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UNIT OUTLINE

One function of Graphic Design is to synchronise and co-ordinate different kinds of material and content to communicate a coherent and comprehensible flow of information. This unit explores ways of constructing systems of rules, scripts, specifications, and templates to constrain and focus graphic expression. Such visual systems can range from typographic grids, which can be designed in such a way as to permit a designer to produce a wide variety of layouts, to a tightly defined system of rules that generates graphic outcomes independent of any further engagement by a designer.

As part of your exploration of visual systems you should consider the role of hierarchy in structuring information by categorising, sequencing, and prioritising content, as well as the way in which systems unify content across a range of different media and sites of display.

As well as designing your own visual system/s, you should also consider the systems with which designers must interact: colour systems (pantone, RGB, CMYK, web-safe), software systems, typographical specification, print specification, html, etc.

Visual systems often correspond to, and represent other systems that are seen to exist in organisations or texts; therefore, this unit will also explore ways in which graphic systems map to other kinds of specific systems.

Within this unit you will also be encouraged to undertake visits to consultancies to produce case histories that will develop your understanding of the possibilities open to you in respect to employment or postgraduate study.

VISUAL SYNTHESIS

A visual system offers an underlying structure to design, a set of rules that can be deployed to inform a limitless set of creative implementations. Visual systems, the parameters, colours, ratio, processes. Visual systems bring a coherence and consistency to all the models of communication within a visual identity.

For this project you are required to create a portrait of the AUB campus. You will be working in small groups to map, analyse and recreate the data systems of your surroundings within a set of synthesised visual systems. You will be encouraged to think innovatively about how you might find and generate data and analyse systems in the creation of new work. Analyse selected elements. Deconstruct these elements into systems and data.

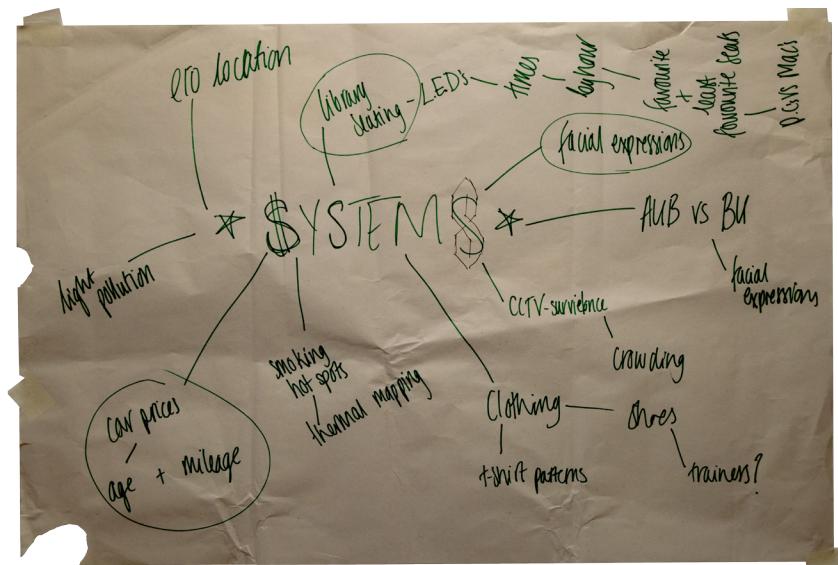
*“Only those who attempt the absurd will achieve the impossible.”
-M.C. Escher*

MIND MAP I

The moment our group got together we decided to start off with a mind map as we thought it was the fastest way to brainstorm ideas and keep them in paper at the same time. So, we started in the middle with the name of the unit, systems, we were asked to create a system around the idea of mapping, but the base of the assignment was to collect data.

Therefore, we thought of things we could collect good data from, car prices, smoking, shirt patterns, shoes, light pollution library seats and even facial expressions. At this point in time we were not sure what our final piece was going to be, but we had some ideas in mind, some of them were wrote on the mind map, thermal mapping, "LEDs". After brainstorming all our ideas at the

time, we thought that it would be best to take everything we had so far and come up with thing that we could do with the themes we wrote on the mind map so we all went home to write and research for possible outcomes in our own sketchbooks.



SKETCHBOOK AND IDEAS

Once we had done our group brainstorm we started using the themes that we wrote on the mind map to come out with possible outcomes.

I came with several ideas, one of them being, echolocation. My idea was to create a map of parts of the university as a blind or a bat would map it on their heads as they use the sounds to identify wall and people when they navigate. We were not sure how to proceed with this idea and we were not very motivated to follow it so we scraped it off.

Then my group came with the idea of using smoking areas to recreate the university as a thermal map making bright red the areas where there are smoking more and a cold blue the areas that are empty, this brought colour into the thinking and thanks to this we thought of what was going to become one of the main ideas.

With the idea of smoking patterns, we thought of using LED lights to show how many people smoked in the campus, but we later decided to use this to tell if someone is sat on a library seat, (LED on if someone is occupying the seat and LED off if the seat was empty). This would become one of our main ideas later in the project.

We also thought about collecting data about the different facial expressions on campus, make it AUB vs. BU, to see

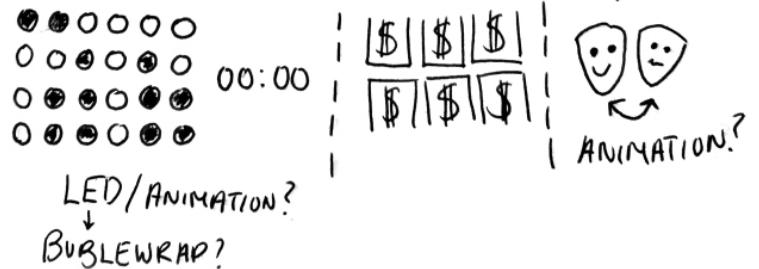
which campus had the most amount of happy expression and who had the saddest faces. We were not sure how to proceed with this idea, but we keep it in mind as collecting that data is easier than other ideas.

Lastly someone thought of collecting data about the car prices in comparison to its owner and create an infographic style of poster. This idea was not followed further but it gave some idea on how to collect the data for other ideas, (collecting data hourly instead of once every day).

