

DS1001: Sociology of Design

Session 7x



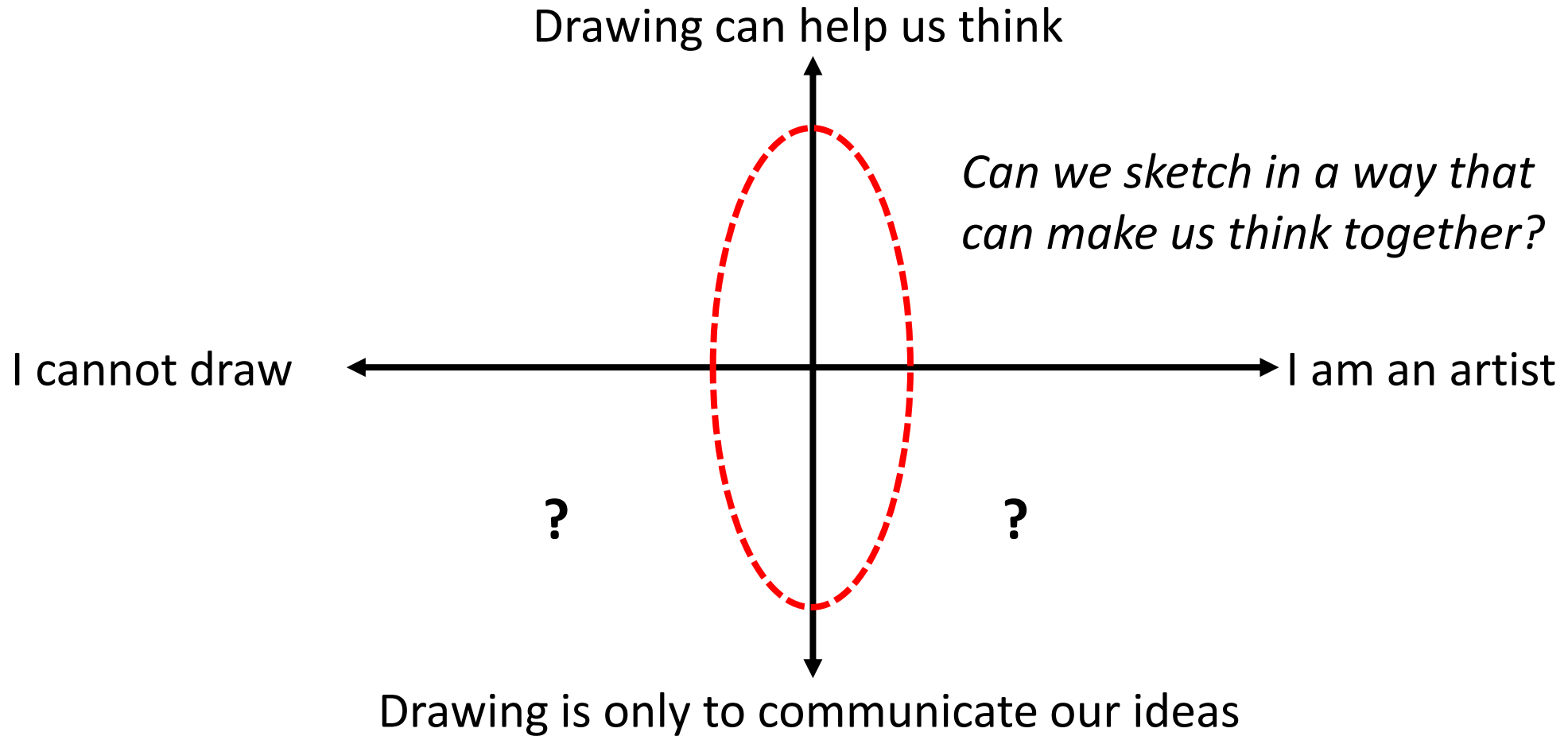
INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING,
KANCHEEPURAM

- Dr. Sudhir Varadarajan

SESSION OUTLINE

- Using Rich Pictures to understand a (social) context

About drawing / sketching



Intent of rich pictures or sketch thinking

core principles of Sketch Thinking are:

