

PRINCIPLE OF DESIGN

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TASKS GIVEN

Linear drawing

I found this task relaxing and free flowing with a sense of exploration. An unusual feeling.



Take picture of something designed around the house



I understand this is a design of no practicality. I believe clothing design must throw the style of their company. While sometimes portraying a deeper image of the design. In this case I can gather that the company feels religious to spray painting and graffitiing. This being as there is graffiti on the left side and a spray can held by a religious figure.

Boiling water task

As the water was there cold waiting to be heated up it began my trail of thought. Firstly it made me think of a cold bath then leading on wards to feeling relaxed, how could I film shots to display being relaxed, free in water, out in the ocean, then onwards I thought of obscure angles and shots. As the water started boiling I thought of how lucky we are we have electric to start the kettle up every morning.

What I learnt?

I learnt it's important to give yourself time out, whatever it may be, however spent. Going back to basics is every no and then is not so bad.



THINKING PROCESS

DESIGN THINKING

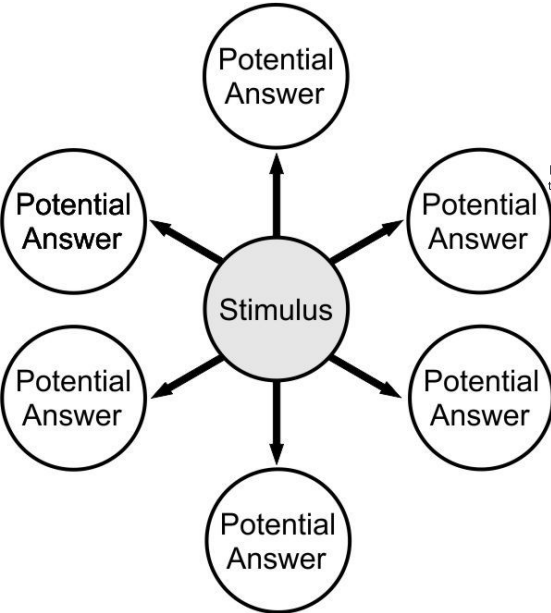

Empathize
Understanding people


Ideate
Generating your ideas


Test
Refining the product


Prototype
Creation and experimentation


Define
Figuring out the problem



DIVERGENT THINKING

Linear Thinking
Vertical Thinking



Digging the hole deeper

Lateral Thinking
Horizontal Thinking



Digging the hole somewhere else

Thinking process during design

“Form follows function” is a well known saying said by the architect Louis Sullivan. What I understand so far of this phrase is that design must always be practical.

The first step of designing is to empathise an understanding for the problem you are trying to solve.

The second is to define the problem by observing and analysing.

The third is to ideate which is when you begin thinking of ideas.

The fourth is when you begin creating prototype, a scaled down, example of your design. Taking on possible suggestions.

The fifth. To test and see if everything is complete and working with the design.

This type of thinking process is called linear. Everything is in stages, organised and rational.

Another type of thinking process is divergent, divergent thinking is free flowing and spontaneous.

Creative thinking process

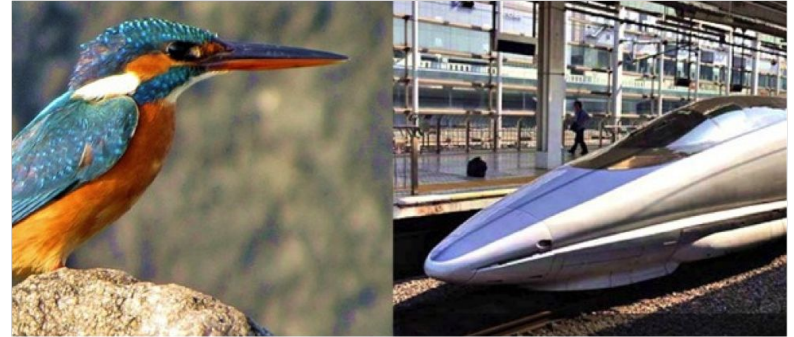
- Preparation
- Incubation
- Illumination
- Verification

Information gathered -

<https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

What else I learned during this lecture

- I learnt that many design ideas have been inspired by nature, this being as animals have been on earth for a longer time than us and evolved to deal with problems that we need a solution for a design.
- That theatre and film is important to not only entertain but change society. Having an important voice in today's society.
- Document your ideas to keep ideas flowing



What do I think design is?