- UNIT 1
- ASSIGNMENT 1-
- * Echolocation
 - * Thermal map (smoking areas)
 - * BU vs AUB
 - * 3D model of amount of people in different parts of campus
 - * Patterns in peoples T-shirts
 - * LED Poster (seats on library or smoking)
 - [Litcig] [New cig.]
 - * Shapes inside buildings
-

FOCUS POINTS -

- LIBRARY SEATS
- CAR PRICES
- FACIAL EXPRESSIONS



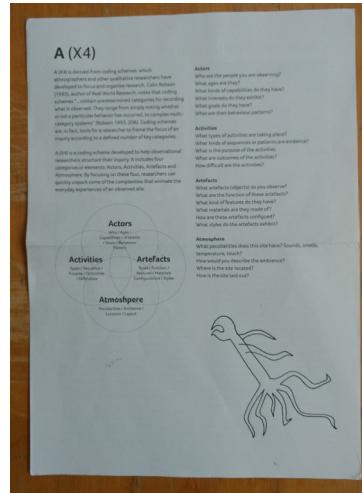
MARTEN SIMS WORKSHOP

While we were thinking of data to collect we had a workshop with Marten Sims in which he talks us about observational research and how good designers study people and produce work depending on the data they collect and how we react to certain outputs. He also explains us different way to be part of the research, to join the group that you are researching by becoming part of a certain group of people (Immersion, job shadowing and secret shopper).

Later in the talk he went on to talk about A (X4) that is a coding scheme

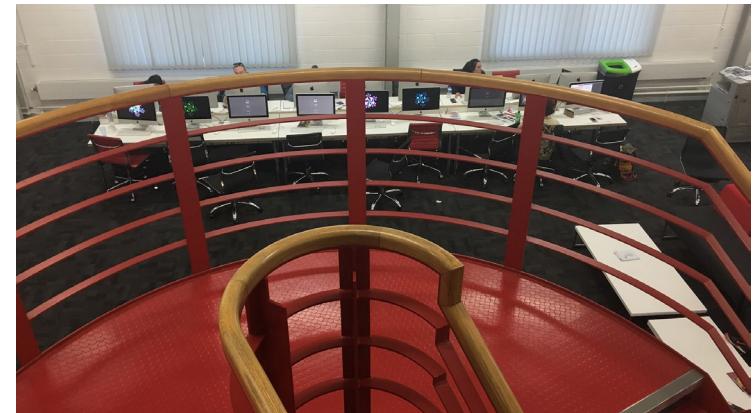
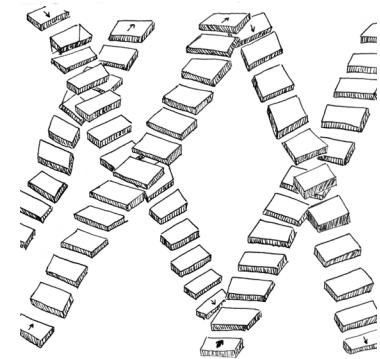


that has been developed to focus and organise research done. The scheme is shown as a Venn diagram and its separated into 4 categories: Actors, Activities, Artefacts, and Atmosphere. By using these categories the researcher can get a better understanding of the observed site and situation.



After the presentation Ashley asked us to research data from anywhere on the campus and to record it in our sketchbooks. I decided to record how many people went up and down the stair of the library, I plotted the data in a tally chart style, making each stair case one person, and signalling with an arrow which stair are going down and which are going up.

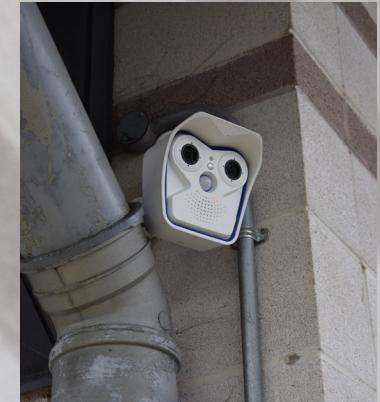
This research gave us some insight into how we could record a certain amount of data in a specific period.



CCTV CAMERAS

The first piece of data we collected as a group was about cctv cameras, we looked around campus for them to record the location and take photos of it, but surprisingly we could only find two, one near the bike shed and another near the car park.

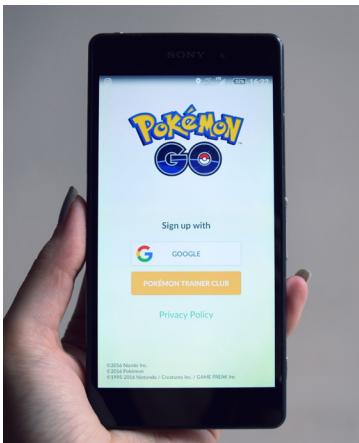
We thought the University was filled with cameras all around, but for our surprise that wasn't the case, so our investigation ended up with these two of the cameras. We later extended our research to something that was close but with no relation.



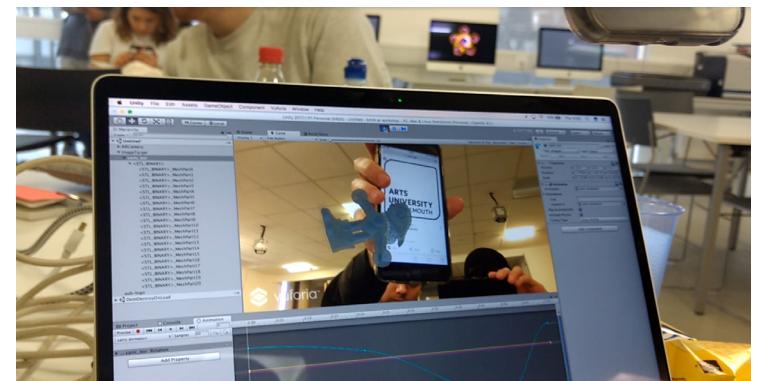
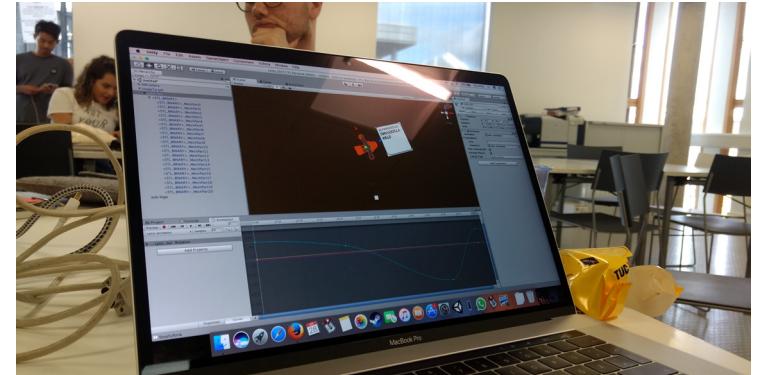
AUGMENTED REALITY WORKSHOP

The next workshop we had was with Ashley James Brown, in this workshop we learned how to produce augmented reality objects with a piece of software called Unity.

