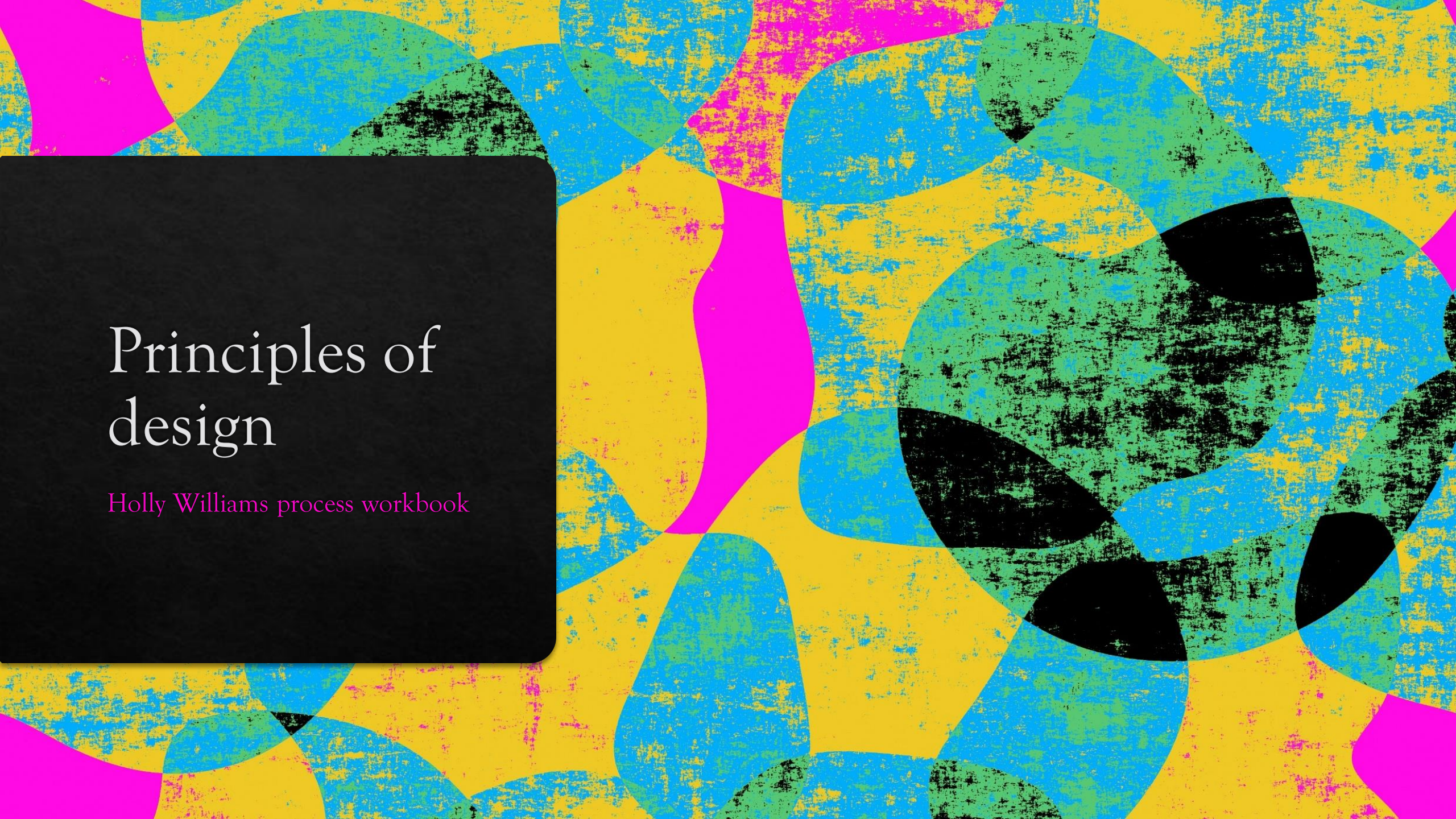




Principles of design

Holly Williams process workbook

Module Aims

- To introduce students to the application of the principles of visual communication.
- To develop students' abilities to apply design aesthetics to visual practice.

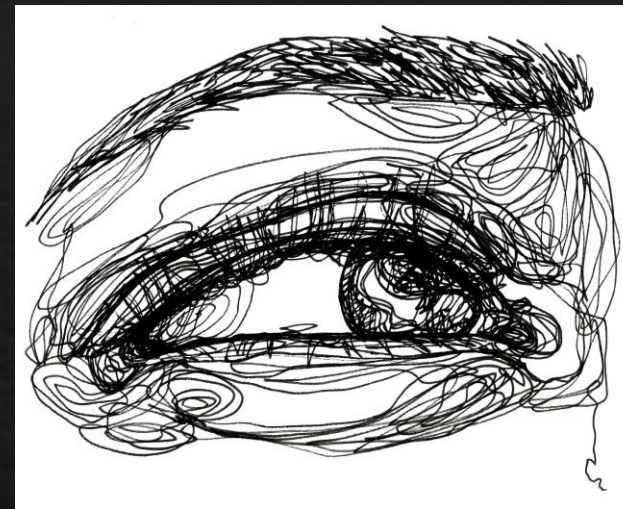
Module Objectives

- Examine a variety of written material from the viewpoint of the designer, responding to its artistic challenges in terms of action, atmosphere and dramatic potential.
- Access and apply visual research as a basis for design exploration and discussion.
- Explore basic visual design through 2D, 3D and installation work.

One Line Drawing

While creating this drawing I thought about what I was feeling. I was feeling out of control and slightly concerned that I couldn't see the image I was producing or where I was adding the detail.

This task trained my eyes to search for detail in the things around me. I have learnt to look for the details.



Abinaya Selvanathan

Abinaya is a 22 year old free lance artist from India.

I think that her continuous line works really well with the task that we were given to complete. She is able to add enormous amounts of detail without having to take her pencil away from the paper that she is working on.



For this task we had to look at our own hands and draw them just from our point of view and we weren't allowed to look at the paper we were drawing on.

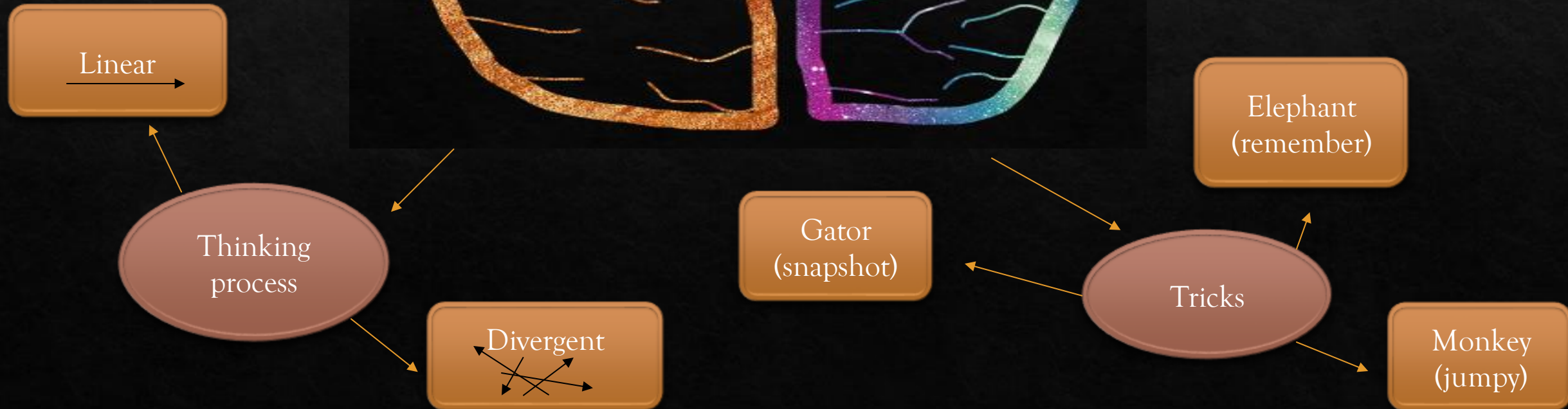
Our Brain

The left side of our brain is logical and organised.

The right side of our brain is creative and imaginative.



The right side of the brain is where we get our beliefs and ideas from. This is the side of the brain that can give us an emotional connection to the things around us.



Study Task: are you more right or left brain dominant?

www.personalitytest.net/questionnaires/braindominance/

The website above was given to us to test whether we are more dominant on the left or right side of the brain. After doing the quiz I was given a total score of 11.

According to this site if you score between 8-12 you use the left and right side of your brain in balance. Therefore, this quiz showed me that I am not dependant of a particular side.

Study Task:

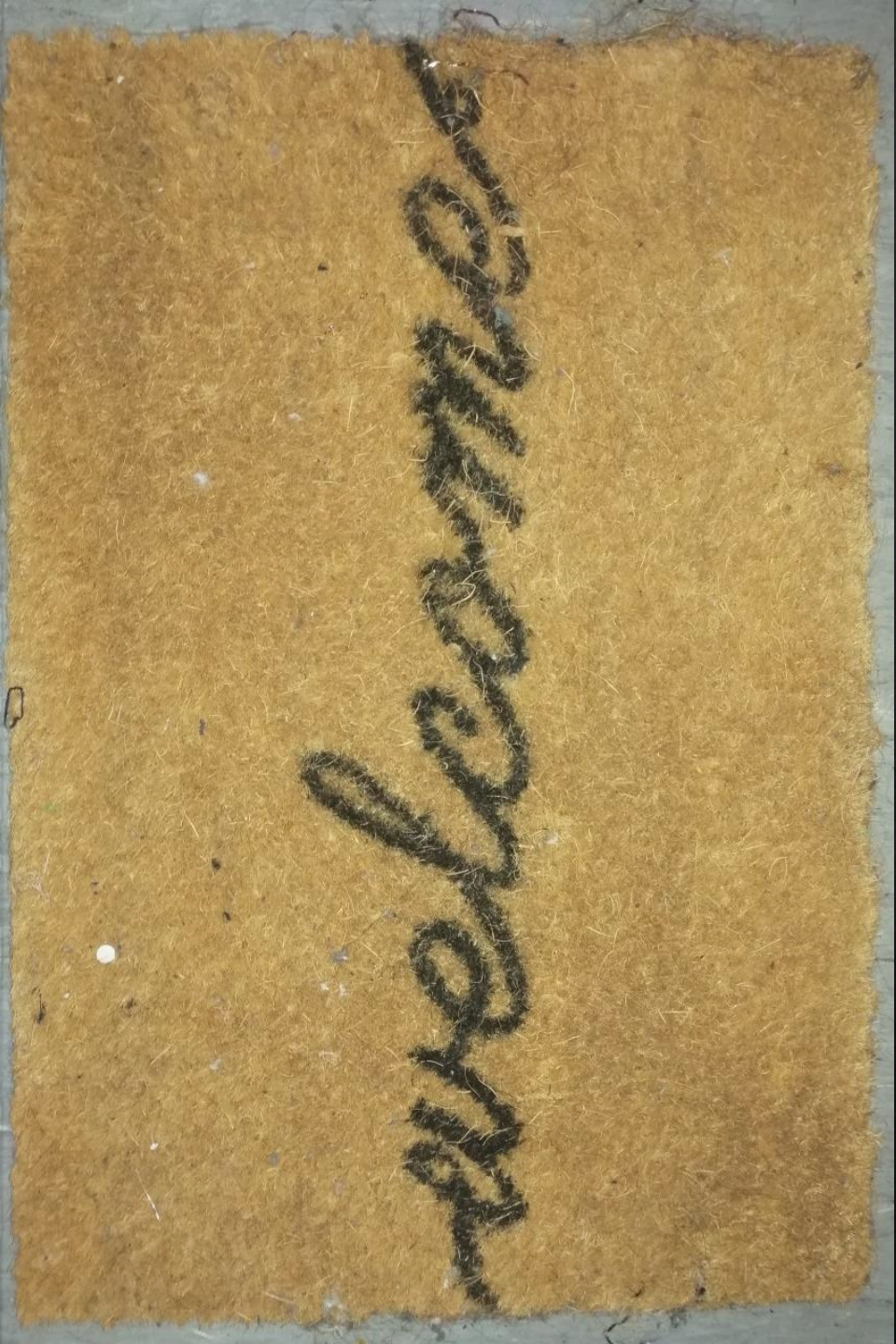
Watch a pot of water boil on the stove from start to finish.