After gathering this information, it has come to me that design is a linear thinking and non free flowing process. I hope to find through more research that it can be the other way round. Although I do believe it still takes creative thinking. This puts my definition of design currently as creativity + practicality. I will review this later in the workbook.

Design is so simple that's why it's so complicated - Paul Rand

MODERNISM

Walter Gropius and Le Corbusier were the pioneers of the movement.

In the early 1900s, the modernism movement changed art, architecture, design and literature. The movement rejected previous styles. It was time to reinvent. As we are able to see the picture beside has a minimalist style, The 5 Characteristics of the modernist movement include

- Individualism
- Experimentation
- Absurdity
- Symbolism
- Formalism



<https://www.architecture.com/explore-architecture/modernism>

<https://www.vam.ac.uk/articles/what-was-modernism>

<https://findanyanswer.com/what-are-characteristics-of-modern-literature>

RESEARCH IN TO MODERNISM MOVEMENT

Frank Lloyd Wright, born 1867. He was a man who made his fame in America as a modernist architect. His family from Cardigan, Ceredigion. His welsh heritage remained strong often using the welsh “Y gwir yn erbyn y byd” the truth against the world, as his motto. Here are some examples of his work:



These are truly incredible. A real change in our society and a delight to look at.

In my opinion I see the importance of the modernist movement as a revolution. Its form follow function principle being the stepping stone in the future of design.

ARTS AND CRAFTS MOVEMENT

The arts and crafts movement was inspired by Walter Crane, John Ruskin and William Morris. The movement made its way through Europe and North America. It is said that the arts and crafts movement inspired the Modernism movement as they both believed in simplicity of design. The movement believed in designing interior with craftsmanship, it was a reaction to things being mass produced by machines, as the artist feared their role would be at loss. Meaning the importance of the arts and crafts movement was to be an anti industrial movement, changing huge influence on the direction of arts.

Here are examples:



Sources used:

<https://technologystudent.com/prddes1/artsandcrafts1.html#:~:text=As%20the%20movement%20grew%20in,the%20simplicity%20and%20craft%20approach.&text=The%20Arts%20and%20Crafts%20movement%20influence%20other%20art%20movements%20such,believed%20in%20simplicity%20of%20design.>

FORM FOLLOWS FUNCTION

What I know of this well known phrase is that the purpose of a design is to always problem solve and function practically. The phrase was coined by the american architect Louis Sullivan, the father of Modernism.



THE FORM FOLLOWS FUNCTION SOFA

What i find interesting about this sofa is it does have its function. But I believe it reminds us that design can be artistic and free flowing. Although I would say some designers remain quite basic, making a less eye pleasing product.



Sources:

<https://www.britannica.com/biography/Louis-Sullivan>

INITIAL THOUGHTS AND THE STAGES OF DESIGN

POEMS, STAGE AND SCREEN.

As we analysed poems it made me think deeper about the importance of design in the structure of poems or lyrics in a song as it will form a much clearer image for the reader or a message they are wishing to convey. Often following the structure of a storyline.

From analysing stage and screen i could see how important is the use of space to signify the importance of characters. For example a character nearer to shot would feel more significant. Lighting giving mood, highlighting the focus and colours that may show what type of style the viewer is watching.

ATMOSPHERIC ART

After looking at atmospheric art and gathering my initial thoughts. It made me think of how example of art, photography, theatre and film has been used as inspiration in the construct of the design. In this instance making the viewer feel a mood and atmosphere.