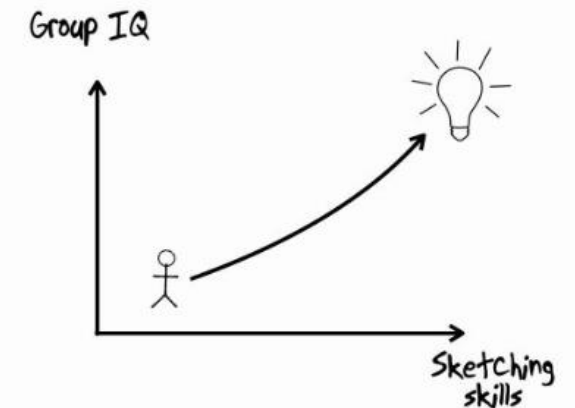
1. to draw fast
2. to sketch people feeling something rather than FACTORS
3. to storify

What can be sketched should not be said

from blah blah...



What happens when people sketch
better?



Source: Jose Berengueres (2015), Sketch Thinking, 4th Edition

Try this

Why felt pen is better than ball pen?

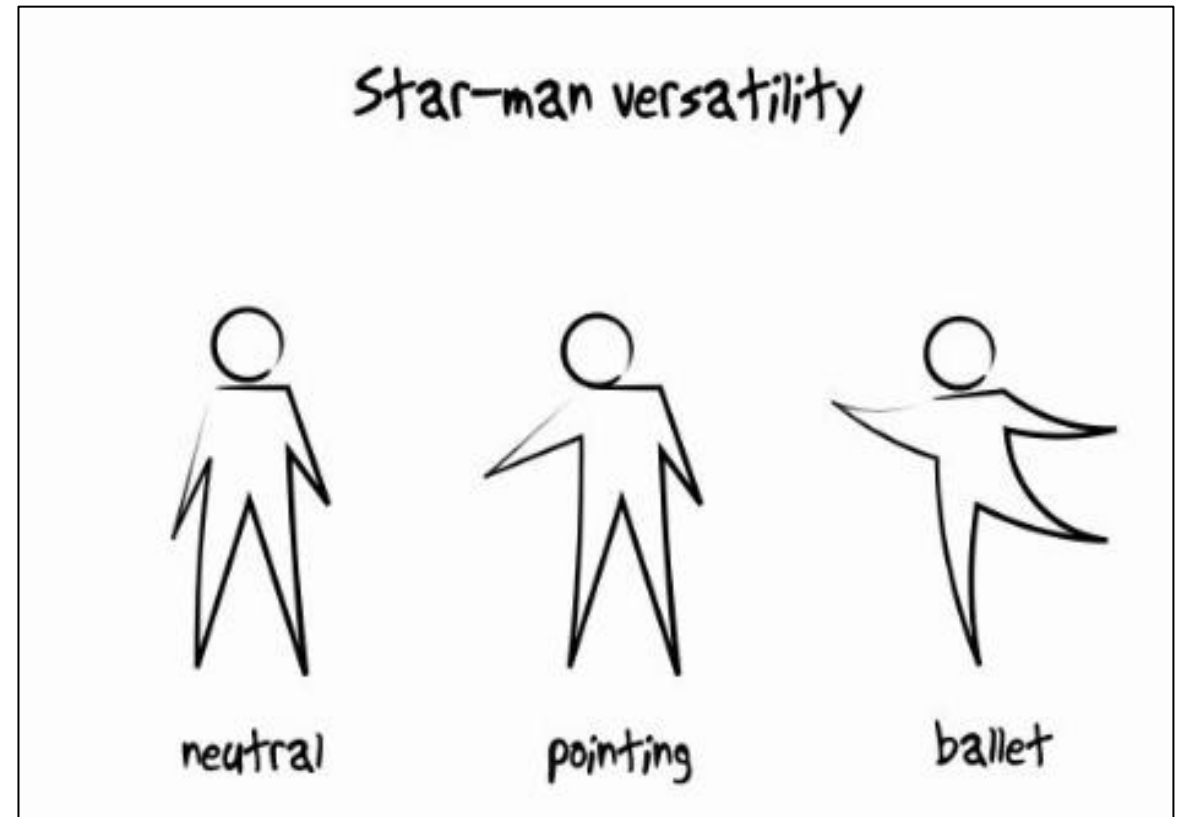
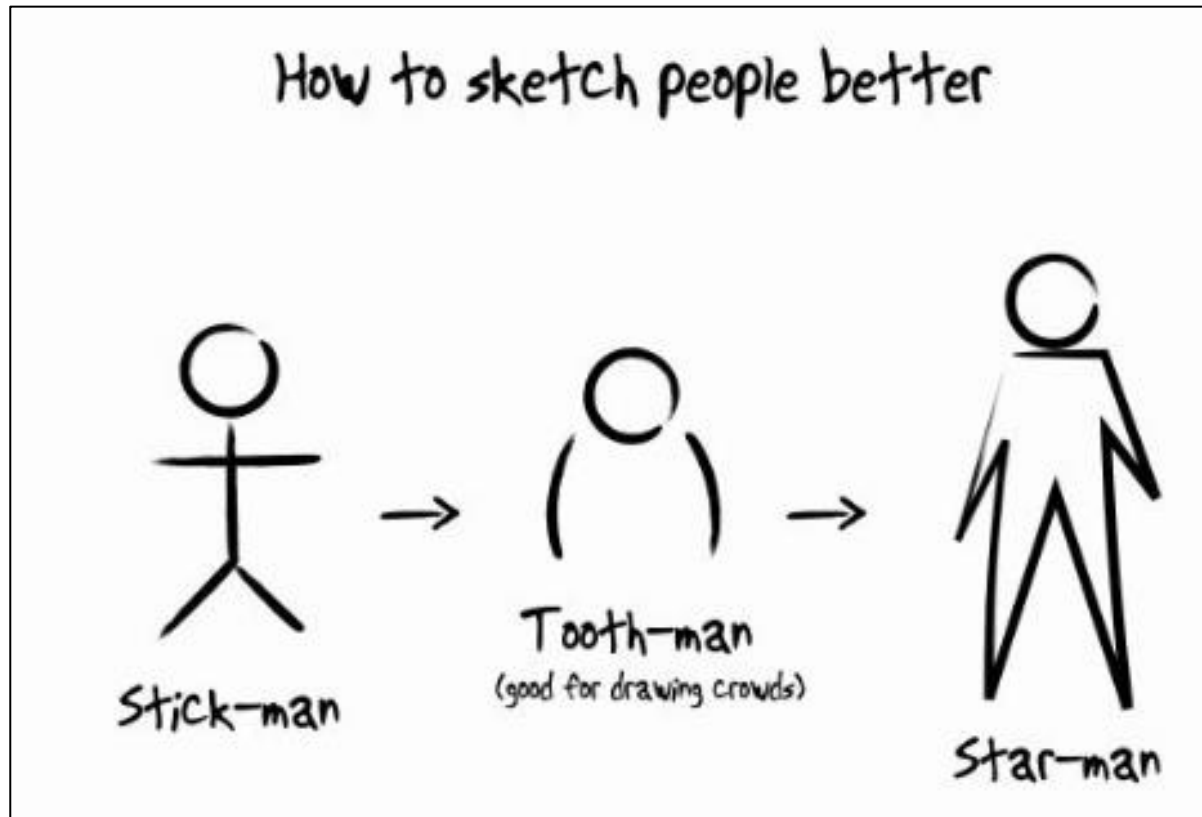


Because felt pen trace is more predictable (lateral friction)

