

PRINCIPLES OF DESIGN

MODULE CODE: HPTD4003

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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



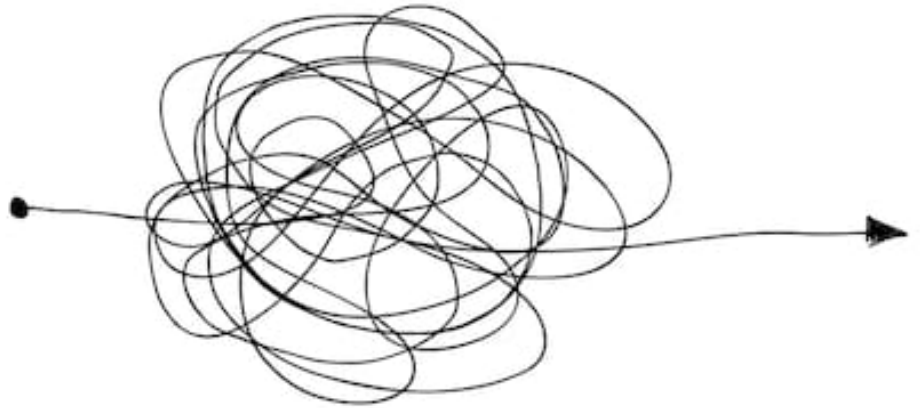
Take all opportunities offered to you



Be nice and enjoy!!

Documents to look at

- Moodle page
- Module outline
- 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)

CONTINUOUS LINE DRAWING

Grab a notebook/paper and a pen or pencil...

- Hold out your hand in front of you, whilst looking at you hand – and not looking at the paper – draw your hand!
- Taking the full 5 mins. Make sure you look at all the contours of your skin, the fingernails etc. do not lift the pencil from the page, do not rush, do not look at the drawing (the point isn't to make a nice drawing).
- Think about the lines we stand in and follow – we love lines but the truly creative parts of our brains are abstract and intuitive. We cannot easily shift Sides of our brain – we need time to concentrate, to focus

Continuous line drawing

How did that feel?

Make sure you write down
your
responses/thoughts/feelings

LEFT VS. RIGHT



WHAT IS THE
DIFFERENCE
BETWEEN THE LEFT &
RIGHT SIDE OF THE
BRAIN?

“The left side of the brain is the seat of **language** and process in a **logical** and **sequential** order.

The right side is more **visual** and processes **intuitively, holistically** and **randomly”**