I have been staring at this boiling pot of water for a while now. Bubbles have started to form at the bottom of the pot. I had started to think of different shapes I could make out of the bubbles that had been forming. The steam from the pot started to fog my glasses up, so I had to step away. The bubbles started floating up from the bottom of the pan and I started to guess which bubble was going to be the next one to float. This game was cut short, however, when the pot started to boil all the water and I was unable to see the bottom anymore. From this task, I found out that when you watch a pot of water boil it feels like the water takes longer to boil than it usually does.

The point of this task was to find detail in the simplest of things and find a way to talk about the detail you uncovered in depth. This task will help me in industry because it would make me be able to see minor details in something simple and make it as realistic as possible. This task could also improve my communication skills, which is very helpful in the theatre industry.



Discussion in class: “The steam from the pot of boiling water was reminding me of smoke from a fire”
- Seb . This shows the different thought processes of different people in the lessons.

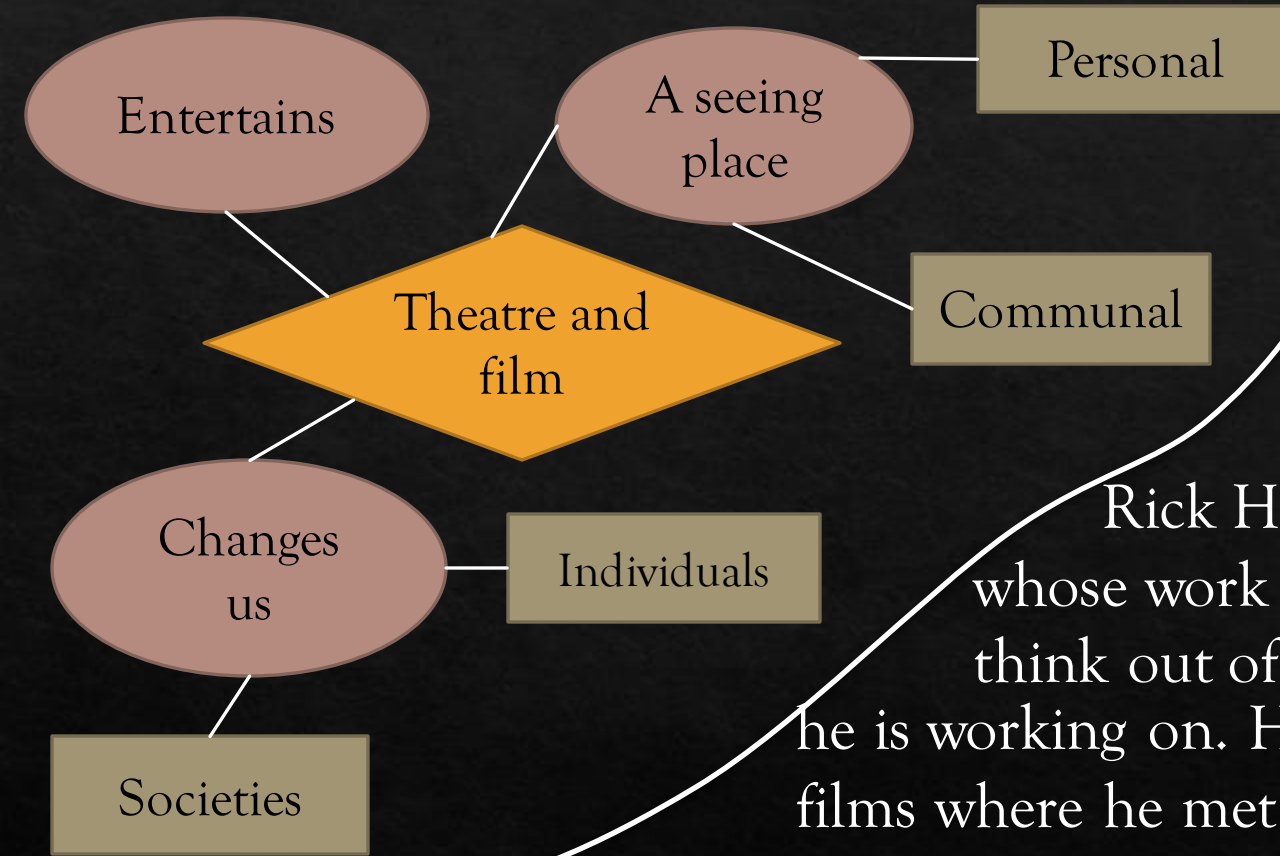


Task – door mat

I like the design because not only is it practical for cleaning the muck off the bottom of shoes, so you don't bring it into your home. There is a word written on the mat saying welcome. The font of this writing seems very welcoming in itself because it isn't bold and in your face. The brown mat contrasts against the black writing making it stand out. This task is showing us to look for detail in the simple things around us and allows us to analyse the simple things critically. This task also allows us to argue whether the object in the image was built for visual reasons or practicality reasons. The object I had chosen, the welcome mat, was created for visual and practical reasons. This is evident in it being able to clean your shoes and greet people as they arrive.

Scenography

Scenography is the design and painting of theatrical scenery



Rick Heinricks – production
designer/ scenographer



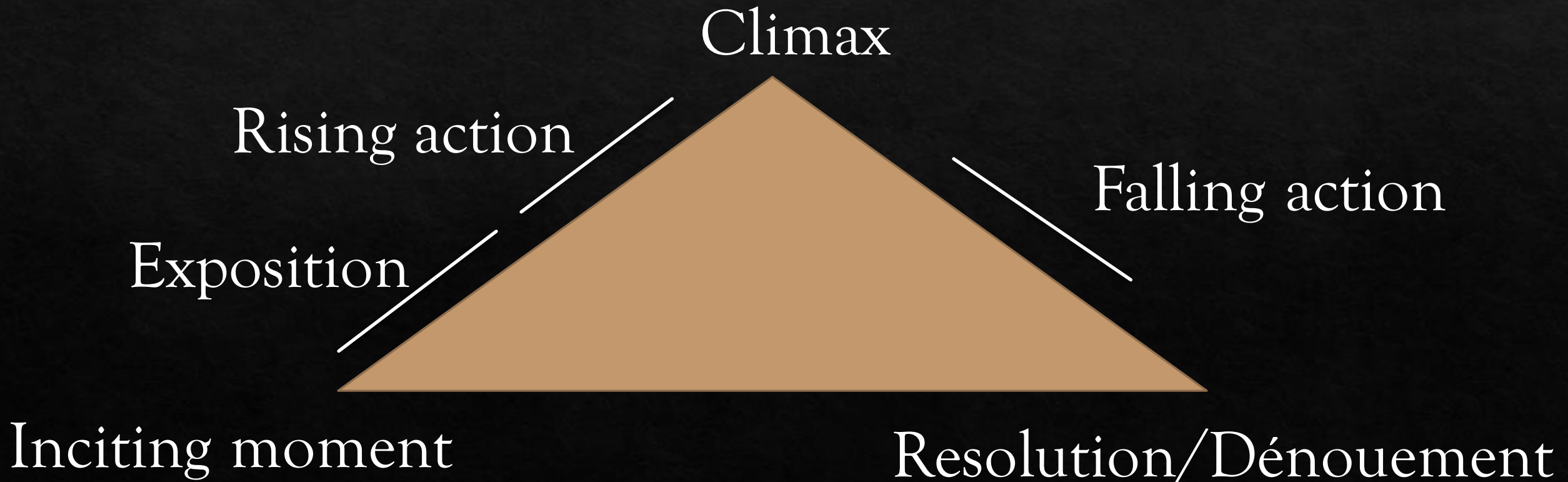
Rick Heinricks is a production designer/scenographer whose work is really interesting to me. He is always able to think out of the box to create something unique for the film he is working on. He worked for Disney helping on a multitude of the films where he met Tim Burton. The work that he did with Tim Burton is particularly interesting because he mostly uses

dark tones to reflect the gloomy nature the films usually hold. He also makes sure that there are always dark patches in almost every scene he creates to add a sense of mystery, danger and curiosity in his work. For example, I like his work in Dark Shadows.