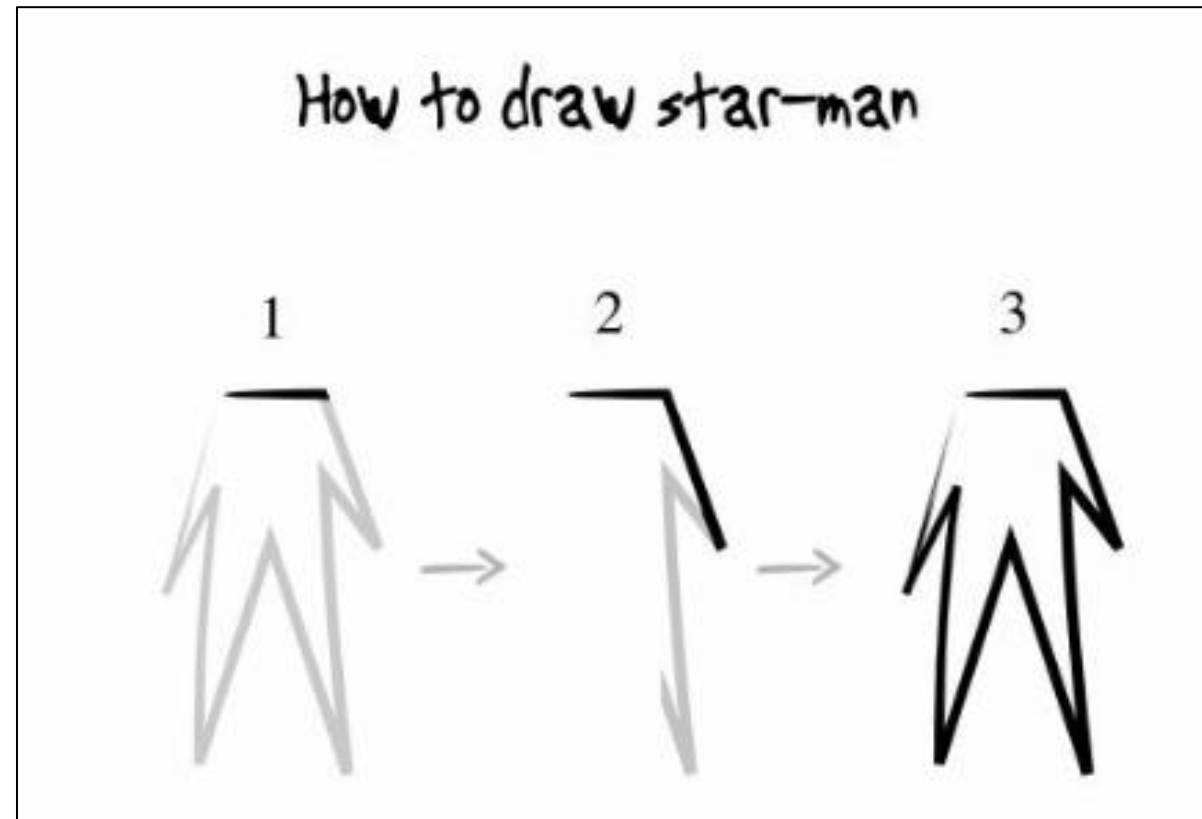
Exercise: How-to gain confidence?



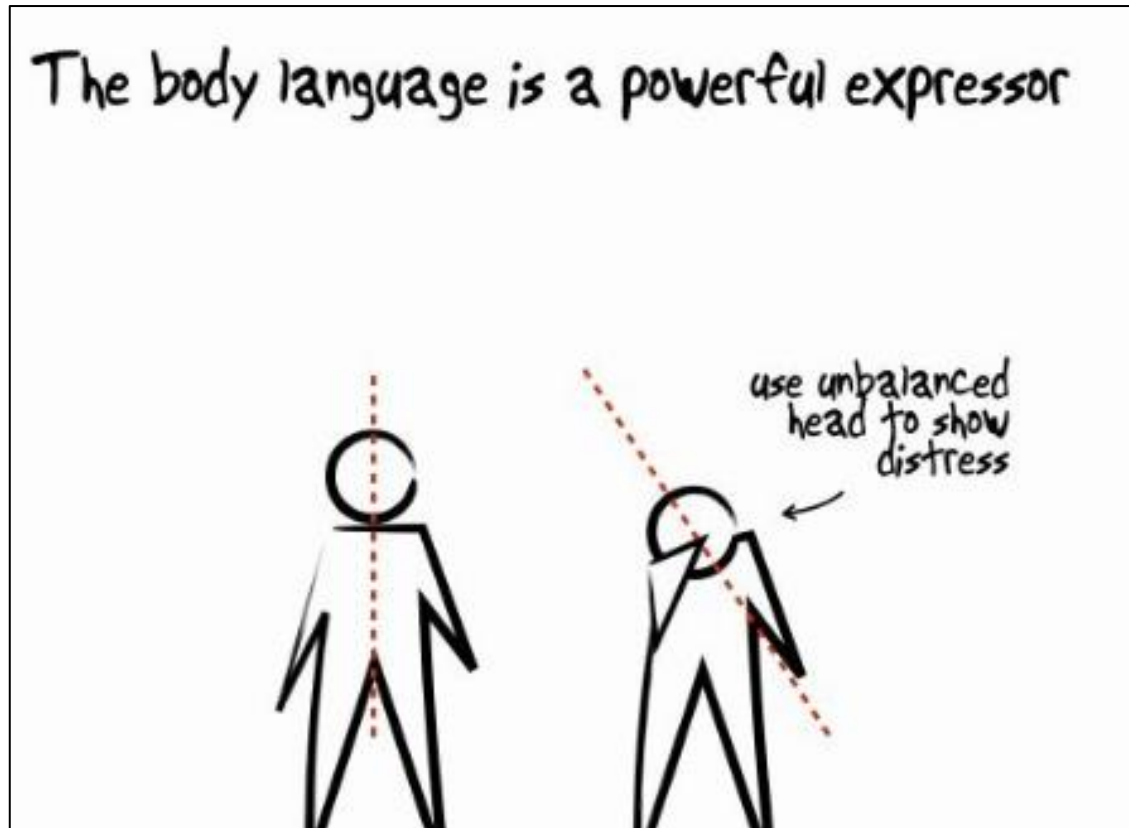
Tips for drawing rich pictures (1 / 6)