Left Vs. Right

LEFT BRAIN FUNCTIONS

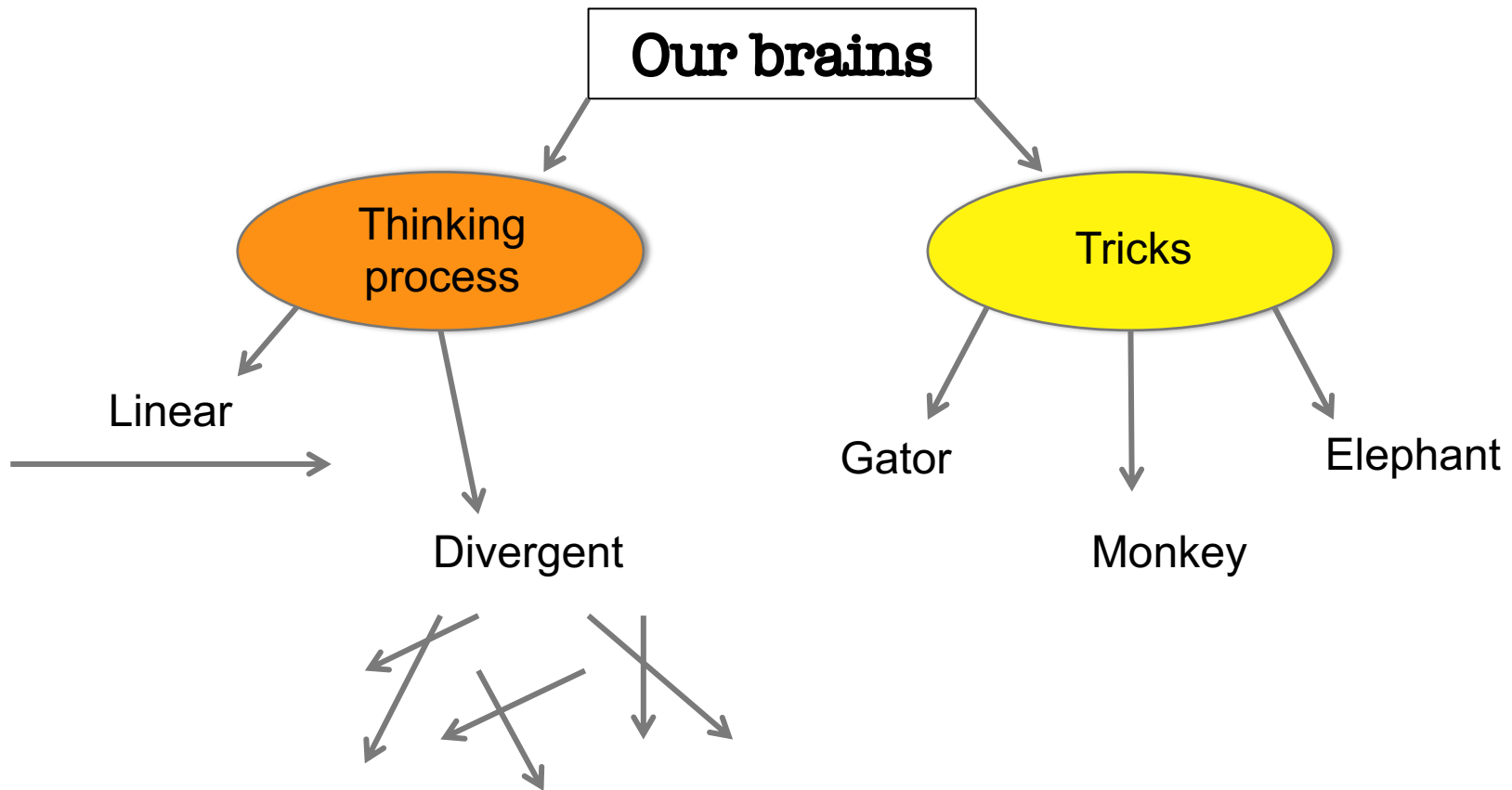
uses logic
detail oriented
facts rule
words and language
present and past
math and science
can comprehend
knowing
acknowledges
order/pattern perception
knows object name
reality based
forms strategies
practical
safe

RIGHT BRAIN FUNCTIONS

uses feeling
“big picture” oriented
imagination rules
symbols and images
present and future
philosophy and religion
can “get it” (i.e. meaning)
believes
appreciates
spatial perception
knows object function
fantasy based
presents possibilities
impetuous
risk taking

Thinking

Our brain are the control center of our bodies, it consumes 20% of the oxygen we breathe and 20% of the calories we burn. It controls what we consciously and unconsciously do.



Thinking process

Linear - Step by step process of solving a problem/task, normally resulting in one correct answer – Like a calculator

Divergent – leaps between ideas and may result in multiple solutions – Like a kaleidoscope – variety of solutions

Tricks

Gator – Our instinctive responses – fight, flight or freeze – gut feeling?

Monkey – Minds jumps quickly between topics, never stop thinking for too long – Multi tasking/mental hopscotch

Elephant – Learning patterns – learn from previous experiences. This can sometimes hinder new ideas/can stop thinking 'out of the box'