- A tough task ahead
- Leaving all behind
- Village and green land looks more appealing

HOW I FELT

I decided I would research more art myself



- Vast emptiness
- Feeling of insignificance
- Peaceful



- Prospering strong alone
- Sky looks like it's storming but we can see the tree has not been defeated before.

EXAMPLE OF AN ATMOSPHERIC PHOTO TASK



For the task of finding an atmospheric image I chose this image. It is from the film named "Shutter Island". This shot has been carefully designed, it is of a dream remembering his wife who has died. The use of symbolism can be seen to gather this. The use of the pool of blood and the angels shine on the woman, suggests she has passed away. The debris that is falling suggests that the dream is closing in, that this memory crushes him and it also looks like confetti. Usually deemed as a form of celebration.

7 STEPS OF DESIGN

1. Commitment
2. Analysis
3. Research
4. Incubation
5. Selection
6. Implementation
7. Evaluation

“The purpose of a design-process is to shape and guide your work and thoughts to improve the outcome”-

<https://medium.com/sketch-app-sources/what-is-a-design-process-f99993537545>

MAKING DRAMA

In this session we got to see how examples of design in the media and by imagery can be used for the purposes of added drama. The use of cgi or photoshop can fool the average eye resulting in fake news and changed historical events. The average eye can find it difficult to tell if an image is a fake and of course without knowledge of what is possible. Fake news is damaging for the reputation of those a part of it.



On the right side is a photograph of President Obama conversing with a woman. With the power of photoshop the left image was published where there is no woman to be seen. Giving us an image of Obama looking guilty as he stands in front of an oil rig. This is a great example of just how effective the use of changing the design of an original image can give a whole new meaning.

THEATRE SCRIPT - THE DESIGNERS ROLE

- When beginning a process, a designer needs to get to grips with the script
- No matter whether you're doing - set, costume, lighting, sound, props, AV
- you need to know the play / the world!
- To do this you need to read, read and read again!
- Asking questions that lie further than what where and when
- In depth questions too
- Additional questions you may have
- Thorough analysis

It is important for these stages to be done to be able to get on with creating plans and making models.

DANNY THE CHAMPION OF THE WORLD QUESTIONS AND ANSWERS

What would the set designer be looking for?

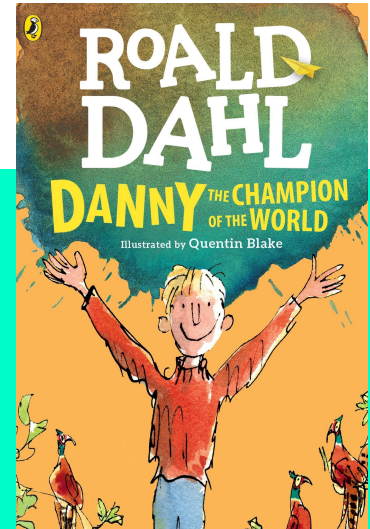
The designer would be looking for ways to display the mood of countryside and nature. Through set, costume, lighting, sound, props etc.

• What would the costume designer be looking for?

Looking for old tweed clothing and boiler suits as it is suitable of countryside type of people.

• What would the lighting designer be looking for?

Creating an atmospheric feelings of danger when poaching.



THE ART OF STORYTELLING - FROM CAVE TO HD

Visual

Our earliest recognition of storytelling are within paintings. The Chauvet cave paintings date as far back as the year 30,000BC. They are murals showing a short story of events, leading a narrative.

Oral Tradition

Storytelling then became a part of human tradition, being told through form of song, chant and poetry. These oral traditions were then passed on through generations. Through oral traditions we have passed on important knowledge about our history, culture and much more.

Written words

The earliest inscriptions date back to 770 to 750 B.C. But at the time only the educated could read. Meaning oral tradition continued to develop.