What we did was basically upload two images, the image that was going to be recognized and the image that was going to appear, to the cloud storage from the company that make augmented reality and we then created a program that when the camera of our computer recognized that image the image we choose to appear in front of that image would appear. It used the same base as games like Pokémon Go and Invizimals.



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We used the AUB logo for the image that was going to be shown in the camera and then we choose a Sonic the Hedgehog 3D model to appear on top of the AUB logo. Then after that we learned that we could animate set object with key frames inside the program, so we made the 3D rotate on itself.

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We thought of using this technique on our project as it was not something so difficult to produce and there is no coding involved.

FACIAL EXPRESSION

This is one of the ideas that we thought of collecting data from, we thought we should collect face expressions from people around AUB and BU campus to see which campus had the happiest amount of people. So, we took photograph around campus, so we could see and average of how many people were happy, sad, and neutral.

We also thought of creating a map of the campus with all the different facial expressions we collected in an infographics kind of style, so that when you hover the mouse you would see different expressions. Then later we also thought of using the virtual reality workshop to create stamps around the campus of neutral faces and that with an app, that we make in unity, you could see another type of expression of the person of the stamp.



FACIAL EXPRESSION RESEARCH

When we were collecting the data for the different types of facial expressions we realised that the data was very inconsistent as we barely saw any sad expression. So, we thought of continuing with another idea while thinking of better way to collect data for this one.



MIND MAP II

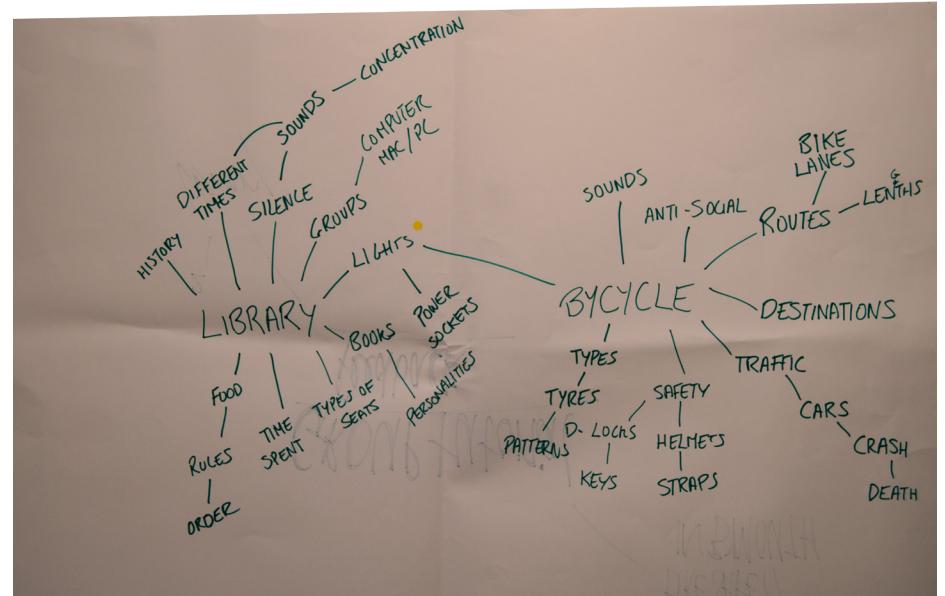
After realising that the data we were collecting was not as useful or easy to obtain as we thought, we made a second mind map to write down types of data that we could collect from the last two ideas we had, (Library and Bicycle).

With this we got to choose between us which of the points written down we are going to collect data from. In the end we decided that the best one for the library was going to be the seating, as we could collect every now and then how the seating changes and obtain different pattern from the data collected.

On the other hand, for the bicycle idea, we thought about collecting the different routes people take by getting a map printed out and asking them to plot



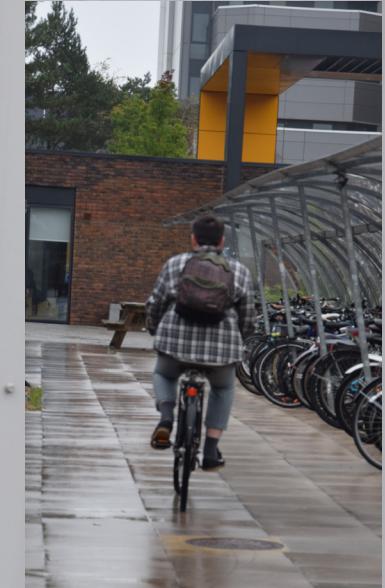
where they are headed, we thought of this as good data because we could make an interesting graph with all the different length of the path. Also, as we were going to be near the bike shed we thought of collecting information on colour and types of bikes.



BIKE ROUTES

I had a small idea in my head when we mentioned the bike idea, I wanted to create an animation of some sort with the routes or something like that, but first we went on to collect data from different bikes and wrote them down in a sketchbook.

We later thought of also recording the sound of me going back to my house, so we rented a mic to record the vibration of the bike, and a Go Pro to record my journey too and to use both the audio and video to extract waves or another kind of data to obtain more ideas from the different materials.



BIKE ROUTES DATA COLLECTION

Here is the data we collected for the types of bikes and colour, we decided to go during the midday as its the time you can find the most number of bikes in the shed. So, we just plotted the data as a tally chart because we thought it was the easiest way to record that amount of data. Then we thought about using the colours for an idea about how each bike colour would represent a route for the person that rides the bike.