7 steps of design – These are the thought processes we should follow when designing	1) Commitment – • Commit to the idea. • Commit to the process.	2) Analysis – • Ask questions. • Don't leave holes. • Explore. • Create different ideas.	3) Research – • Use your eyes. • It's all around you. • Don't just use Google or the library. • Grow.
4) Incubation – • Do not skip. • Let your mind process. • Don't rush into steps.	5) Selection – • Start to make decisions. • You'll know when you're ready. • Choice will be	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. • Look back and develop your

Freytag's Pyramid

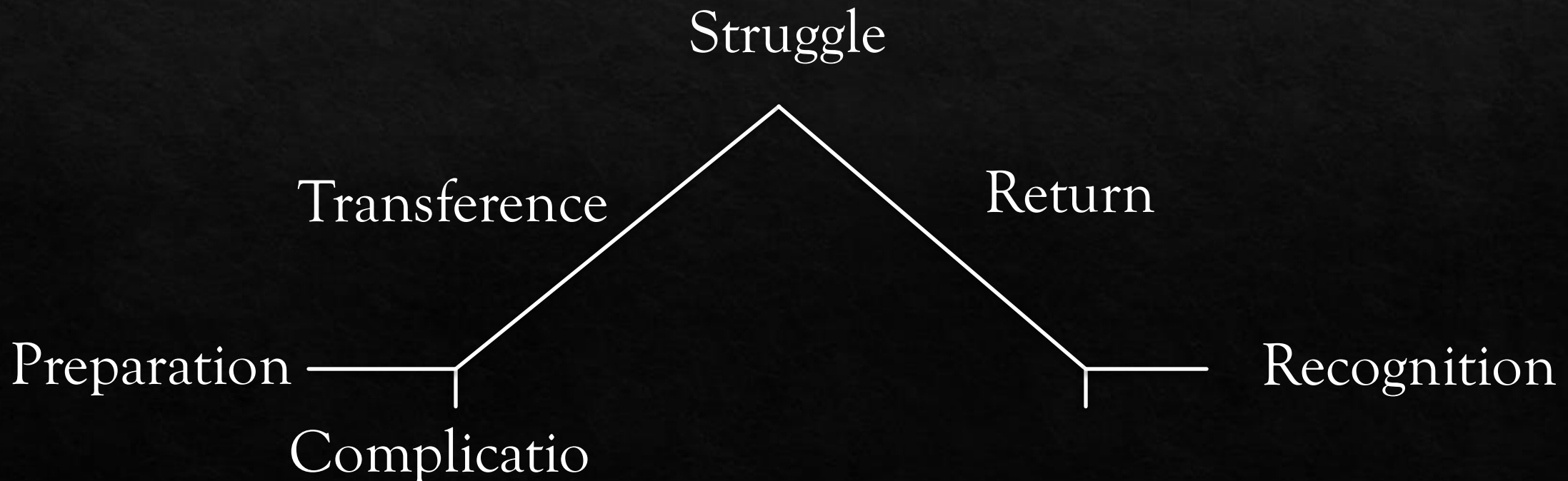
- Gustav Freytag (1863) *technique of the drama*.
- Most famous for his description of the dramatic arc.
- This theatrical framework is almost exclusively based on Aristotle.
- Creation of argument.



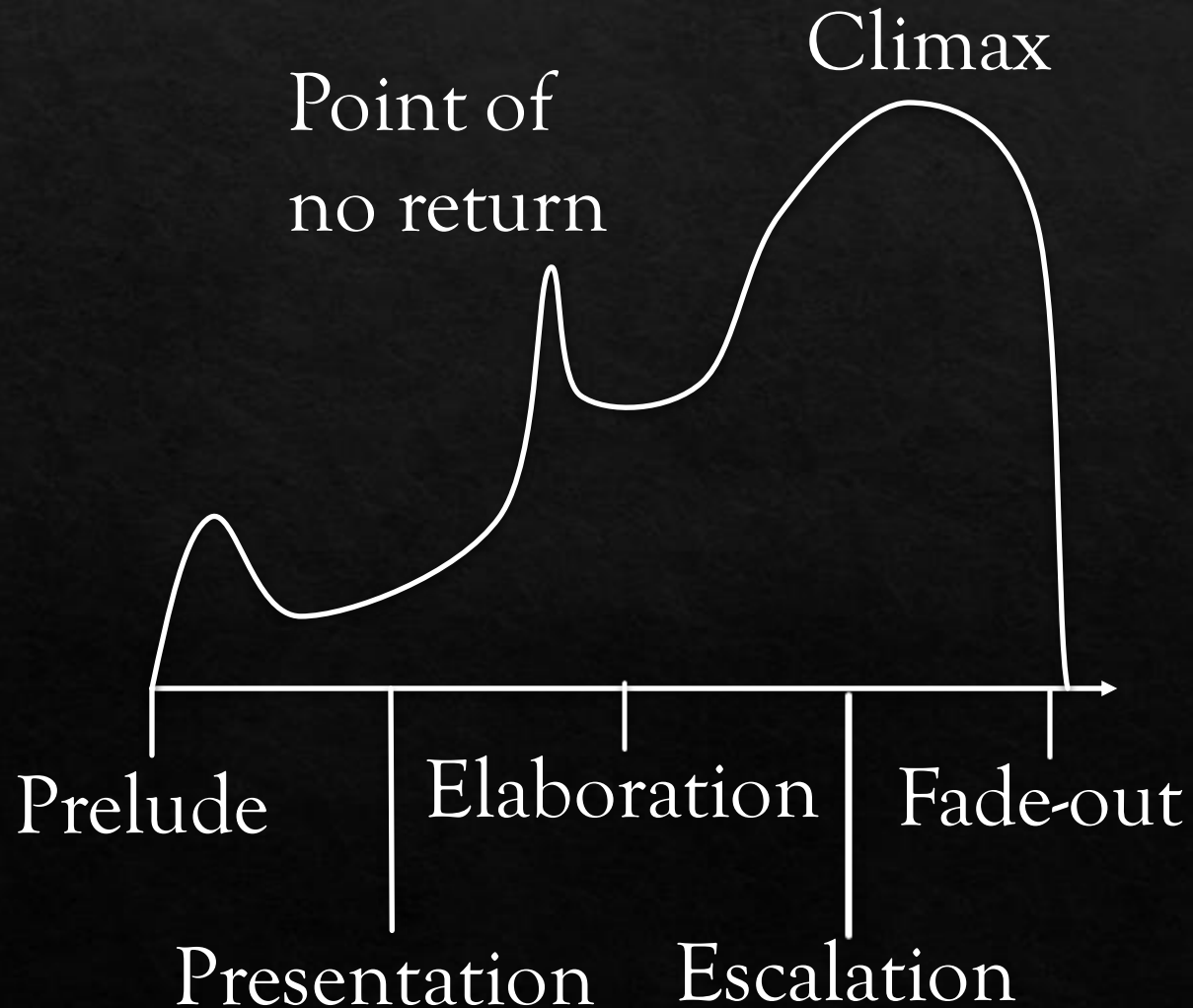
Vladimir Propp

Freytag pyramid with
Propp's classification

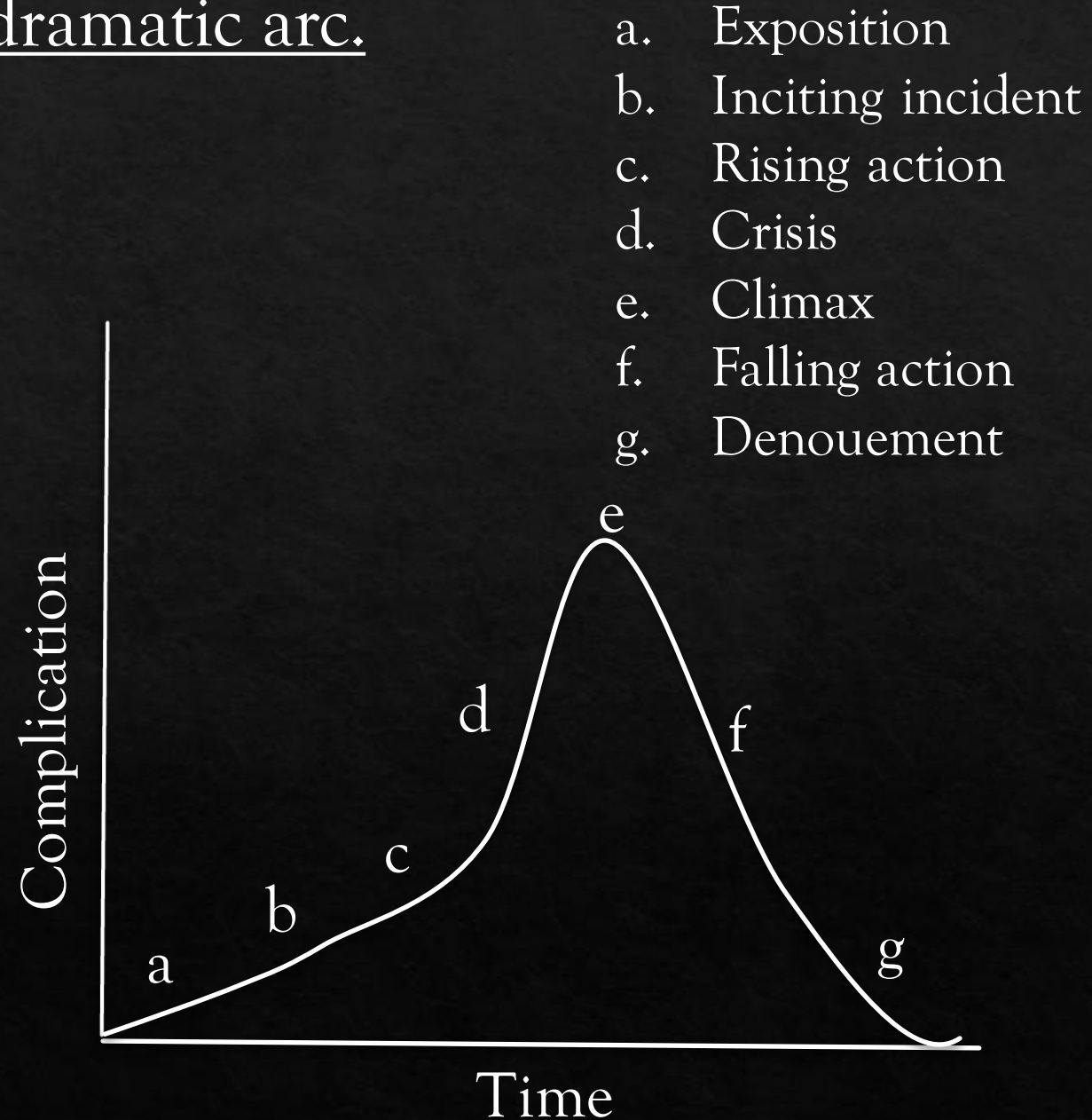
- Propp, V. (1928) *The Morphology of the Folktale*.
- Not published in English until 1958.
- Based on an exhaustive study of Russian folktales, originally oral but now written down, Propp devised a system of breaking narratives down into 31 functional elements featuring, 8 basic character types.



Bang's (1993) model of "linear storytelling".



Laurel's (1993) "contemporary" dramatic arc.