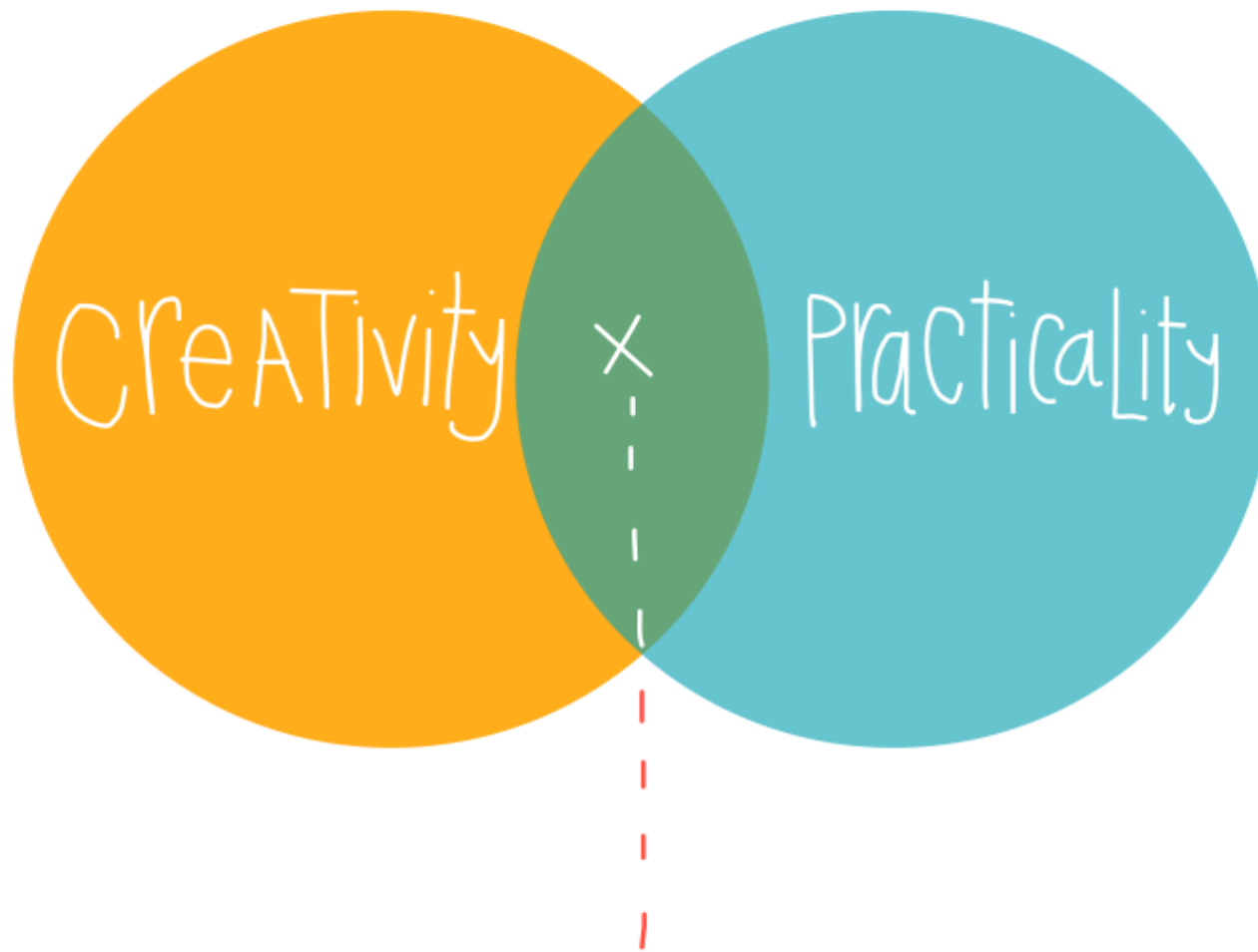
WHAT DO YOU
THINK DESIGN
IS?

WHAT IS DESIGN?

Definition

a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made.

(Oxford dictionary)



DESIGN

DESIGN AND FUNCTION

WHY DESIGN MATTERS



CHALLENGE ...

YOU HAVE 10 MINS TO GO TAKE A
PHOTO OF SOMETHING THAT HAS
BEEN 'DESIGNED'

EMAIL IT TO ME AND WE CAN SHOW
IT TO THE GROUP AND DISCUSS!

BE INTERESTING!



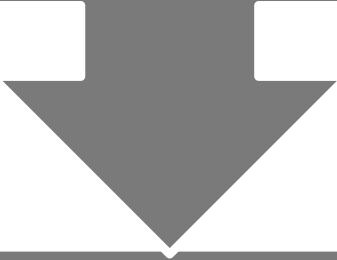
Be right
back!

SCENOGRAPHY

Scenography is the design of the space in which a performance takes place.