Link of information gathered - <https://reporter.rit.edu/tech/evolution-storytelling>

CONTEMPORARY

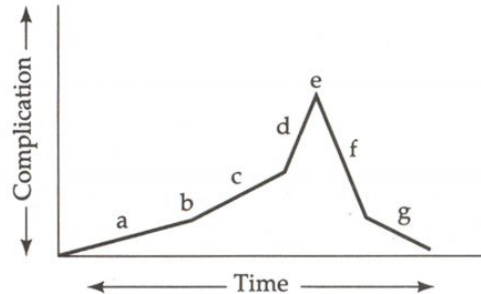
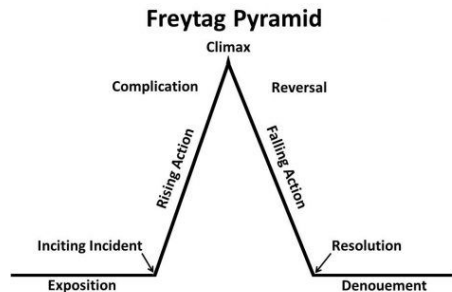
Technology and Media forms of storytelling

These include photography, radio, tv, digital media, social media and more. I believe these take great inspiration from its storytelling history. Often combining visual, oral and written words. While having also learnt what is the best way to capture an audience, create mood, atmosphere, style, tension to the viewers minds eye. As the average person has more access to means of production than ever before, now a wider audience can be manipulated for good or for bad.

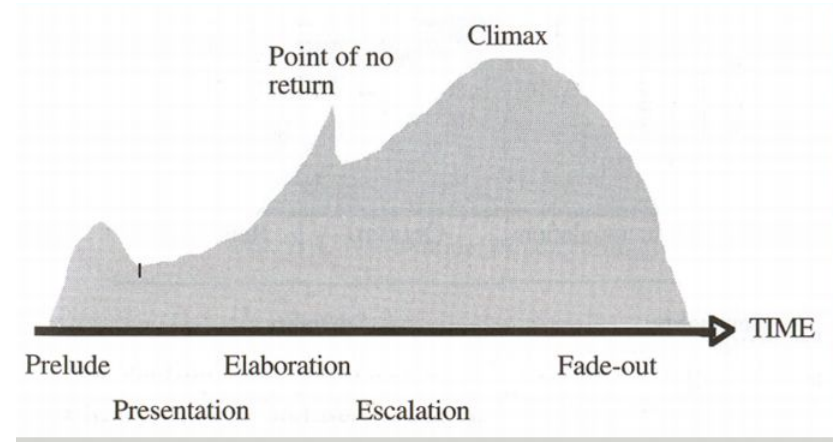
Although, Stuart Halls reception theory talks of encoding and decoding. He believes there are three ways to decode a text. The dominant, how the producer wants you to receive the text. Oppositional reading, when the audience rejects and makes their own meaning and finally, a negotiated reading, a compromise between both oppositional and dominant. I believe this is relevant to storytelling and from my own gathering, true. Securing safety to doubts of the dangers which storytelling can lead to.

NARRATIVE STRUCTURE

A narrative can be seen used in plays, films, tv shows, adverts etc. Having a structured narrative is important. It plays part in both the storytelling and the plot. It is the framework of how a series of events are told, judged by the effect desired. A Linear narrative is when the story's events is told from A to B. A non linear narrative is when the story isn't told in order. This could be the use of past being shown. The beginning being the end etc.

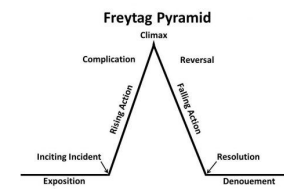


- a. Exposition
- b. Inciting incident
- c. Rising action
- d. Crisis
- e. Climax
- f. Falling action
- g. Denouement



<https://narrativefirst.com/articles/narrative-structure-gives-purpose-to-story/>