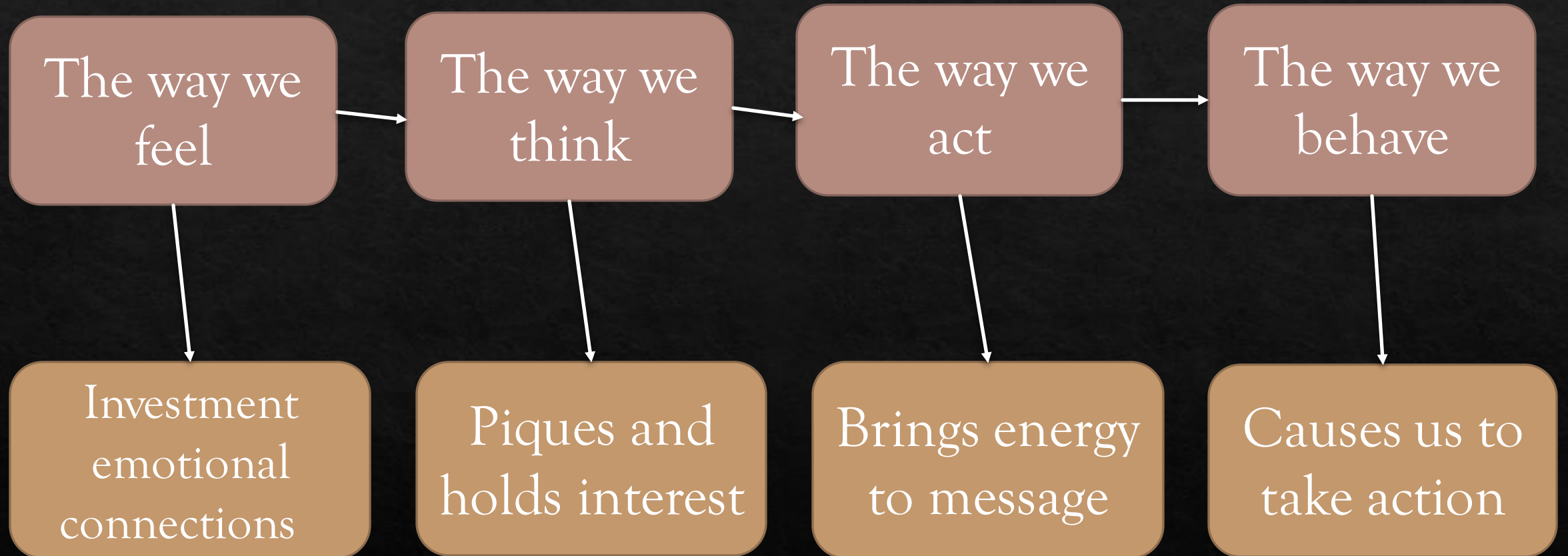


Study task - choose song lyrics and think about the image conveyed by the storytelling.

“I took the supermarket flowers from the windowsill
I threw the day old tea from the cup
Packed up the photo album Matthew had made
Memories of a life that's been loved”
– Ed Sheeran (2017) *Supermarket Flowers*.

From this verse in the song I pictured someone mourning someone they had lost recently and is cleaning the house of the loved one that passed. This creates an atmosphere of nostalgia and it also has a hint of sadness. From this one verse, I can also tell that the person is going through everything in the house letting go of all the materialistic stuff that might hold sentimental value in order to let go of the person that passed and move on. To let go but not forget.

Storytelling – A good story



Medium and style of storytelling

And more...

Personal
storyteller

Family
storyteller

Cultural
storyteller

Friendship
storyteller

Tattoos

Paintings

Carvings

Films

Social
stories

Unexplained
stories

Visual
stories

Sculpture

Mood Boards

Purpose: key images and words that best convey the essence of the idea/show/brand. Mood boards are a great way to gather inspiration for the project you are working on.

Good practice

- Organised/Considered.
- Aesthetically interesting.
- Not cluttered.
- Annotations – thoughts/text/facts.
- Draws people in – makes them believe/want to know more.
- Correct time period.
- Personality.

Bad practice

- Bland.
- Too busy/too sparse.
- Inaccurate information.
- Disorganised.
- No vision.

Study Task

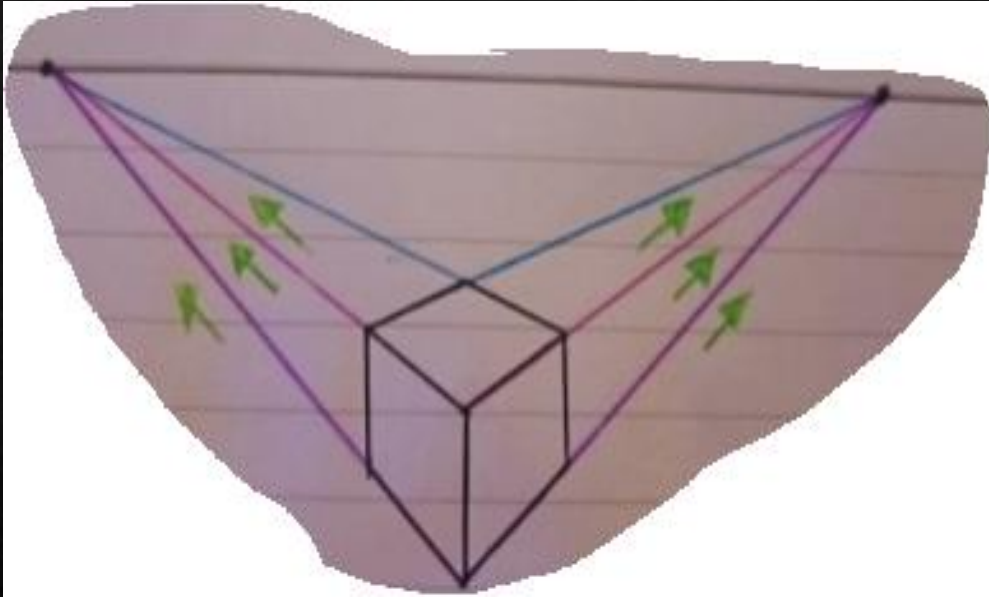
Choose two artists/designers and make a 5 minute long presentation to deliver – why would you like them?

Underneath is a hyperlink with the PowerPoint for this study task –

https://uowtsd-my.sharepoint.com/:p:/r/personal/2103227_student_uwtsd_ac_uk/Documents/principles%20of%20design/artists%20and%20designers%20Presentation.pptx?d=w21455c0b27eb42bc80c903911d9c4d98&csf=1&web=1&e=VUnmhC

Continuity Drawing

Typical Drawing



First lines

Second lines

Third lines

Complete box

Lines direction

Eye line

Perspective

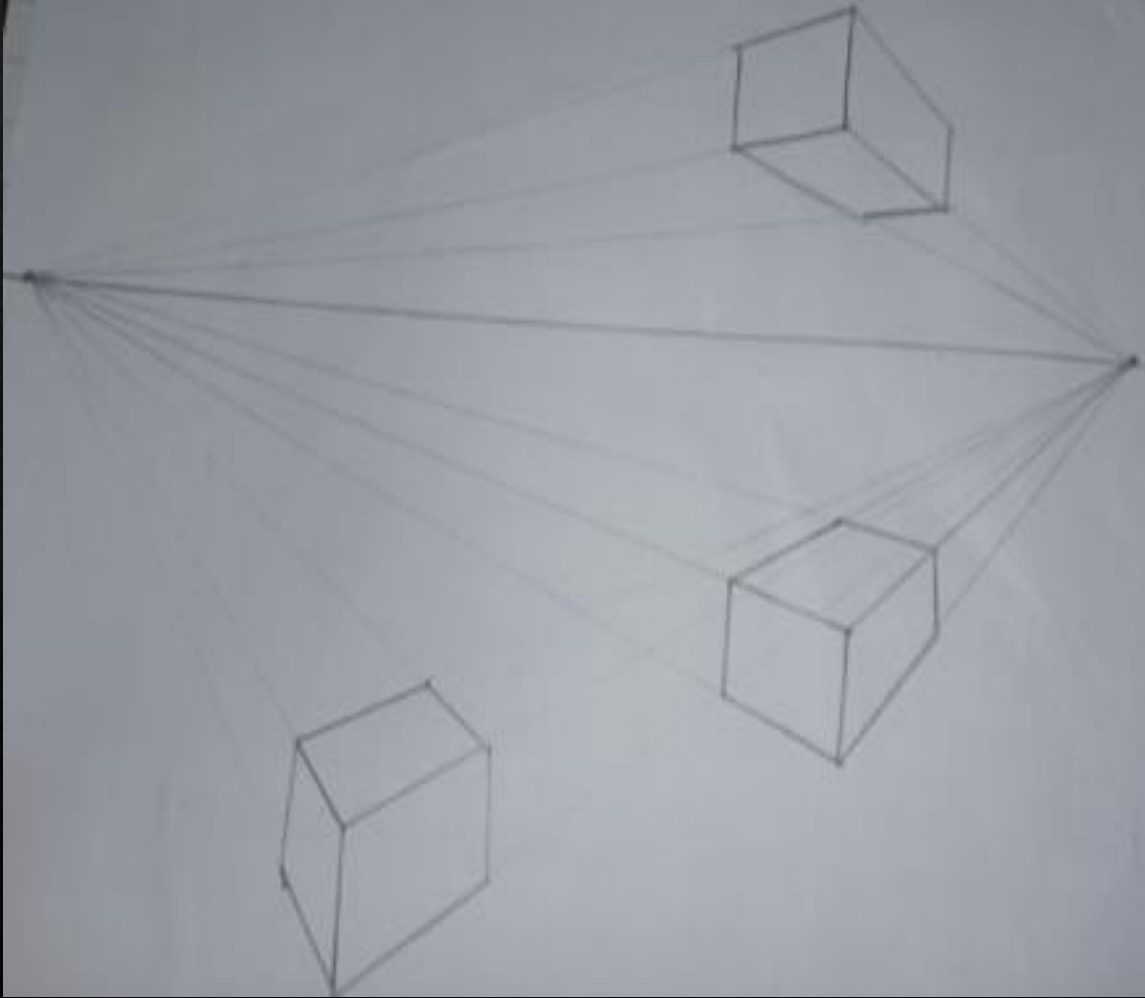


Horizontal line/Vanishing line/Eye level.

Eye level = level of eye.

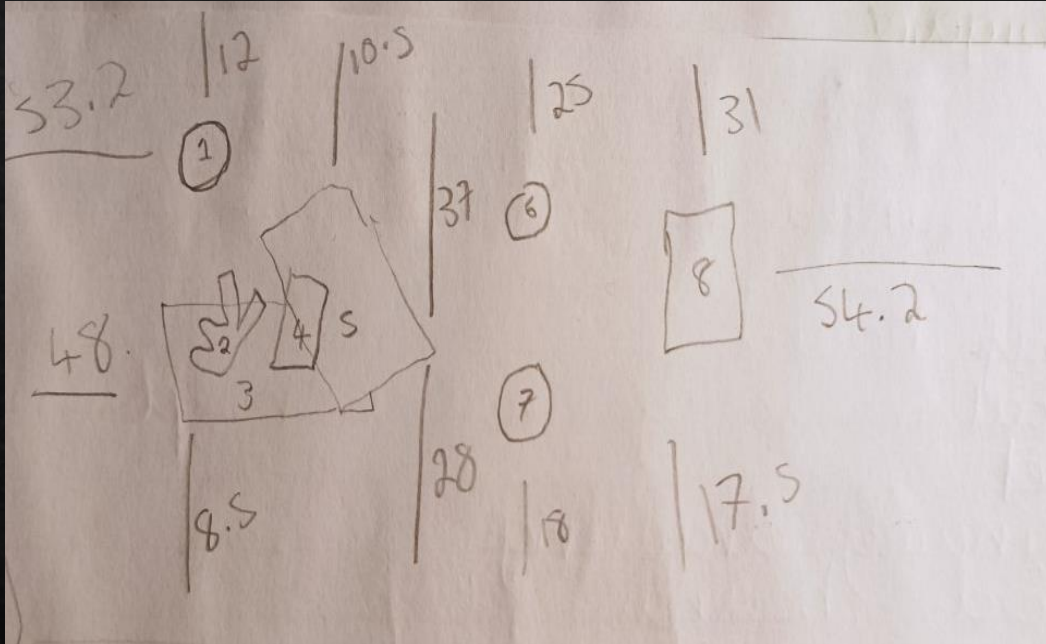
Line of sight = what you can see.