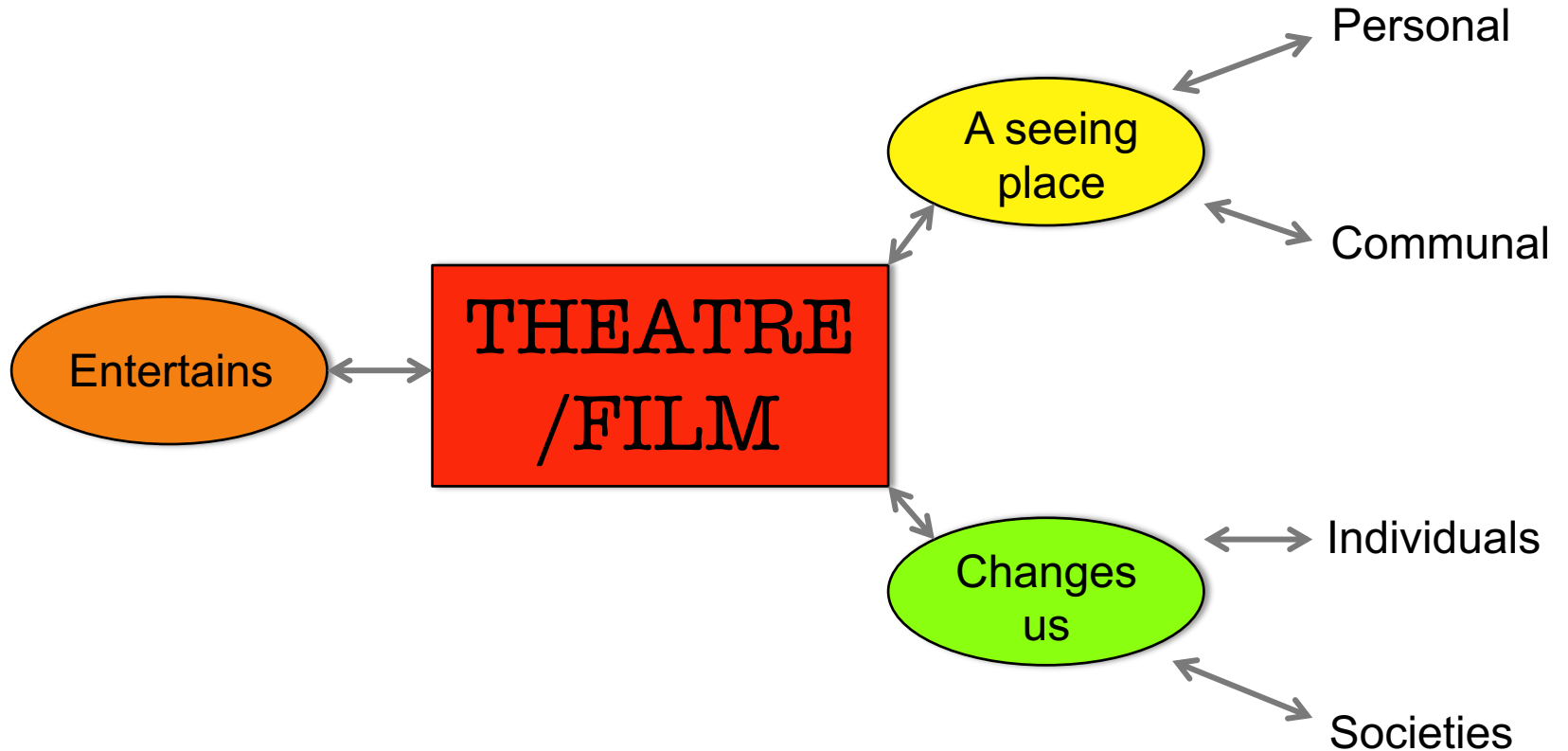
Set designers create 'stage pictures' - they design the space, costume and props that you see when you watch a 'performance'.

The term “**scenography**” includes all of the elements that contribute to establishing an atmosphere and mood for a presentation: lighting, sound, set, costume...



“**Scenography**” has evolved from historical roots in classical antiquity and connections to the architects of the Renaissance era largely due to the theatrical activity in **Eastern Europe** in the twentieth century.

What is 'theatre'?



What have you
seen that has
really affected
you?

Theatre, TV or
Film?