FREYTAG PYRAMID

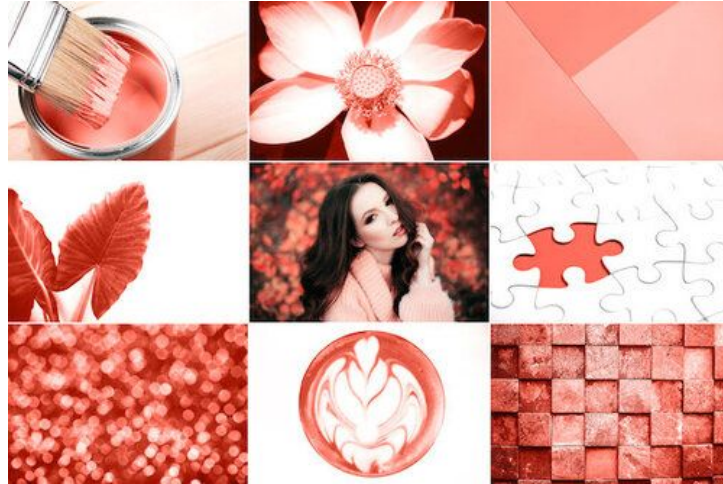


- An inciting incident is an event that hooks the viewer into the story and sets everything else that happens into motion. This moment is when an event thrusts the protagonist into the main action of the story.
- Exposition is a literary term that refers to the background information the audience needs to know for the world of your story to make sense.
- Rising action in a plot is a series of relevant incidents that create suspense, interest and tension in a narrative. Visually, a rising action includes all decisions, characters' flaws and background circumstances that together create turns and twists leading to a climax.
- The climax (from the Greek word κλῖμαξ, meaning "staircase" and "ladder") or turning point of a narrative work is its point of highest tension and drama or it is the time when the action starts during which the solution is given.
- Falling action is what happens near the end of a story after the climax and resolution of the major conflict. The majority of dramatic works are built on action - characters doing things, typically pursuing things they want.
- The denouement is the point of resolution that typically follows a climax and the falling action in literature or film. The term comes from the French word meaning "to untie." Denouement is the place where small details get "unwrapped" and the remaining characters go on to lead their lives.

Notes taken from slide show

MOODBOARDS - WHY DO WE USE THEM?

Mood Boards are often used in creative industries as a good place to begin pre production. Some of these industries include film makers, costume designers, architects etc. Mood Boards are often added and developed as your idea becomes visual. Displaying inspiration, mood, style, visual concepts. Having made moodboards myself I see it as a good first form of visual communication to those who may be working with you to understand your idea clearer.



ANALYSIS OF THE MOODBOARDS

The moodboard on the left in the previous slide is a photography moodboard. It is a graphic only moodboard. Black and white costume and well thought shots gather the photographers dark style. I would say he wants to play with lighting in shots from dark shadows to shift the viewers attention and bright highlight over the main focus and for them to be finished in black and white.

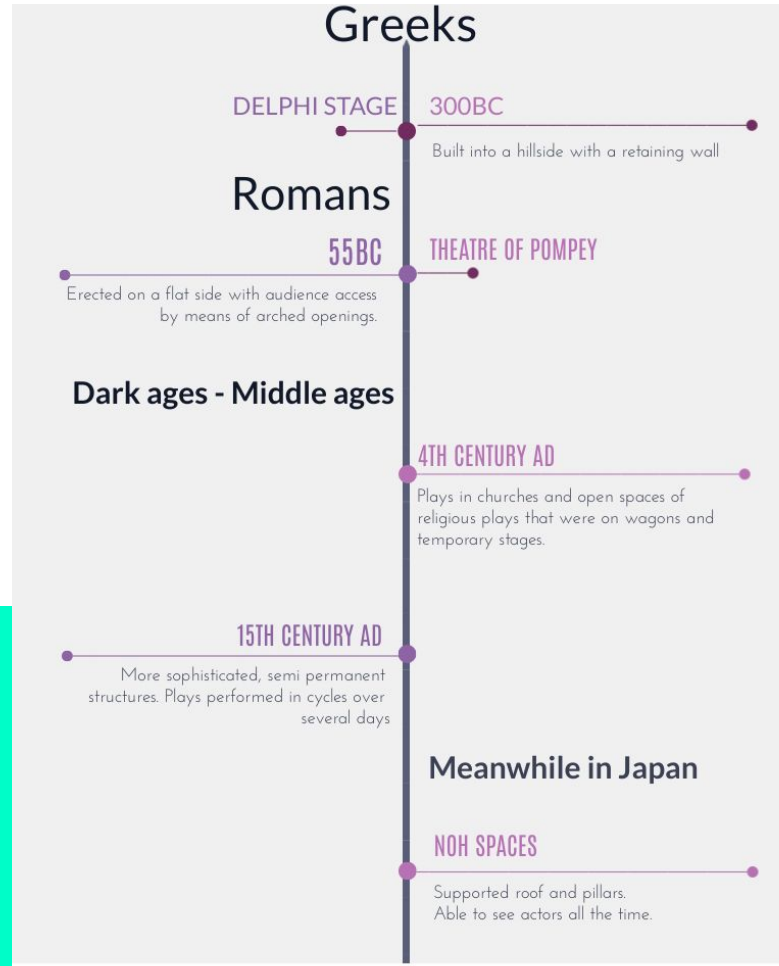
The moodboard on the right is a fashion industry moodboard. Being so, the creator has wished for textiles as well as cut out imagery to be stuck on cardboard. I would say this may be up to the individual, but it states the point it is whatever helps you visualise best and in this case maybe give a feel. I am able to gather that the location wishes to be up in the asian mountains with models wearing oversized clothing.