Tips for drawing rich pictures (2/6)



Tips for drawing rich pictures (3/6)



Tips for drawing rich pictures (4/6)

Use mouth to express a range of feelings



happy



(not so happy)



sad

Sketching moods: using the eyes



happy



sad

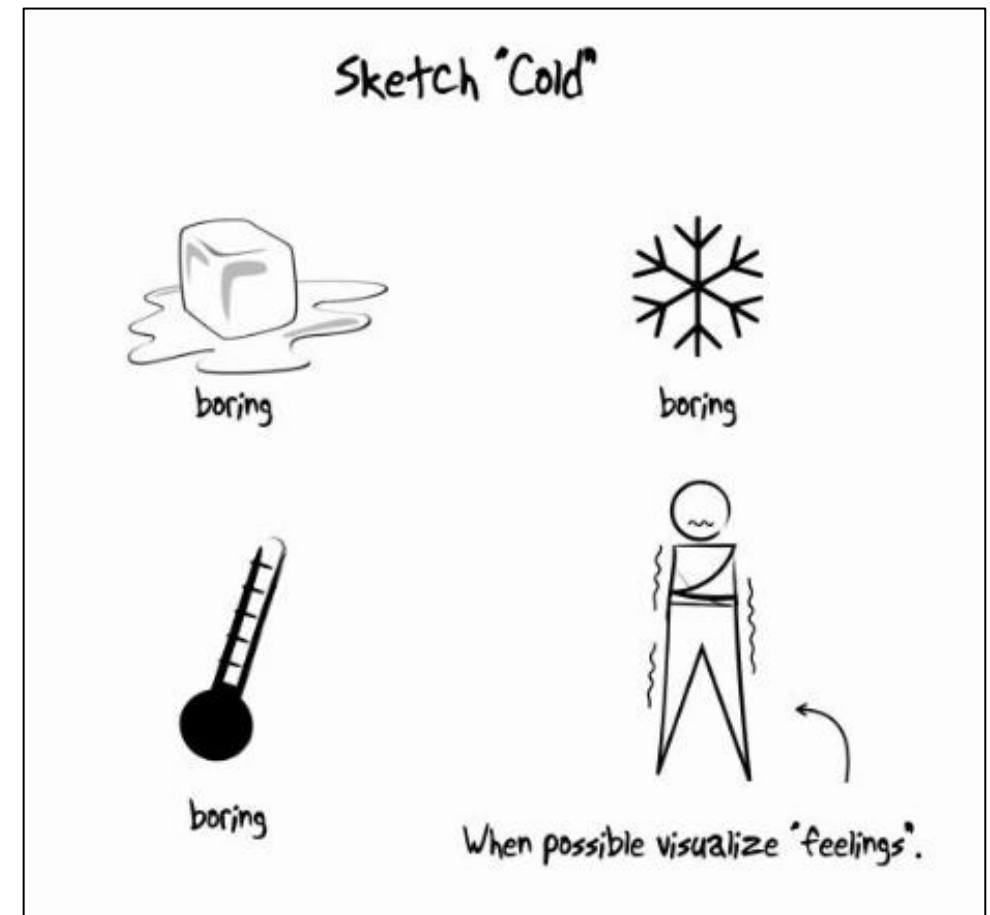
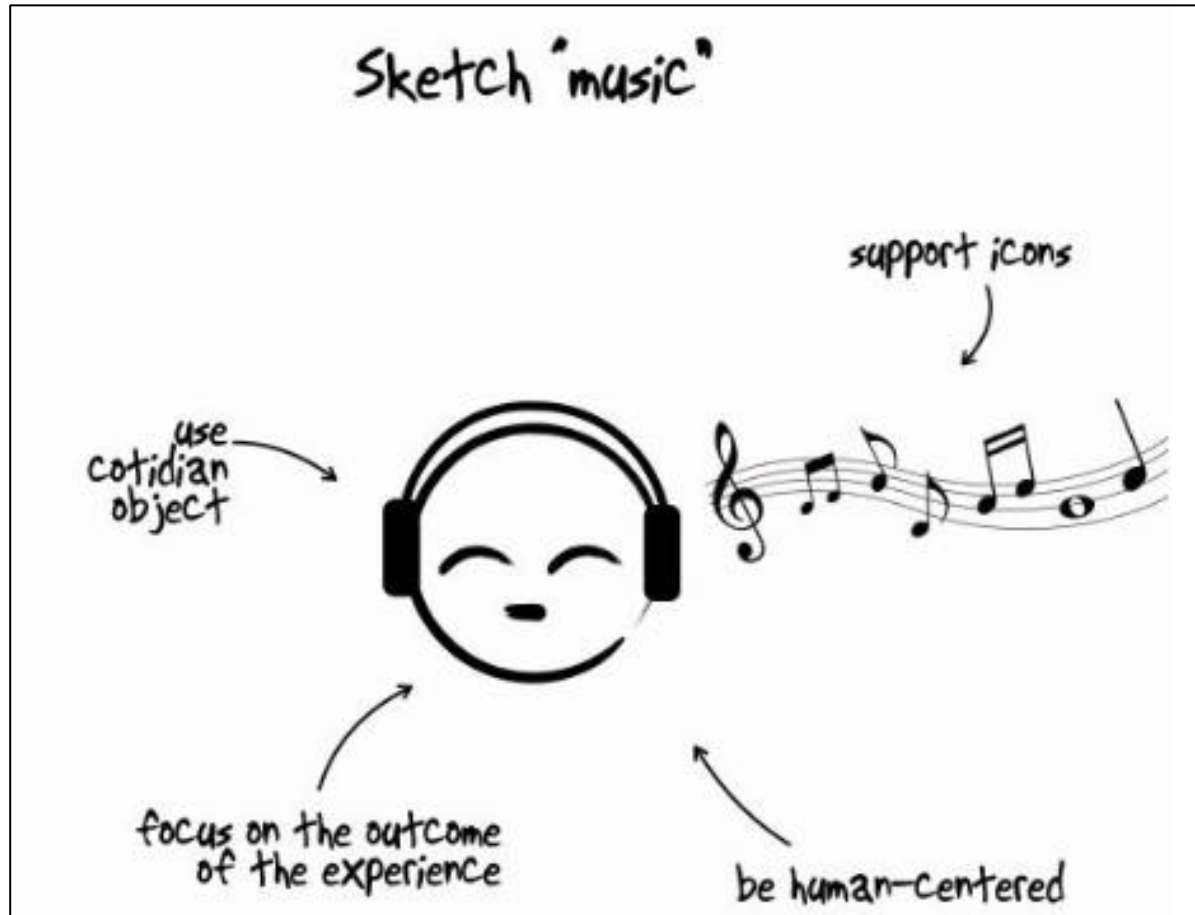


crossed


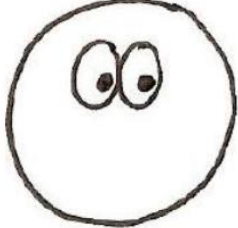
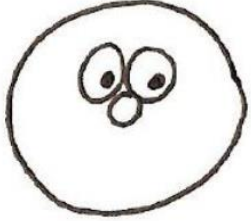
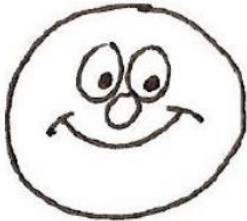
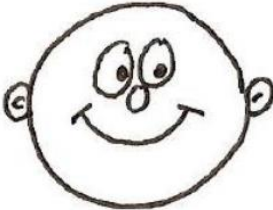