Practice Continuity Drawing



We would need to use this within industry because it is a simple and fast way to be able to show ideas to those you are working with and display a clear visual of what you are trying to do with the set. A continuity drawing is also a great way to be able to show someone the perspective of the object you would like to place. This would give you a clear idea of how this would look on stage/set.

Birds eye view + measurements



- 1) Pink bottle.
- 2) Red wrench.
- 3) Paper.
- 4) Pencil case.
- 5) Book.
- 6) Big blue bottle.
- 7) Hot drink cup.
- 8) Grapes.

Side view



Placements on table

Having a simple yet detailed drawing to show people where the prop for a particular scene should go is really helpful within the theatre and film industry. Not only would you have a visual to refer to, but you would also have the exact measurements of the table for it to be extremely precise.

Design Challenge

Using materials around you, create a scene with a dimly lit passageway. It must have lighting coming from the high right, indications of decay, elements of shade and an exit leading to a well-lit room.

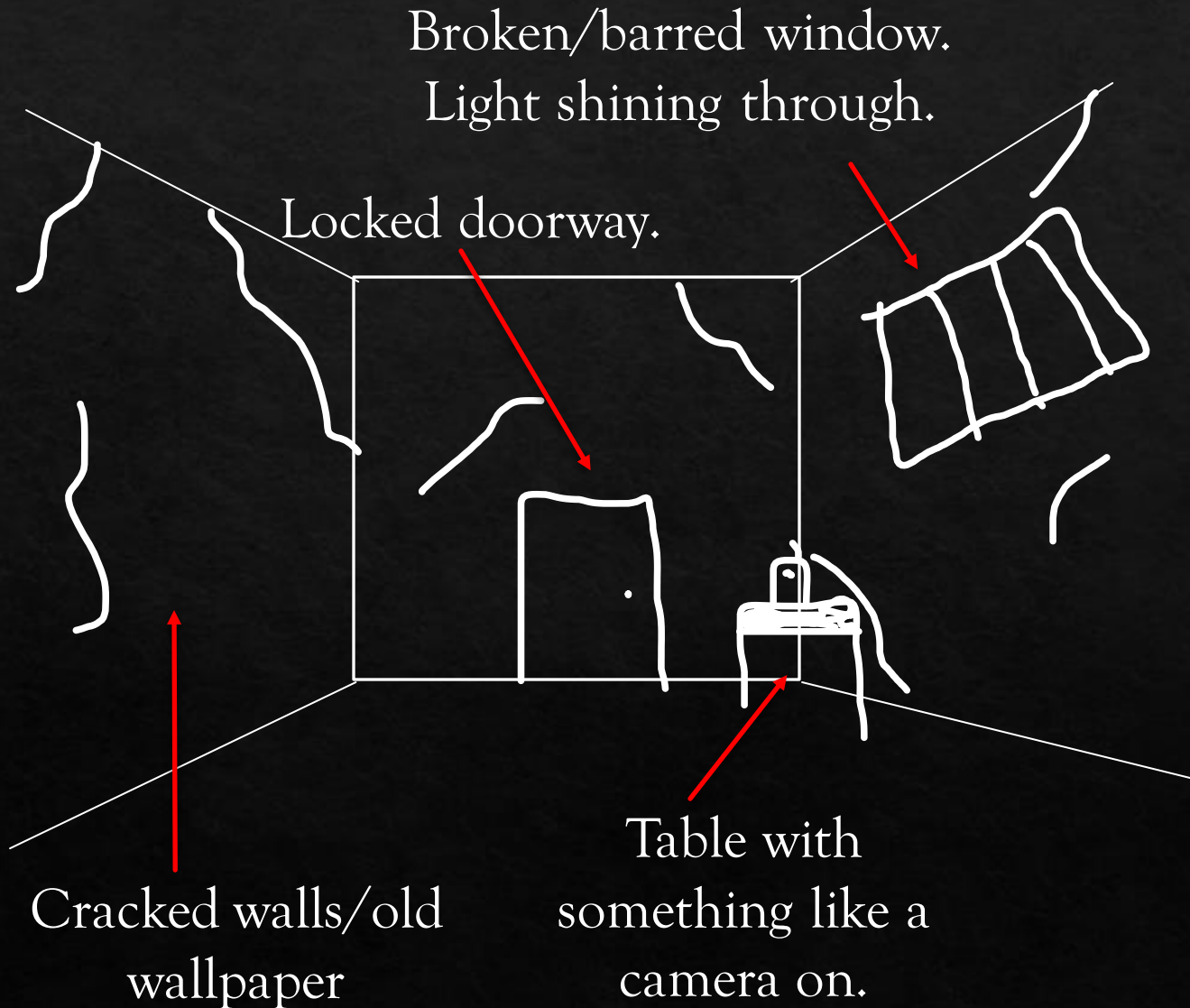
Must include:

- 1x storyboard.
- 1x digital image of the final concept.
- 1x model.
- 1x continuity drawing.
- 1x mood board.



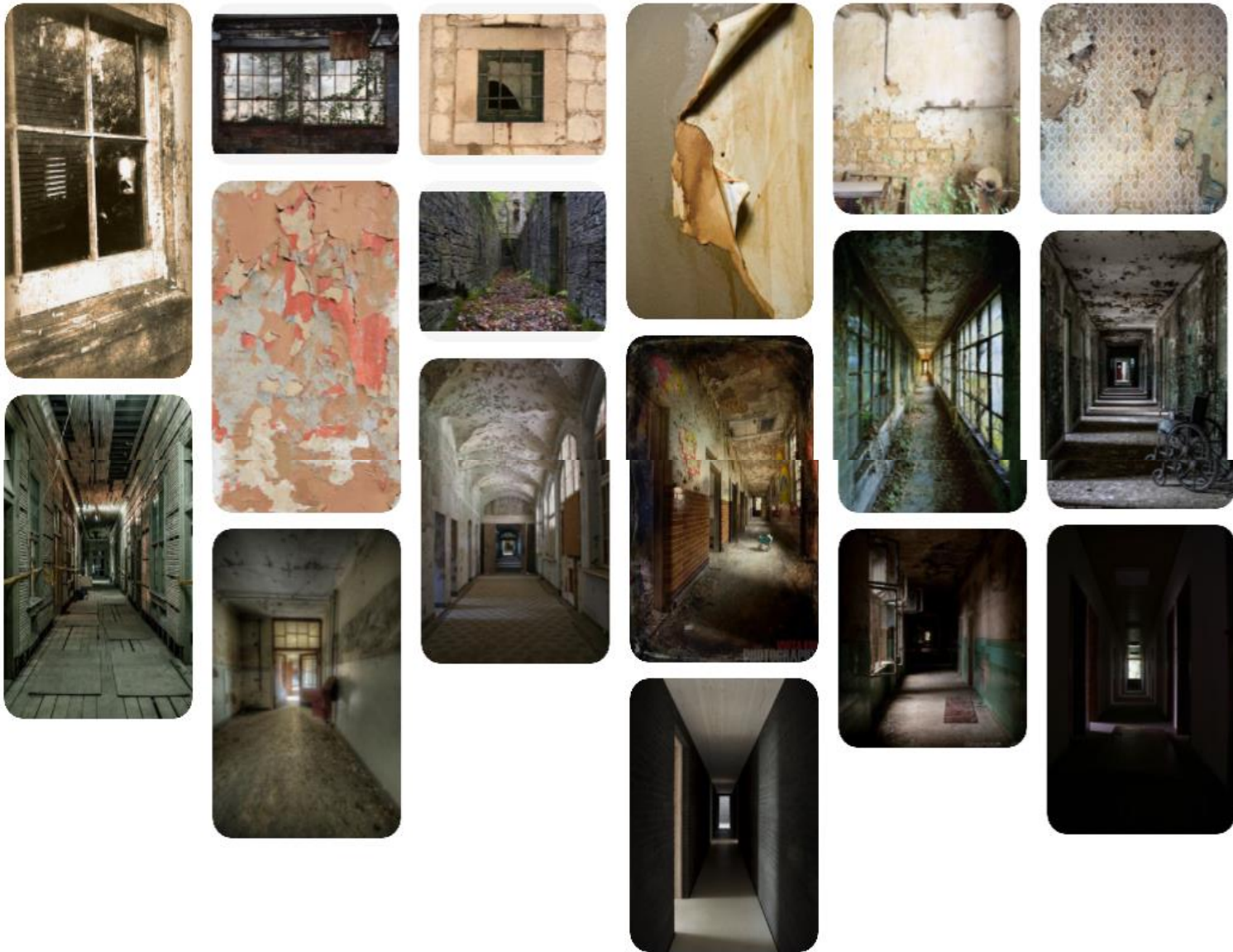
2 hour
time limit

Design Challenge - Initial Idea

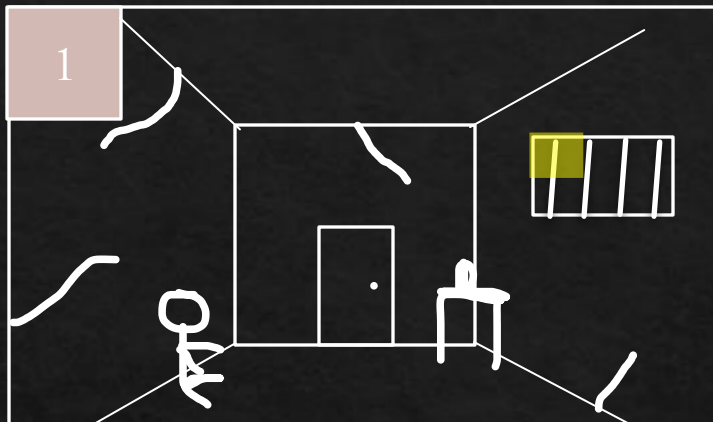


This is my initial idea for the design challenge. It holds all the elements that we were told to include within this project. I was thinking about adding a table with a camera on it to give the scene more of a mysterious/creepy feel to it. I also think it would be good to add shadow to the piece.