The history of spaces timeline

How the spaces were used

Greeks

- Skene house appeared, a structure for actors to enter and exit stage
- Periatooki, 3 sided device used to set scenes of different location
- Began using costumes
- Masks
- Props
- Special props



Romans

- Vitruvius - at the back of the stage, a big frame, with sections
- Costume
- Masks
- Props

Medieval times

- Scenery - mansions on moveable platforms
- Costume

The Renaissance Italy 14th -17th Century

Interest in classical Greek and Roman art, culture and theatre returned

TEATRO OLYMPICO, 1584

More complex stages

Same time in Italy

COMEDIA DELL ARTE

Improvised plays, on the streets. Their plays would accommodate the spaces available.

England

ELIZABETHAN SPACE

Courtyards and Baiting yards used with temporary structures.



THE SWAN STAGE THEATRE, 1596

THE GLOBE THEATRE, 1599

TITALY STARTED CHANGING TO BUILT THEATRES WHICH HAD SCENIC ELEMENTS INCLUDING BACKDROPS, PERSPECTIVE AND MOVING SCENERY

INIGIO JONES

Inigo Jones brought new scenic ideas introduced in 1604. He adapted the Tudor Hall to a medieval pattern..

Italy

England

New space Opera

TEATRO SS. GIOVANNI E PAOLO, 1637, VENICE

A stage like never before. There was changes made such as an orchestra pit for musicians and the audience was now separated from the performance

OPERA SALLE DES MACHINES, 1622

COMEDIE FRACAISE, 1680, PARIS

CIVIL WAR, ENGLAND, 1642

18 year ban on all performances

PLAYHOUSE SPACES, 1600

Sir William Darent and William Killigrew imported french practice of converting tennis courts and playhouses.

THEATRE ROYAL, DRURY LANE

THEATRE ROYAL, COVENT GARDEN, 1794

SPARROW HILL THEATRE, 1822

WAGNERS SPACE, 1876, BAVARIA
DESIGNED AS AN OPERA HOUSE

The nineteenth Century. The changes

- Gas lighting
- Lighting effects
- MME: Vetrin began using real furniture props and carpets

20th Century changes

The Little Theatre, 1908,
Munich
- George Fuchs and Max
Littman used the pack them in
philosophy. Seating 642.

Terrance Gray, 1926
Grey wanted a space creating
mood rather than the realistic
setting.

Belgrade Theatre
- seating changed

Festival auditorium, 1910
Sunken orchestra pit

Late 20th Century
brought in electric
lighting

HOW SPACES WERE USED

Renaissance: Lighting

Since theatres were now roofed over, good artificial lighting was essential

Sconces and oil lamps (walls), chandeliers hung above the auditorium and the stage and candles and lamps at the downstage edge.