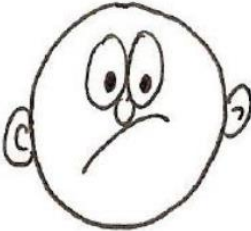
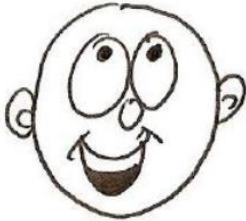
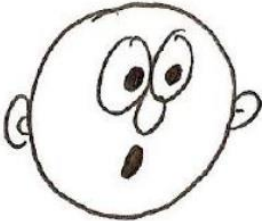


resignation

Tips for drawing rich pictures (5/6)



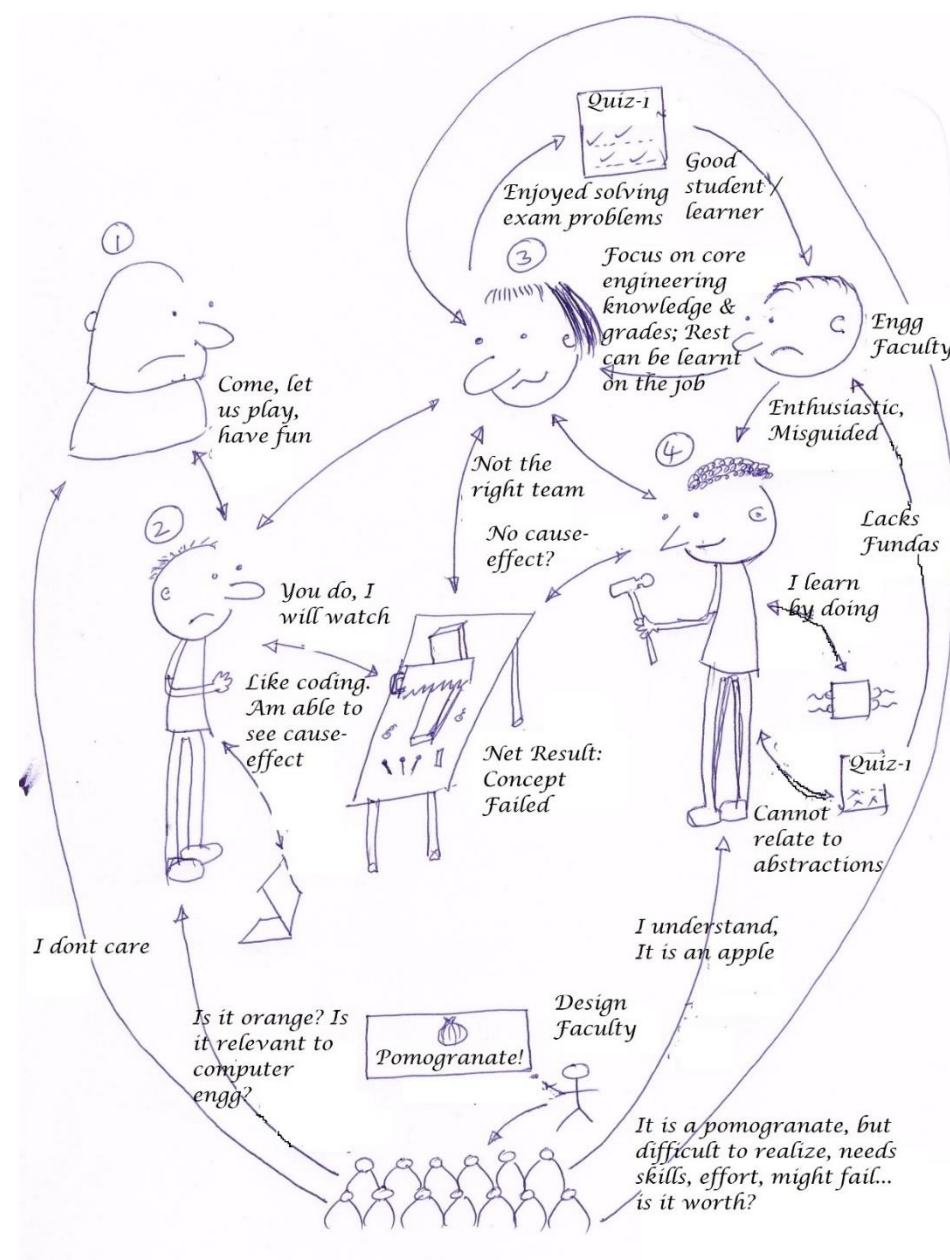
Tips for drawing rich pictures (6/6)