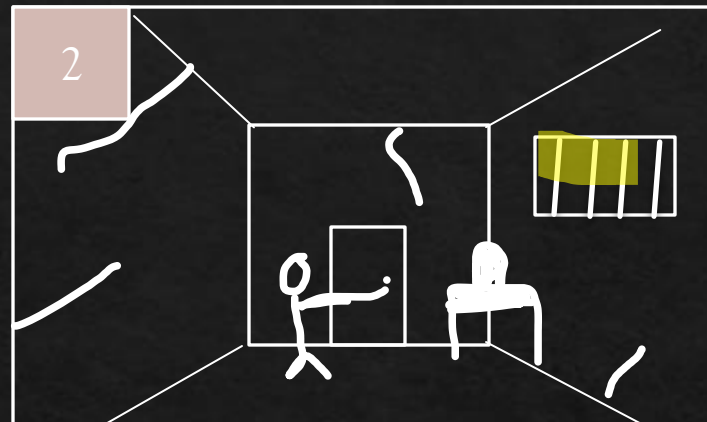
Design Challenge - Mood Board



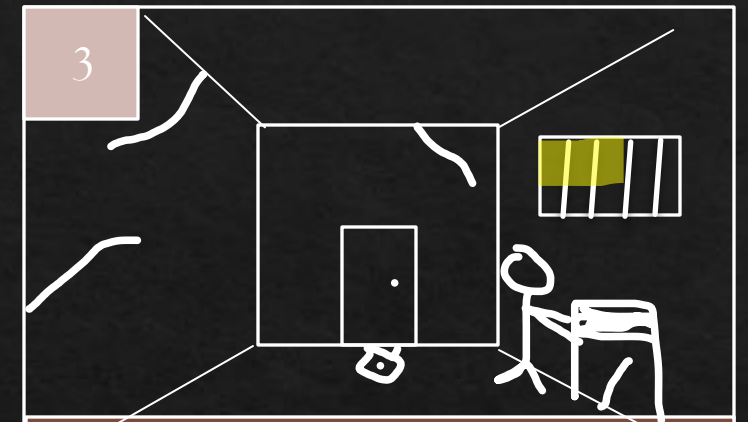
This is the mood board for the design challenge. I really like the peeling of the wallpaper and paint to show age and decay, so I decided to look at different ways that I could incorporate that into my work. I really like the idea of putting bars on the window because it gives a creepy feeling and begs the question, 'are they there to keep people out or to keep something in?'



A man wakes up in a strange corridor with a camera facing him on a table and no light except for the slight light coming through the barred window.



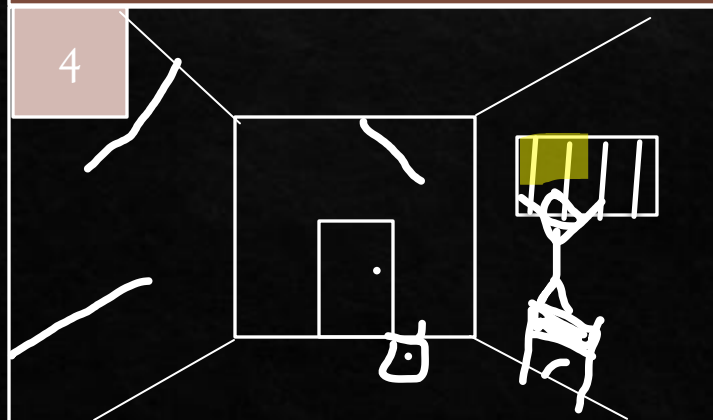
The man stands up and tries to escape this strange room through a door, however he finds that it is locked. He looks closer at the camera to find it is turned on.



The man picks up the camera and smashes it out of frustration. He then has an idea to climb onto the table to see if he can escape from the window.

Design Challenge - Story Board

The man finds that the bars on the window are old and rusted. He tries with all his effort to wiggle the bars free from the surrounding brick and concrete.



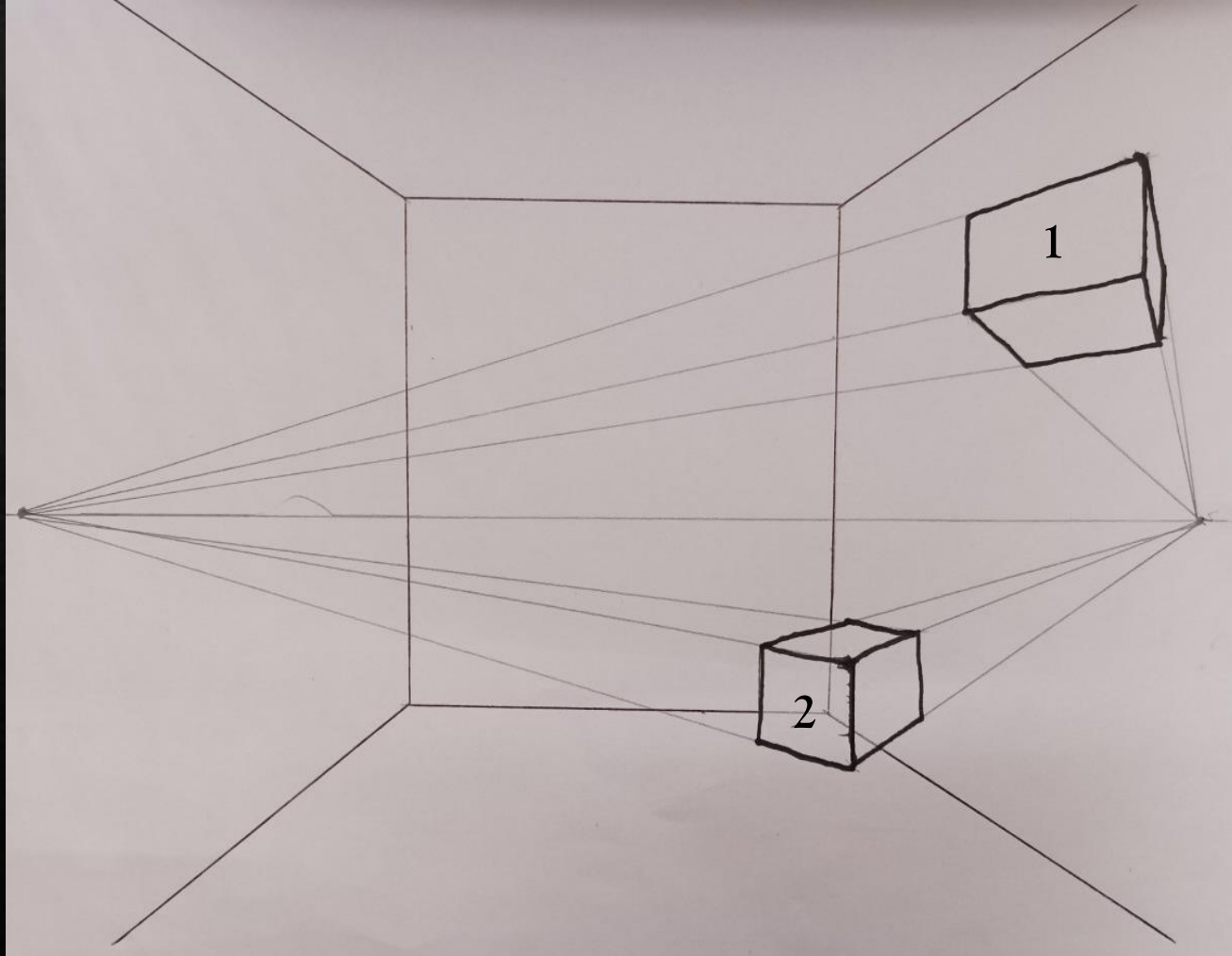
The man throws the now broken bars onto the floor and climbs through the small gap to his supposed freedom. But the camera light is still on.



There are sounds of a Bolt sliding and rattling. The door cracks open, but nothing is to be seen other than light. A sinister voice is then heard "let the fun begin."



Design Challenge - Continuity Drawing



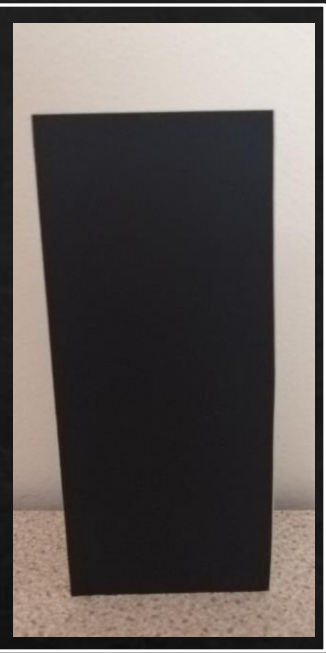
This is the continuity drawing that I have created for the set. Box one is representative of the window that I would like in the top'right corner of my set. The second box is representative of the table that I would like to place in the right'back corner of the room. Continuity drawings are good because they show what the objects in the room would look like at eye level. This helps you picture the scene in front of you in a more real sense.



Design Challenge - Digital Image of Final Concept/Model

This is the final product of this design challenge. This is the model I had created to fit the design brief. The paper on the walls show decay as it is peeling off but I was unable to add a door in the model. However, I think that the window could be seen as an escape from the corridor. This was created from some card and brown paper. I wanted to add some furniture, however, due to the time constraints I was unable to, but the peeling wallpaper adds elements of shade anyway.

Model Making – Basic Stage



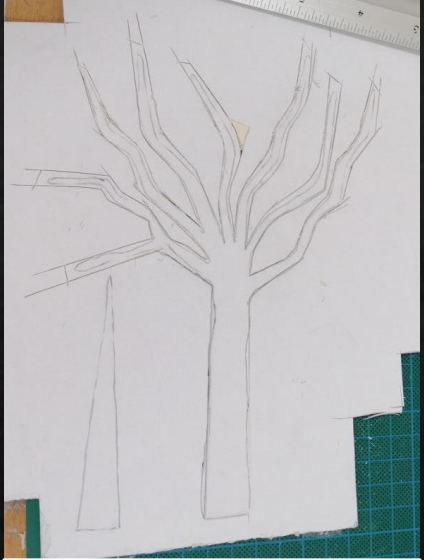
This is a basic stage layout made through model making. Having this basic structure would be helpful because you would be able to add ramps and extra walls when needed for the performance that is going to take place. This type of staging would also be good for fashion shows, concerts and simplistic theatre. I made this model out of card and stuck everything together with wood glue. I created this model using the scale 1:25.

Model Making – Desk for a Puppet

This is a desk that was intended for a puppet within a theatre production. I created this desk at the scale of 1:25. First, I cut out all the pieces to make the desk and glued them all together using wood glue. I then painted the desk and made handles out of oil clay and painted them as well. I also thought that the desk looked a bit plain, so I added some books to go on top. I cut out two rectangular pieces of card and a rectangle of foam and glued them together. Then, covered them with paper to make book covers which I painted. I also made a book with pages, all I have did for this is replace the foam with rectangular little pieces of paper. This would be useful in the film and theatre industry because it gives us a clear visual of what all the set would look like on the stage beforehand because it is in the correct scale. We can create a 1:25 model of a person or the puppet and place them by the desk to see what it will look like.



Model Making – Creating a Set



This is the first stage of making a tree. I created a tree outline on a piece of card and made sure that I had drawn a stand for support.



This is the second stage. I cut out the stencil using a scalpel. I made sure not to cut the branches too small so they would still be supportive.