Road Bike		(23)
Fixie		(5)
Town Bike		11 (37)
mountain bike		(14)
BMX	(2)	
other	(1)	
Hybrid Road/dirt		(29)

black		16 (27)
white		11 (24)
Red	(3)	
silver		11 (18)
yellow	(5)	
pink	(1)	
blue		10 (10)
grey	(3)	
Orange	(1)	
green	(6)	
purple	(3)	
Brown Copper Bronze	(1)	

BIKE ROUTES DATA COLLECTION

II

Later, another day we went and collected the routes of different people and we plotted them into two different maps, and from that we linked the points where the people were going, and we obtained this map shown on the right with all the coloured lines. From this I wanted to create an animation that showed all the data we collected into a more clean and smooth way. Plus, we had a critique during the week we got the data, so we had to make something for that day.

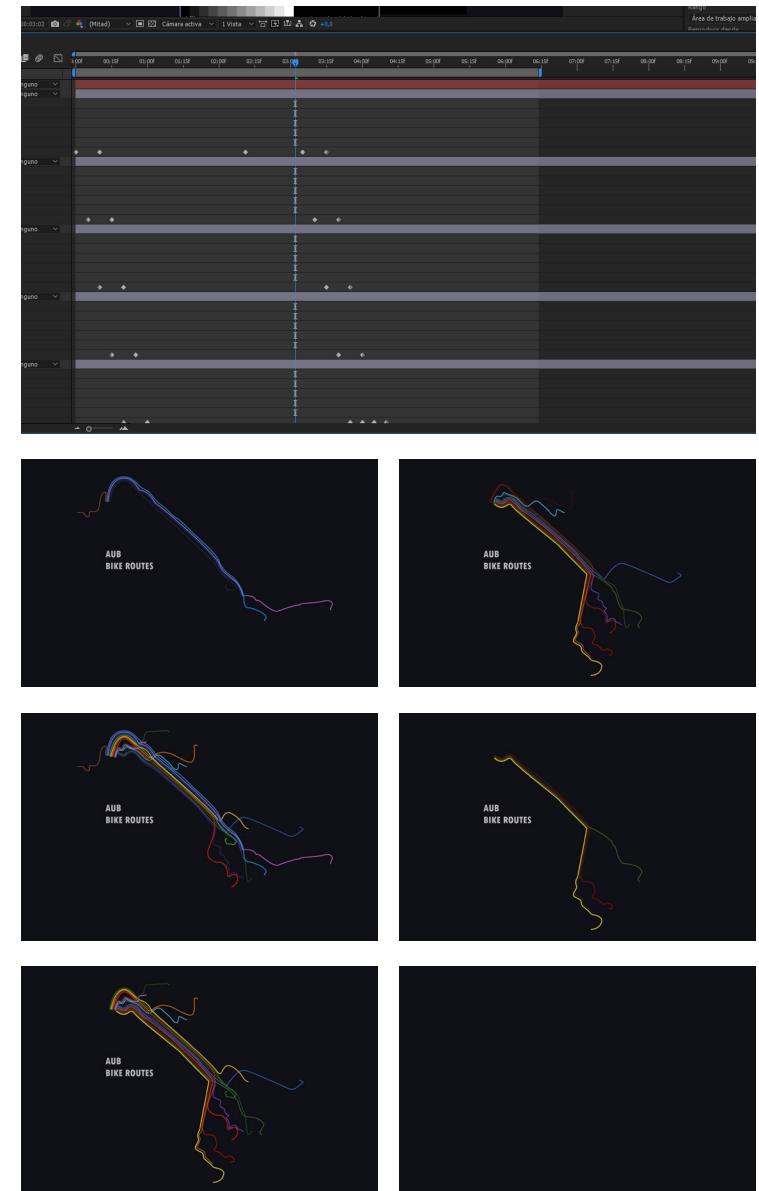
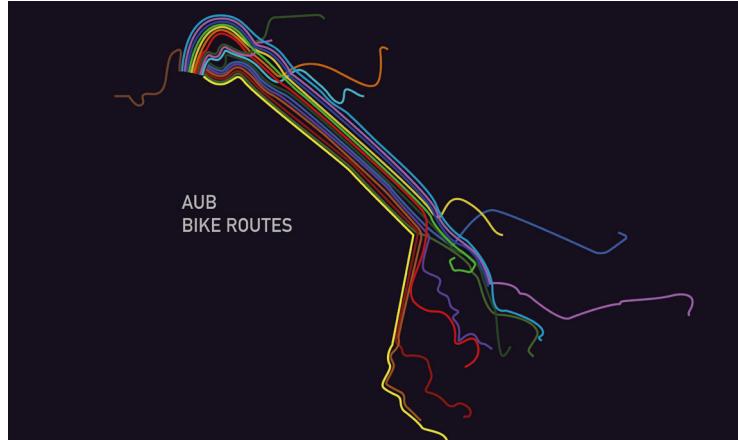


BIKE ROUTES MAKING OF ANIMATION

For the animation I had to get the map where we plotted all the routes in colour and I scanned it, then I used Illustrator to create a vector image of all the lines and to separate them into layers, so I could pass them to After Effects where I would start to animate one route by one so that it appears slowly one after the other using keyframes and opacity change for each one of them.

Then once the base animation was done I choose a colour for the background, I

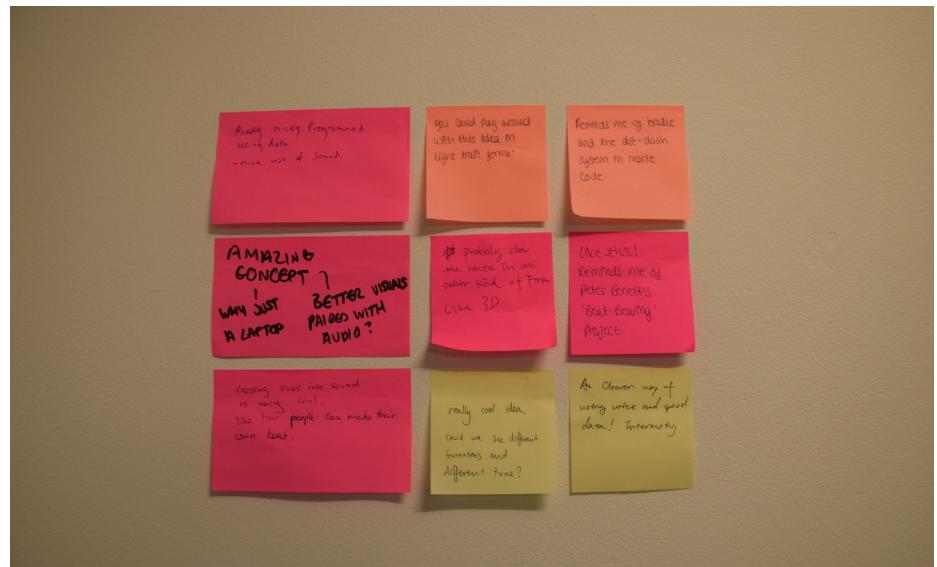
choose that dark purple as it fitted with all the variation of colour that the routes had and as it was more pleasing for the eyes. Then I added a title for it, "AUB Routes" and imported into a video file so it could be reproduced on a Mac.