		
First draw a circle....	Then the eyes...	Put in the nose...
		
That's better - a nice smile...	And the ears...	A squiggle for the hair
		
Now let's do variations...	Mouth open - see the teeth...	Oh my goodness...

Source: Graham Shaw; Drawing skills for storyboarding

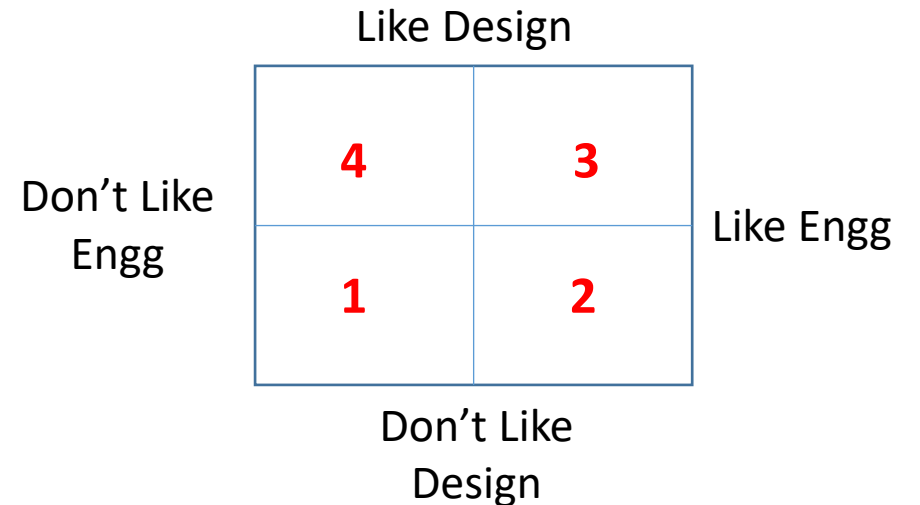
Example of a Rich Picture

Other terms:
Gigamap



Exercise 7.1 (40 min)

- On the **top right** of the A4 sheet, indicate **which quadrant** you see yourself at this point of time



- Draw a **Rich Picture** of what “Sociology of Design course” means to you
- Demonstrate your understanding of semiotics (visual communication)
- Mention the roll number on the back of the A4 sheet

Exercise 7.2 (30 min)

- Take a photograph of your rich picture
- Exchange the pictures with your group, do a semiotic analysis to understand and comment on the back of the sheet

Exercise 7.3 (30 min)

- On a fresh sheet, draw a collaborative picture to bring out missing elements **without speaking to each other** – extend based on the pictures drawn by the other

Spot Quiz-1 (12 min)

1. List two gestures (signifiers) of chimpanzees in the video “Seeing Apes” and their signified meanings (2 marks)
2. Who is the author of the book “My freshman year”? (1 mark)
3. List one key difference between ethnography and focus group (2 mark)
4. RED colour in a traffic signal is both a sign and affordance - True/False. Explain (2 marks)
5. Denotation is related to Signified – True or False (1 mark)

Spot Quiz-1 (3 min)

6. List the signs in DELL company's logo (1 mark)



7. Use paradigmatic logic to localize MaDeIT's guiding principle "Believe, Design, Leap" and enhance the meaning (1 mark)

Reflect on today's session

Why are we doing what we are doing?