This is the third stage. I assembled the base, support and the tree together using glue. I bent the branches in different directions.



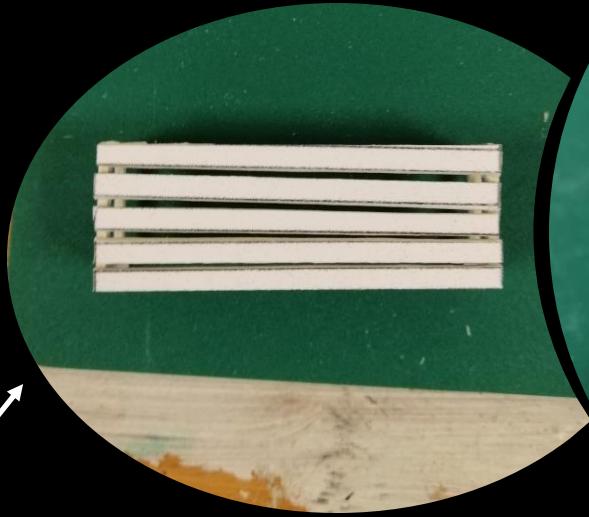
This is the fourth stage. I used oil clay to create the trunk pattern. I added papier-mâché instead of clay to keep their appearance thin. I sealed it all by coating it with PVA.



This is the final stage of making a tree. I watered down some brown acrylic paint and covered the tree. This made it so that the tree appeared to be brown, yet you could still see the detail I put into the clay.

This is a bench that I had made to go with the miniature set I am creating.

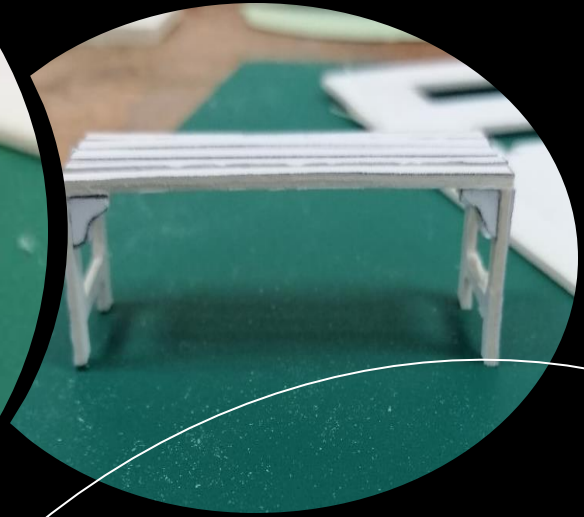
The third stage of creating this bench was assembling all the little pieces together. I used wood glue because it is strong and tacks fast, so you don't have to hold everything together for long.



The second stage to making this bench was to cut out the stencil into individual pieces.



The first step I did for this was to create a stencil of the top, sides and support.



Adding the bench into the miniature set would help the actors with blocking.

The first step for this base was to create a stencil for the bottom of the base and the grass humps on top. The bottom of the base is card and the humps are foam board.

The second step was to cut out the stencil and sand the edges of the foam board to round them.

The third part of the process was to glue all the different pieces together.

The fourth part of creating the base was making the bumpy effect of grass. To do this, I mixed sugar with PVA glue and painted it all over.

The fifth and final part of creating the base was to give it the tonal colour of grass. I did this by painting it with light-coloured green to start off with, then, I built up the tones using a dark green, brown and yellow.



This is the base for the miniature set

Final Product of Model Making a Miniature Set

I think this is a good project to work on because it prepares us for creating sets for theatre/film, if we choose to go down that path.



I think this particular design of set would be best suited for theatre, due to its simplistic design and vibrant colour contrasts. I also think this is a good design because it would look good with a big or small cast.

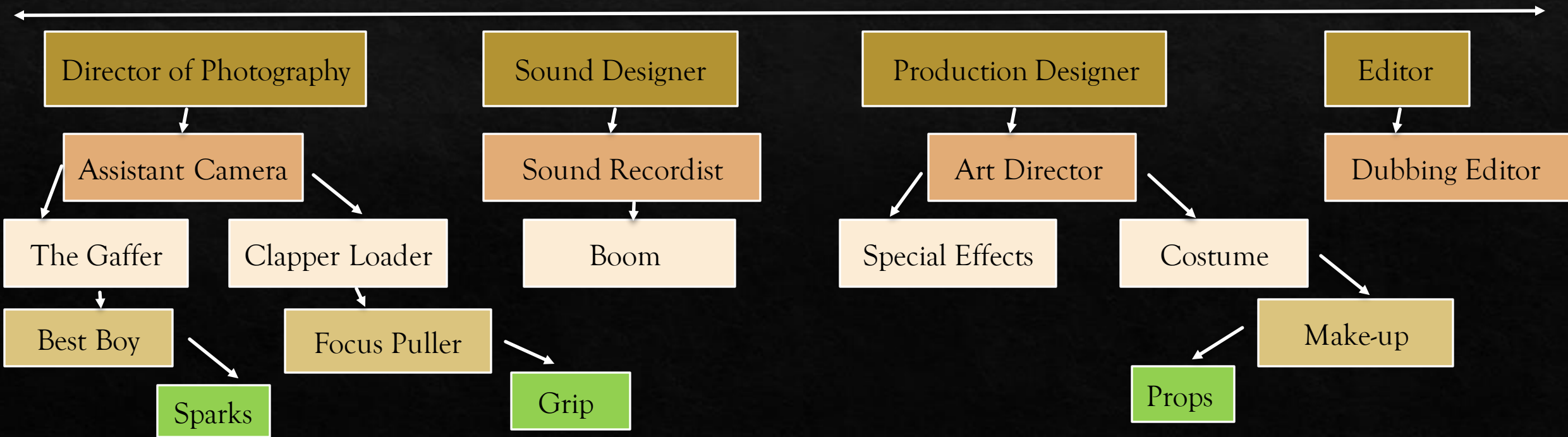
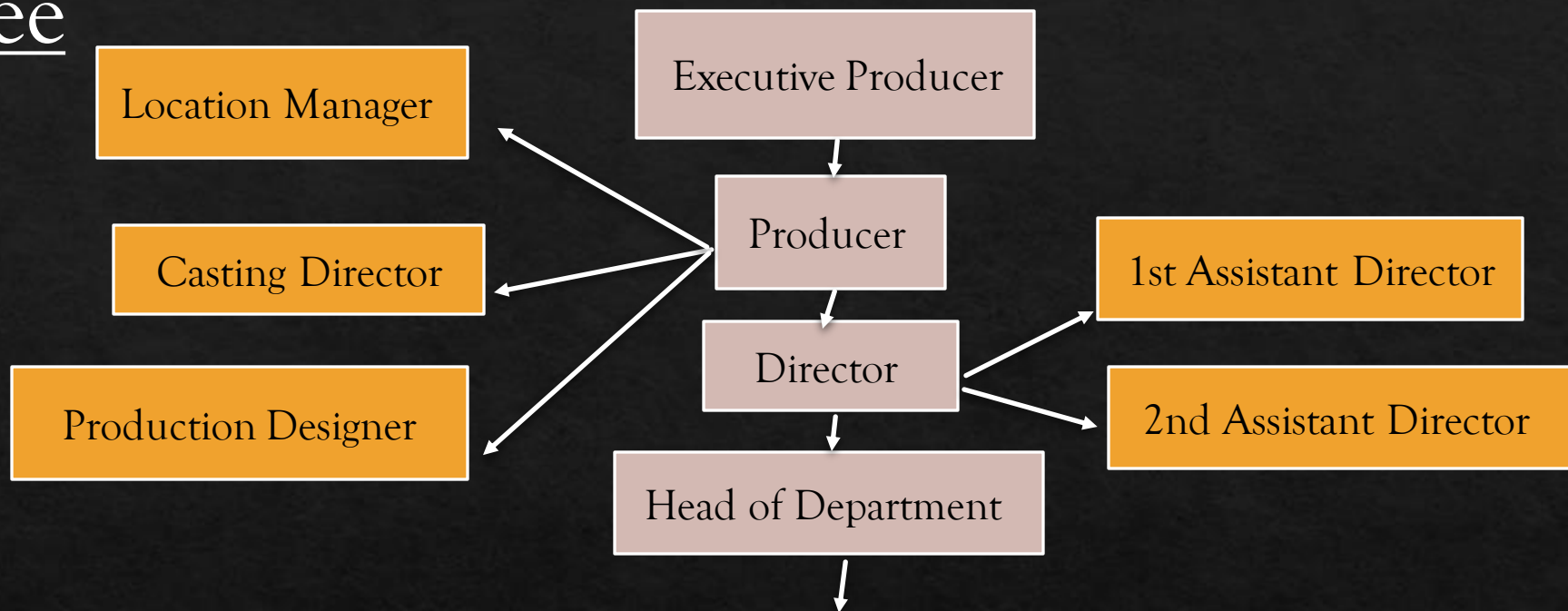
Overall, I think that I have done well on this project. However, next time, I would like to add a human figure as well for scale.

Levente Bagossy – Model Maker

Levente Bagossy is a Hungarian designer that has dedicated his whole Instagram account to his model making work. I think his work fits in well with the model making sections that we have been doing. He had the ability to create a realistic looking piece of set out of card. I find his work extremely interesting. The amount of detail he can incorporate into his work is extraordinary.