Renaissance: Costume

rich heavy materials, in voluminous amount, large sleeves, close body garments, large hip-clothing, wide-toed, heel-less shoes and covered heads

- masculine and feminine.

Actors wore contemporary and not period specific clothing for the plays.

Commedia dell'arte: Scenery

1. the cleared space
2. the trestle stage – with or without backdrop – there is some evidence of perspective in these
3. the open-air booth stage
4. hired indoor rooms
5. specially designated theatre

Commedia dell'arte: Costume

Personality was replaced by type, use of masks = recognizable character types.

Commedia costumes were extensions of the persona of the Mask, derive from folklore, classical Greek images, Roman pantomime etc.

HOW SPACES WERE USED

Elizabethan: Scenery

NICOLA SABBATINI was among the first to bring an element of magic, mystery and illusion. His mechanical and acoustic innovations allowed him to represent the sea and its storms on stage. He also discovered a principle still in use today - the “œil du prince”, the best seat in the theatre - the middle of the seventh row.

Inigo Jones introduced the Proscenium Arch. The set and the proscenium arch are symmetrical.

ELIZABETHAN: Lighting

Furttenbach was the first to suggest lighting above the borders and behind the wings. Candle footlights could be located on a beam and raised or lowered, thus brightening or dimming.

RESTORATION (after Puritan closure of theatres): Lighting

- a covered stage and auditorium lit by candles in windows above the stage;
- light brackets and chandeliers illuminating the actors, and spectators remained lit throughout;
- rare effects of light behind gauzes and transparencies were possible;
- the haze of mutton-fat candles, and smell of unwashed bodies.

HOW SPACES ARE USED

OPERA: Scenery

In 1642, Italian opera was introduced to Paris. Torelli's most significant innovation was the Pole and Chariot system of stage machinery, that allowed multiple flats to be changed by a single assistant. Torelli also designed machinery for flying characters around the stage.

The Bibiena brothers used the highly ornate style of late baroque sculpture and architecture, produced a series of theatrical and other designs that were exceptional for their intricate splendour and spacious proportions achieved by detailed perspective. The result of these innovations was that Bibiena's sets seemed so large that they created a feeling of fantasy.

OPERA: Lighting

In the 1780s, Swiss chemist AIME ARGAND developed the modern oil lamp, which replaced the candle as the primary light source.

Nineteenth Century: Scenery

The technological innovations of Bayreuth would serve the realistic theatre of the next age.

This was very different to earlier notions that any play could be performed "against a background".

Nineteenth Century: Lighting

Gaslight was first introduced (1817) in England. Although it was responsible for many theatre fires, gaslight had, by 1849, the advantage of being centrally controlled.

Sir Henry Irving, at the end of the century, was first to darken the auditorium completely. He also was first to experiment with the colour and intensity of gaslight.

The first spotlight was the limelight (1816); it was followed by the arc light (1846). With the invention (1879) of the incandescent bulb, light became the primary scene painter. Through the efforts of ADOLPHE APPIA, theatre theorist and designer, modern stage lighting was born.

HOW SPACES ARE USED

All notes taken from lecture slide show

Twentieth Century: Scenery

COSIMA understood lighting as a way to improve illumination of the performers and the painted scenery.

APPIA understood the stage as an open space with changes of scene and mood created by lighting.

Appia designed sets in Germany, France, Italy, and Switzerland. He designed sets for La Scala opera house in Milan and for the opera house at Basel.

George Méliès (1861 – 1938) was a professional magician and manager-director of the Théâtre Robert-Houdin. He acquired a camera, made more than 400 films, he discovered and exploited the basic camera tricks: stop motion, slow motion, dissolve, fade-out, superimposition, and double exposure.

EDWARD GORDON CRAIG was an English modernist theatre practitioner. He worked as an actor, director and scenic designer, as well as developing an influential body of theoretical writings.