CRITIQUE

So, for the first critique we had we come in early to place our research and animation on the wall to present it to the teacher and two other groups.

We tried to explain it as best as we could, and we had so much good feedback that gave us more insight into how to proceed with this data we had.

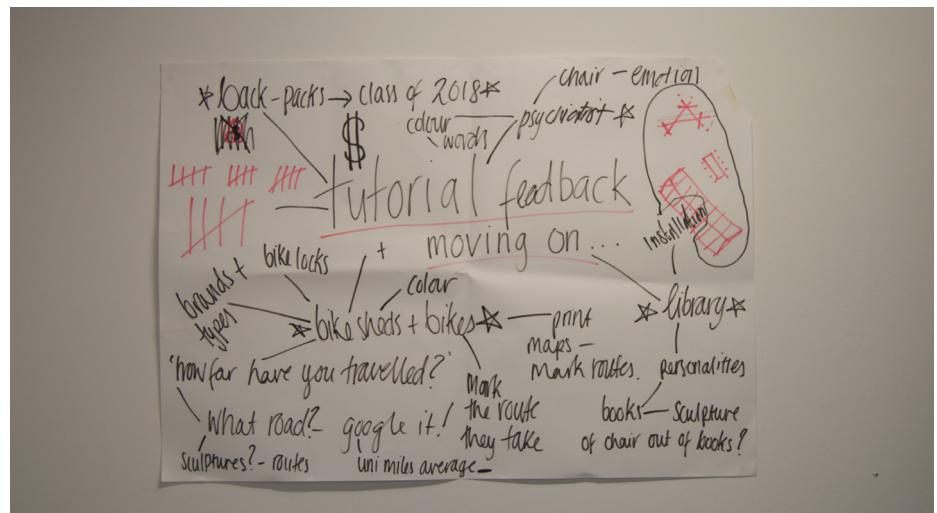


TUTORIAL FEEDBACK

After the critique we had a tutorial with Malcom and he suggested that we start to create things from the data we collected, he told us to experiment and not be scared to fail

So, after the tutorial we made another mind map to have our ideas more concise into paper, and we talked about creating a sculpture out of library seats data, also an idea Malcom gave us was to create a school photo but instead of having all the kids lined up in chairs, have their school bags lined up in chairs as a funny way. Another idea I had was to have book replace people, by this meaning that each book representing a trait of their personality.

With all these we decided to get our last pieces of data, we divided work for each of us and I was chosen to record my journey with my bike with a Go Pro and also to record the sound/vibration from the back of my bike, and another group was chosen to get data from the library, record in a chart the people seating each 30 minutes.



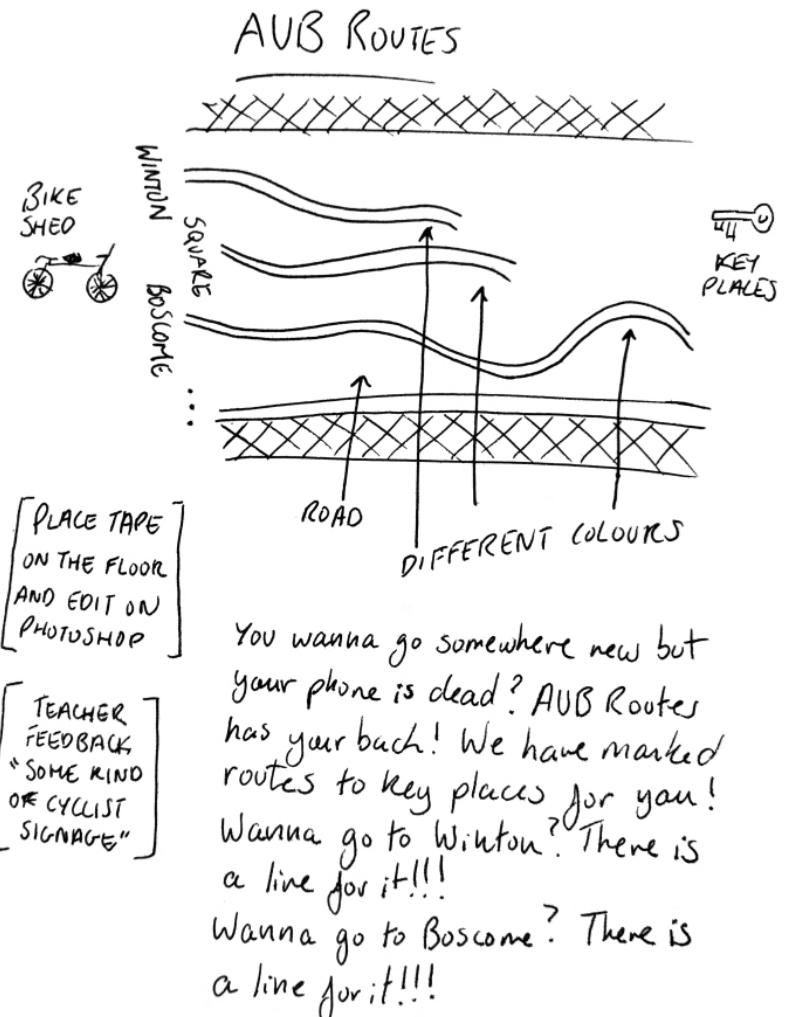
BIKE ROUTES RECORDINGS

I stuck a Go Pro to my bike with tape and a contact mic to the back of my bike to record the vibration sound of the journey. Here are some of the frames in the video, this one ended up being very shaky because the pathing to the university is not very smooth and the audio recorded was very quietly but there were vibration sounds.