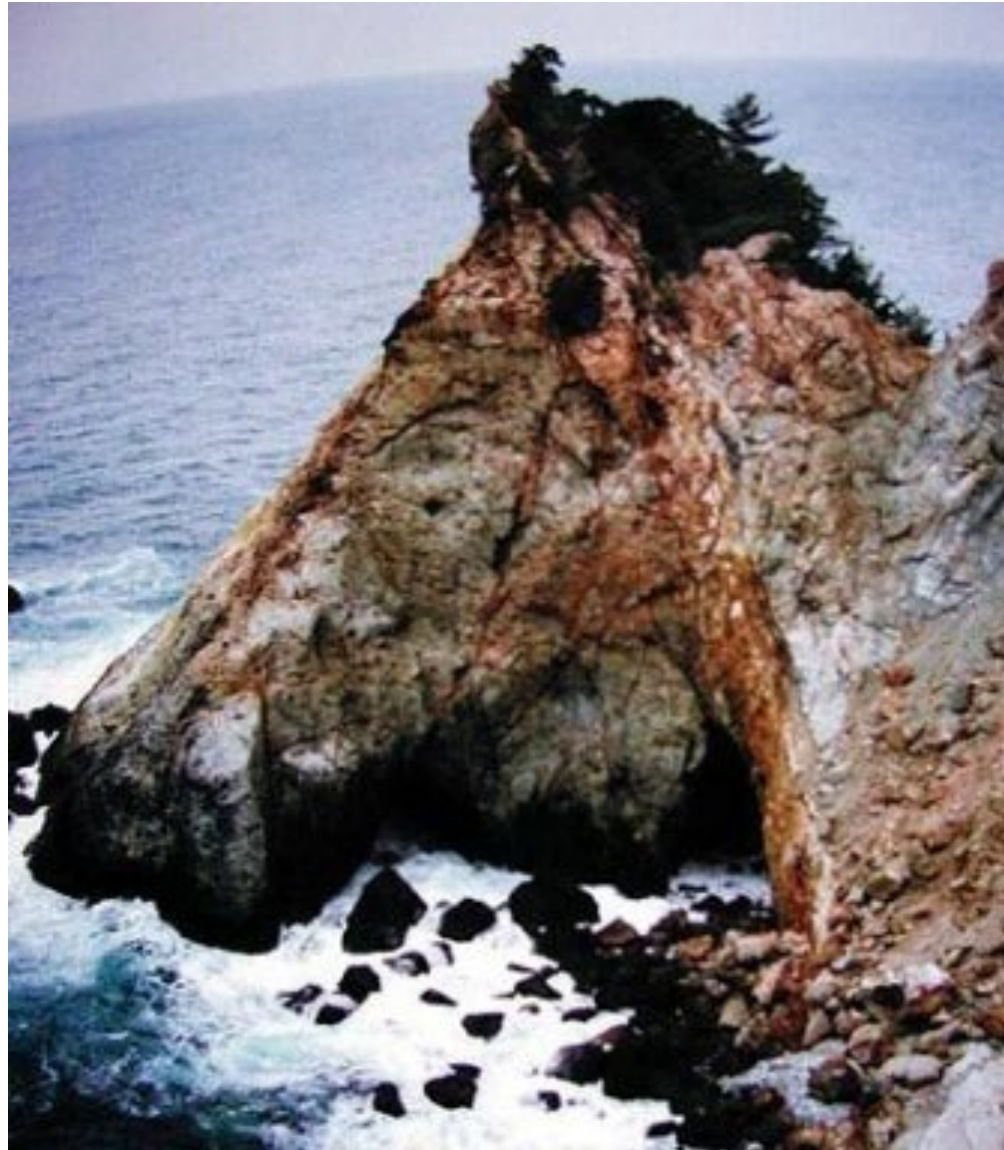
What do you see?



What do you see?



What do you see?



What do you see?



What do you see?



What do you see?



What do you see?



What do you see?



What do you see?



What do you see?