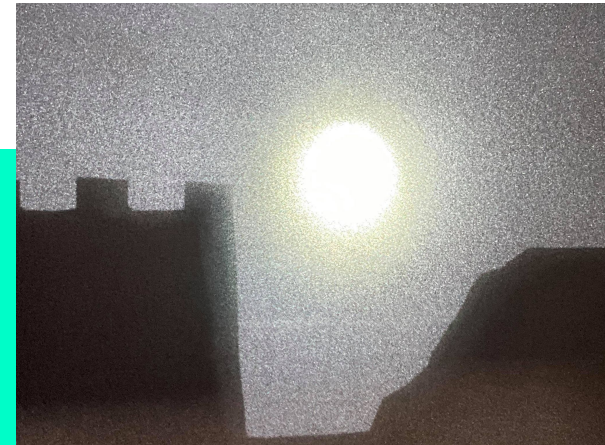
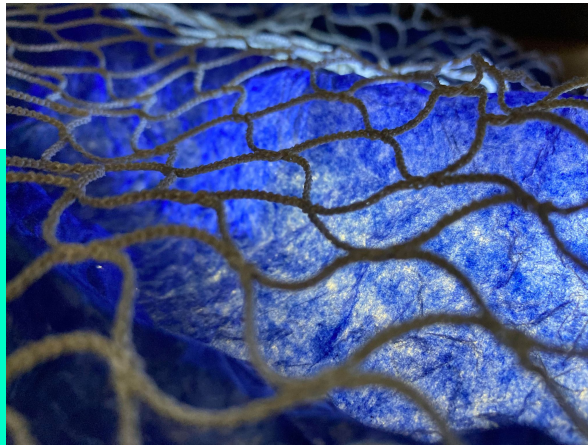
In “On the Art of the Theatre” (1911) Craig argues that “the design elements may transcend reality and function as symbols, thereby communicating a deeper meaning, rather than simply reflecting the real world”. Craig envisaged scenic environments designed to appeal to the emotion through visual suggestion, evocation and symbolist aesthetics.

FINAL WEEK SESSIONS



Here is some experimental work. The first image being taken as inspiration from the poem named “Robot boy”. The poem talks of a boy that is the creation of a microwave blender and a woman. This being impossible like Mary giving birth to Jesus while being a virgin. We decided we would make an anti religious Virgin Mary figure to present of our own interpretation of the poem.

The second and third was our visual gathering of another poem named



GATHERED NOTES FROM MATT JONES SESSION

- Saul bass - a graphic designer who gave art to the title. He transformed the introduction of a film. Giving a creative image of mood and style from the beginning.
- To watch Metropolis, Dirty dozen, North by northwest, for a few dollars more
- My instant imagination of a classic italian western scene - stools, beer, holster, waistcoats, overgrown beard and hair, country music, strong atmosphere and getting very drunk.
- **Analysis of a sene**
- The shots used - stills, camera drops, pans, tracking shots, close ups Acting - dramatic, facial expressions Wardrobe hair and makeup - well presented, suit
- Genre is new twist on old formulas
- Effects were invented to serve the story
- George Melies started special effects
- Gaming is the next thing of audio visual storytelling

CONCLUSION

I have come to the conclusion that design comes with reason, meaning design comes into everyone's day to day life and when analysing it tells us more about us as humans, for example the effect of storytelling design .

Design is a process and must be given time to make the correct choices as I gathered that the smallest change in design can lead to an unwanted effect. I believe to be a successful designer that learning process thinking and doing thorough pre production is key. You must be able to feel confident in the function of each design as form always follows function. Therefor, asking questions, reading scripts, talking to clients, making well constructed plans etc. is crucial to reaching the best of the final product. I would argue that we are all designers, upon research I found the writer Jared Spool said *“Anybody who influences the outcome of a design is making design decisions and therefore are designers”*. Meaning often the people who know little about design take part in the influence of the design by consumerism.

Link - <https://boagworld.com/design/are-we-all-designers/>