AUB ROUTES SKETCHES

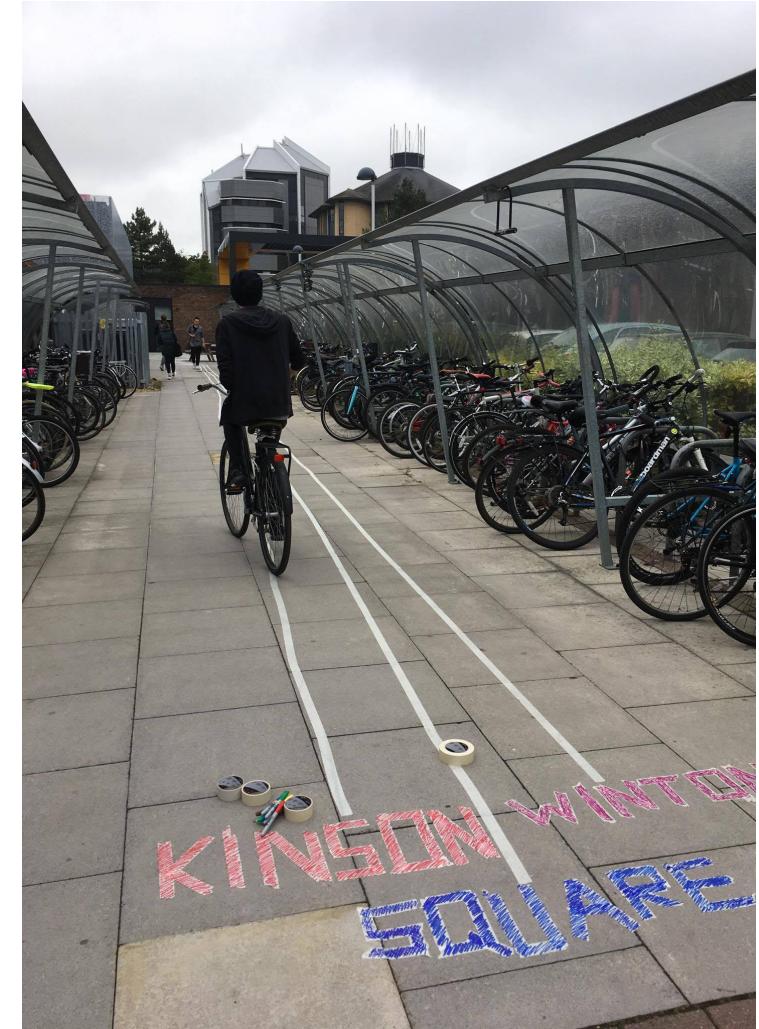
To the right there are the sketches of the ideas I had about the AUB routes. I thought of making a mock-up of it.



AUB ROUTES

I had this idea from all the data that we have collected about the bike routes. I thought we could make coloured lines going to different parts of Bournemouth from the university, this could be useful if someone wants to go somewhere and their phone has no battery, to find the fastest way to their destination.

We could not make the line out of paint because it would be hard to take off, so we decided that we could make a mock-up of the idea with tape and paint the names with different colours of sharpie. We made the line long enough so that it looked like it was going somewhere outside of university but the line stops the moment it turns the corner.



LIBRARY SEATS

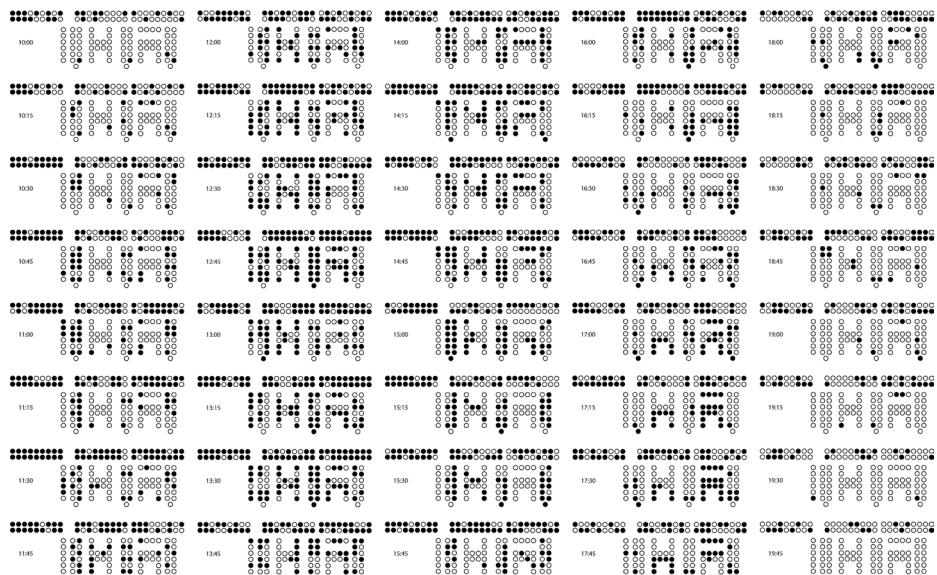
Our last idea was about the library seats, we thought of collecting data from the library by making a grid and filling this grid for each half an hour to see how the library seats change.



LIBRARY SEATS DATA COLLECTION

So for this idea we had a group of people be in the library from 10 am to 8 pm to have a picture taken and to record in a fill out form where the people were seated each 30 minutes.

We obtained a variation of results and it looked like Morse code or braille as you can see on the right.