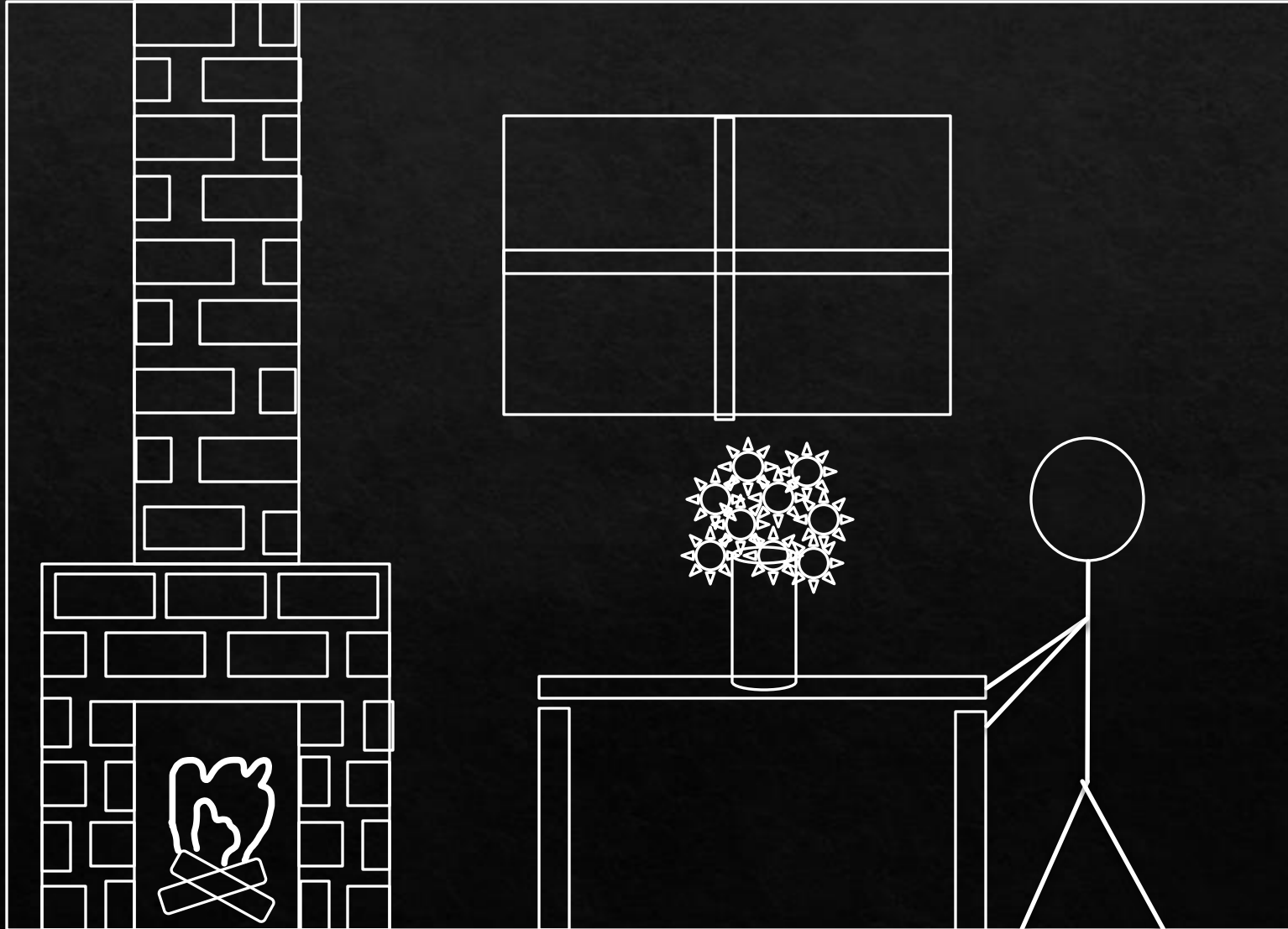


Film Tree



Four Seasons in a Day

We were given a title and, from there, we made an idea for a scene/film from it.



Character: woman

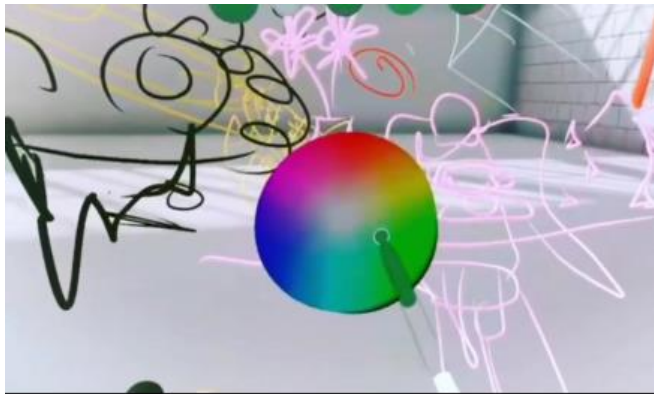
Window sunny at start. Then changes to cloudy/windy. Then it goes to rain/hail. Then a snowstorm. Then it clears up.

Flowers will look alive in summer, they slowly die as the seasons change, then the woman puts new flowers in the vase when summer comes around again.

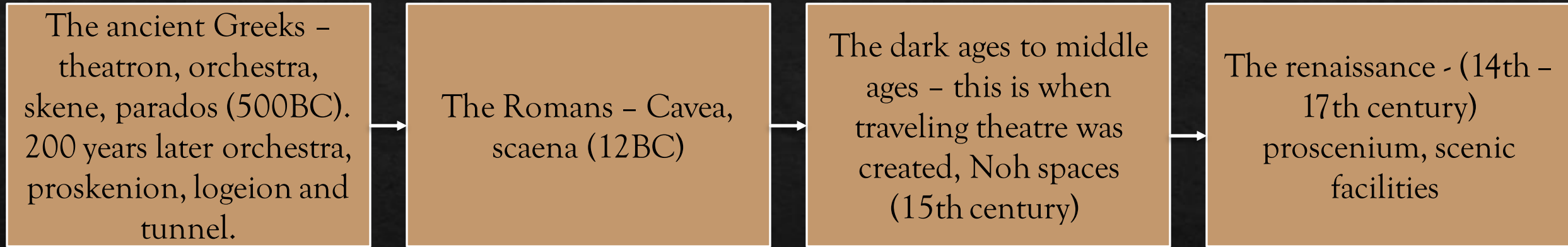


Virtual Reality - Oculus

We had the privilege of trying out Oculus, the virtual reality headset. With this, we were able to draw a set to scale and walk around it to make sure that we liked what we saw. I think this would be amazing to use in the film and theatre industry because it gives people the opportunity to walk around and explore a set that hasn't even been built yet. Also, because you can draw it in the correct scale, you can see what the set will look like when it is actually built, which I think is better than creating a miniature model because it would be more interactive.



History



This is a very brief view of the history of scenography. This gives you the idea of what time period they were in, that type of staging they used in that time period and the order of the timeline they go it.

Robot Boy by Tim Burton

Group: Catherine
Rimmer and Moss
Stevens-McLennan

Mr. and Mrs. Smith had a wonderful life.
They were a normal, happy husband and wife.
One day they got news that made Mr. Smith glad.
Mrs. Smith would be a mom
which would make him the dad!
But something was wrong with their bundle of joy.
It wasn't human at all,
it was a robot boy!
He wasn't warm and cuddly
and he didn't have skin.
Instead there was a cold, thin layer of tin.
There were wires and tubes sticking out of his head.
He just lay there and stared,
not living or dead.

The only time he seemed alive at all
was with a long extension cord
plugged into the wall

Mr. Smith yelled at the doctor,
"What have you done to my boy?
He's not flesh and blood,
he's aluminum alloy!"

The doctor said gently, "What I'm going to say
will sound pretty wild.
But you're not the father

of this strange looking child.
You see, there still is some question
about the child's gender,
but we think that its father
is a microwave blender."

The Smith's lives were now filled
with misery and strife.
Mrs. Smith hated her husband,
and he hated his wife.
He never forgave her unholy alliance:
a sexual encounter
with a kitchen appliance.

And Robot Boy
grew to be a young man.
Though he was often mistaken
for a garbage can.

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Tim Burton's Upbringing

Tim Burton was born in 1958. He grew up in a suburban household and hated it. He said he doesn't feel that he is close to either of his parents. Burton claims that he was an outsider and that he found comfort in a cemetery at the end of his street. He said he was an introvert and people found him to be morbid. However, he says he just found the solitude peaceful. The difference in him made him what he is today. A brilliant director.



Initial Idea for Challenge

My initial idea is to follow in Tim Burton's style and do a stop motion animation. I really like the idea of creating little figurines to tell a story. I think that I would like to make this short film about 3 minutes long. I am aware, however, of the short time frame we must complete this challenge in. As we are working in groups for this challenge, I would have to pitch my idea to the others and see what they think of it.



Robot Boy Project - Mood Board

This is the mood board that I have created to give me inspiration for this project. I wanted to incorporate some of Tim Burton's upbringing into the piece by showing a dysfunctional suburban family and a very different boy. I have the idea that I will keep the boy in the story looking like a robot, even though it is a metaphor for a disconnection between the family and himself, because it shows the extreme differences between the boy and his family. I think that it also shows his disconnection with what most people would consider normal and the fact that he is unable to change and is still not fully happy with his life.



Robot Boy Project - Groups

Decision

As a group, we have decided that we are going to make a short film to portray the poem. This film will have a set that the Robot Boy will sit stationary in throughout to show his lack of emotion. He will be sitting or standing in the corner, tucked away from everyone. We are then going to make shadows representing his parents and they are going to be moving around and arguing in front of him. The fact that the parent will be nothing but shadows cast upon the set will show how different the boy feels to those around him. The shadows will be telling the story and, as time goes on, we will switch the model to an older version of the boy. To make this transition, we are thinking of making the shadows consume him in darkness, so people are unable to see the model as we change it.



Robot Boy Project - Designing



As a group we have decided to keep the main character, Robot Boy, as an actual robot instead of a boy. Here are some of the sketches that were created to give us an idea of what we want our Robot Boy to look like. We like the idea of creating 3 – 4 mini models of the robot and using it to take photos of in the set that we are also planning on creating. We would like to experiment with the position of the models, for example, standing up or sitting down.

We have had the idea to create a model of a set based on a suburban home. However, we would like this home to have uneven floorboards and peeling wallpaper. This is to represent the dysfunctional family life that Tim Burton felt growing up and what he tried to portray the Robot Boy to be. The idea was to create multiple sets. The first one looking nice, then, as the boy grows up the house starts to age and fall apart showing the family's downfall.

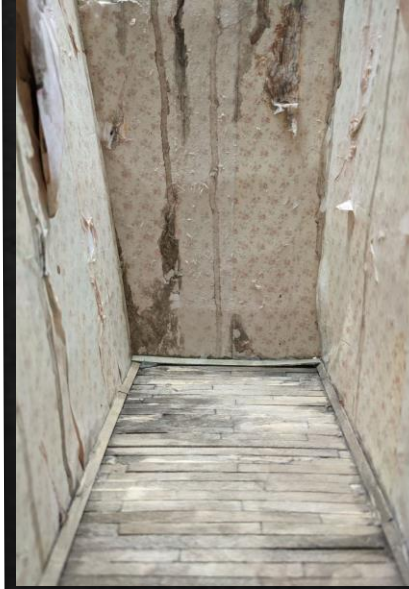
Robot Boy Project - Making



Insert image
of robot boy



We made three models of the Robot Boy showing the progression in his life. We thought it would be good to do a baby version, teenage version and an adult version of the Robot Boy. We decided to make these models out of water-based clay. This is because we found that water-based clay was a lot easier to mould than oil-based clay. I then covered the models in a glue and water solution to help prevent cracking.



This is the set that we had created for the Robot Boy project. Our initial idea of making different sets to show age as the walls slowly decay had to be scrapped due to the time restrictions that we had, but, because the dysfunctions in the family started just after the Robot Boy was born in the poem, we still found it to be appropriate. I think the set came out looking good. We also incorporated Tim Burton's style into it by making the wall slant slightly, giving it an eerie look.

Robot Boy Project - Final Piece



Initially, we were going to make a short film using the models that we have made and shadows to portray the parents arguing and not caring for the Robot Boy as they should be. However, due to the time constraints, we decided just to take still images of what we would have wanted to make the short film look like. I still think that the images that we have taken look good. The silhouettes that we had made to cast the shadows made a good outline of the parents. The shadows further showed the disconnect that the boy has for his family as he does not see them as anything other than an empty, dark space.

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