DESIGN IN NATURE

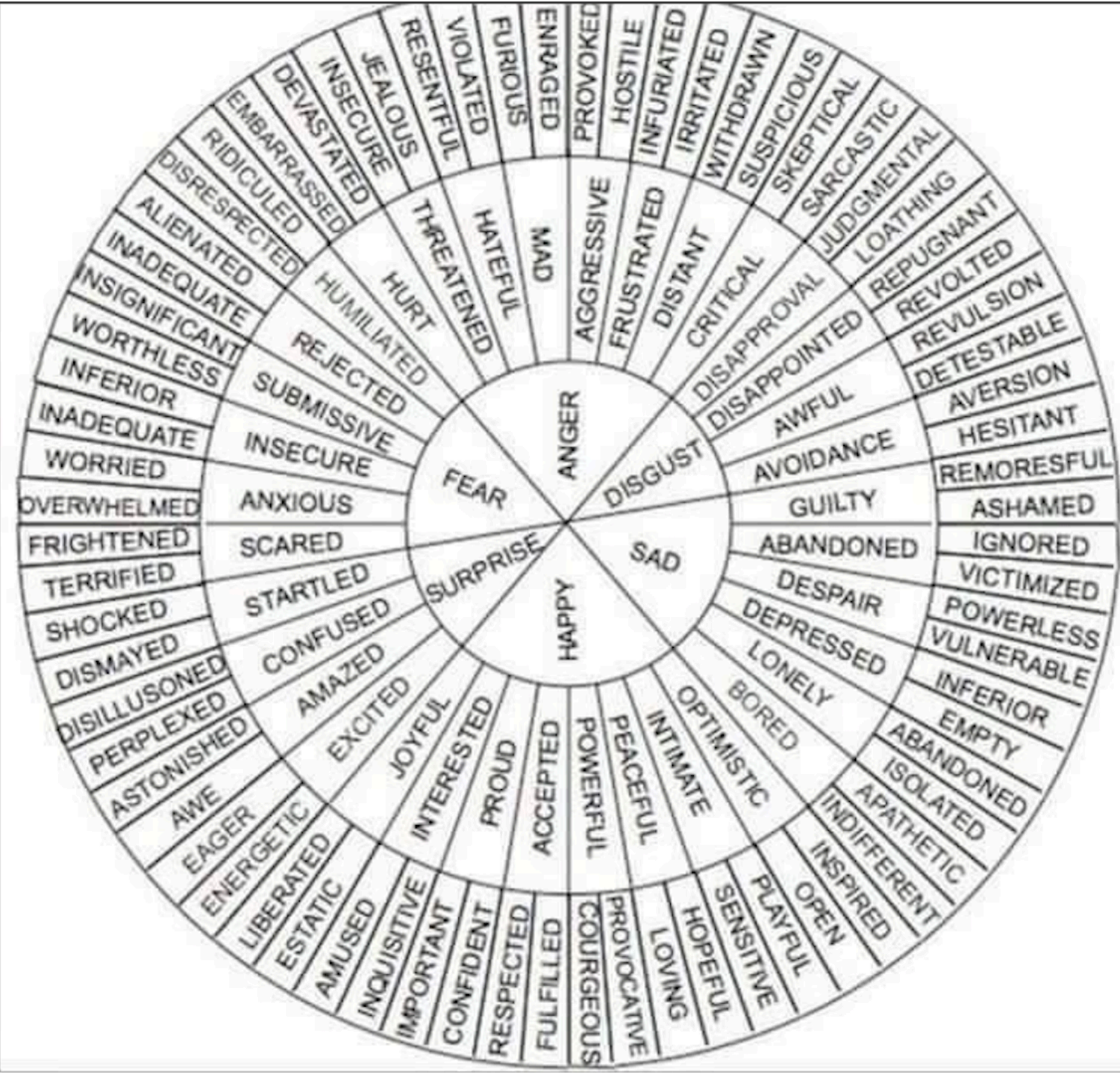




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Vocab Sheets

When talking about your work and designing (even in your PWBs) you will need to consider the language you use ...



Documenting your ideas

Thought shower - Key words/thoughts which triggers other key thoughts/words

- Come up with as many ideas as possible
- Do not judge or censor your work
- Write everything down

Free-writing – Similar to a thought shower but is a constant stream of unbroken thought

- Writing long hand
- If you get stuck, write 'I don't know what to write' writing some thing will trigger something else
- Do not judge or censor your work

Visual thought shower - Same as the normal thought shower but with images, and no words

- Use an image from your research as the stimulus
- Sketch/paint all your visual thoughts
- Do not judge or censor your work

Study tasks

- Watch a pot of water boil – Start to finish. This exercise is about tuning in to a different part of your mind. Write down what you think about. Yes you will feel silly!
- Take the right vs. left side brain test online –Try this one -
www.personalitytest.net/questionnaires/braindominance/

Please make to look at the module booklet and reading list on moodle!