LIBRARY SEATS DATA COLLECTION

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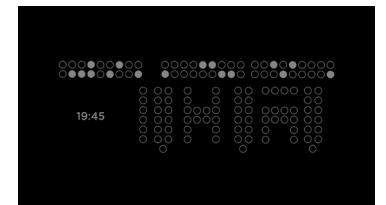
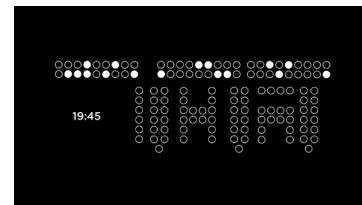
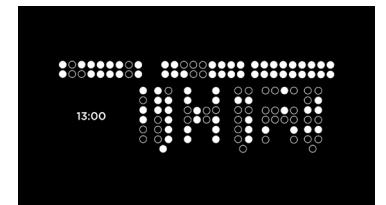
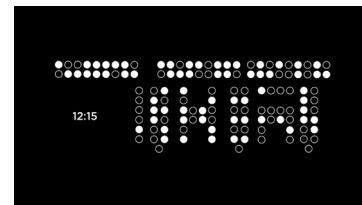
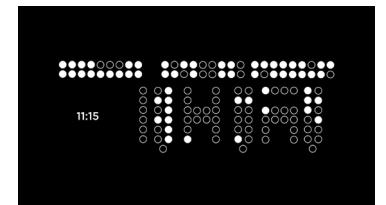
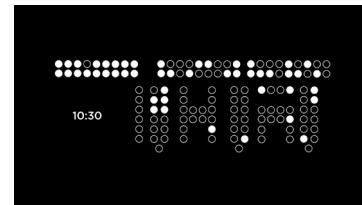
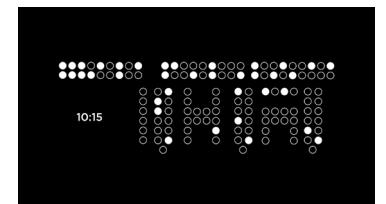
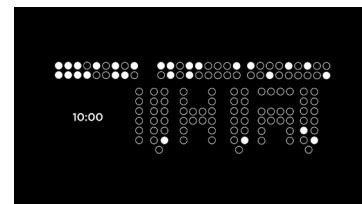
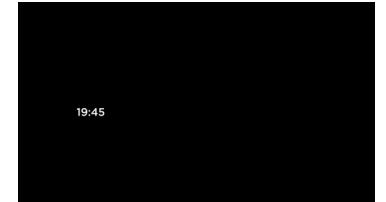
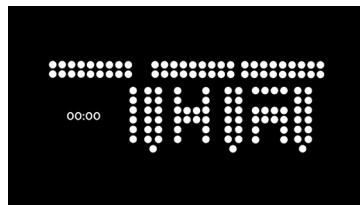
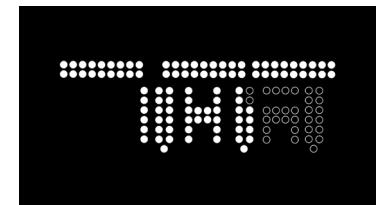
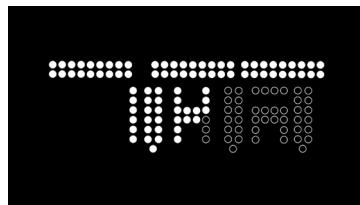
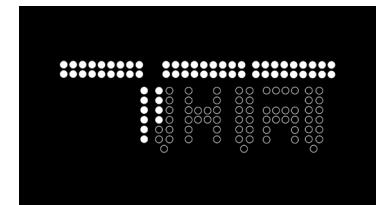
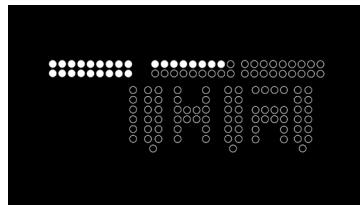
The second piece of data we collected was the audio from the library, we got a mic from the university and we started going around the library picking objects and trying to obtain sounds from them. We also took some sounds from the bikes as well because we realized we didn't have enough sounds.



LIBRARY SEATS ANIMATION

So, for the seating data we collected I got all the times we had and I made a quick animation showing every seating structure that was there each time, and we called this the Orchestra of Silence.

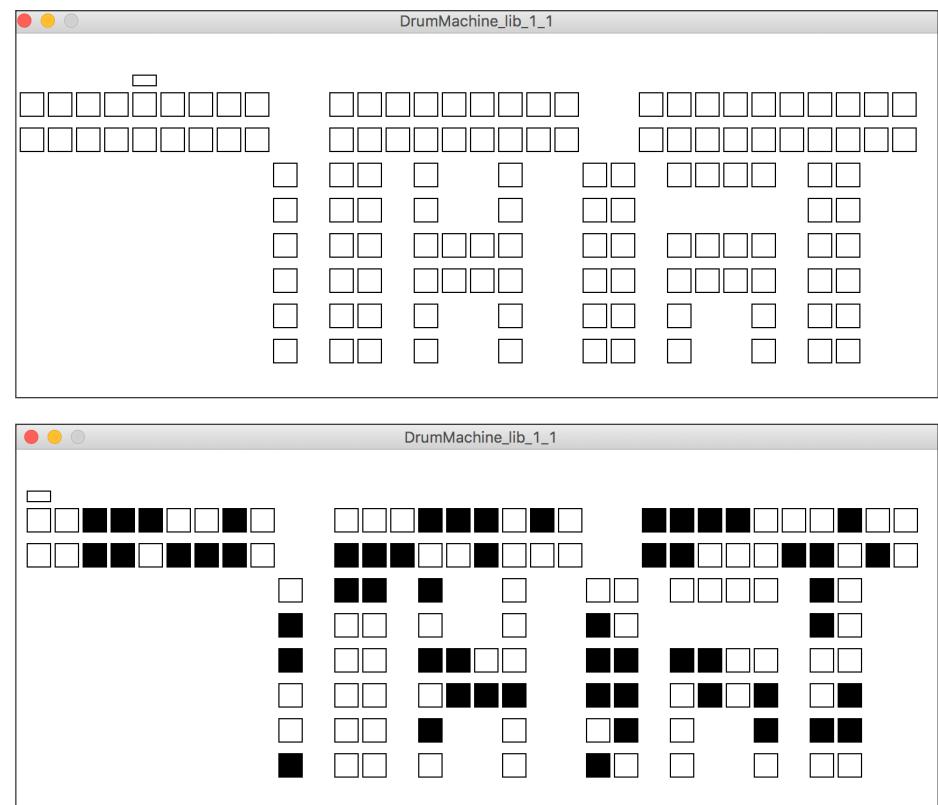
This was made with Adobe After Effects making different set of seating into keyframes showing all the times.



LIBRARY SEATS PROGRAM

Another use of the library seats data we found was to use the sound and the placement of the seats to create a sounds program.

So, we create a synthesizer in Processing with the library sounds of the library we collected and the rest with basic drum sounds. The program works in a way that when you click one of the squares it goes black and when the slider goes throw it, the sound stored in that square will make a sound, however if the square is white/unselected, there will be no sound. This allow for a big amount of combinations and it was also a way to present the seating data we had.



FINAL PIECE

For our final piece we chose to present our Library seats animation and sound board, as a piece itself. Because our brief was to map up a part of the university in a unique way by obtaining different types of data, we decided that the best way to map up the library was to create a silent animation as the library normally represent silence but also having a sound board to go with it as even though libraries are silent, there is always a little of noise and normally the noise is made by people so you can choose in the synthesizer the noises you want to hear from all the noises by choosing the correct square.

We also had a separate idea by combining both final ones, and it's that one of creating an app for the library that would tell you what seats are

available, as sometime when you go in and must look for a seat you feel uncomfortable staring around the people that are already there. Also, this could benefit groups of people that intent to work together in the library as it is hard to find close seats. In addition to this idea, we made a typeface to go with the app, made of the same circles used for the library seats animation.



VISUAL SYNTHESIS EVALUATION

For this project I think there is a lot of improvement but at the same time, I think we came out with very good ideas.

Maybe if we had more time we could have made more mock-ups of the app and do some research if it's something people need and if they do then it would have been a good idea to expand into how to proceed with it. Also, we could have found or record more sounds of the library so that the synthesizer would have more library sounds and less premade sounds, another point someone mentioned was to actual make a good sounding beat with the library and create basically an idea on how the library would sound. I do agree with the point that we had so many ideas so if maybe we could have concentrated on one we would have had an outcome that could have been more useful than visual, but I think making it visual was more interesting than finding a use for it.

Another idea that never really get into the final piece is the one where we were going to use LED lights to light up depending on the seating pattern, this idea would substitute the animation probably, but we did not have the ability or the time to code that many LED lights.

I think as a team we did very well, we

could have managed better our time but everyone played a part in the outcome, we separated the work equally and we combined our strengths to achieve our goal in the end.



JOURNEY BOOK

This project will give you the opportunity to select, organise and structure information through visual systems using grids, typography, composition, hierarchy, colour, etc. You will document and communicate the journey of your design process through a systematic and considered presentation structure.

Produce a journey book that communicate your design process of the first assignment, Visual Synthesis.

Consider carefully how you document the development and realisation of your work. Tell the story. Think about narrative of the element that you include in your book.

JOURNEY BOOK PROCESS

This book size is 150 x 197 mm, I choose this size because when thinking on how to do my book I went through all the book I had at hand and I came across one of my favourites books called Logos, so I got the size from there.

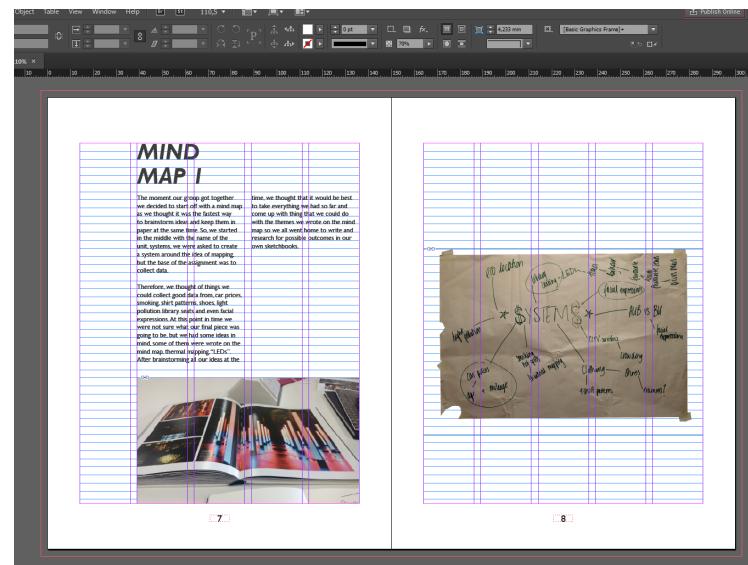
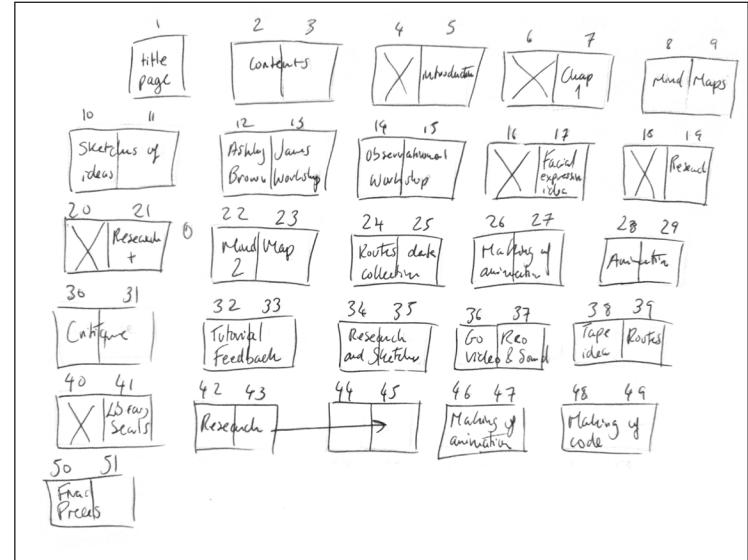
I choose to make the book 5 columns as it would give me enough flexibility to insert long landscaped image or portrait ones. Also, because I wanted the book to feel the same throughout I made the first column blank, and out of bounds for most pages, I made this because I wanted to make a book that didn't start the same way as all the books from the same left top corner of the page.

For the titles I choose Gill Sans Bold Italic Font as I am a fan of capital letters for the titles, I find them more eye catching and that what I think is the point of a title, and the fact that is Italic makes it even more styled. On the other hand, for the text I choose the same font, family Gill Sans MT but Regular, and I made it 8 points, so it was small enough to be readable and a size that was comfortable for the eyes too.

The thing that helped me the most was to create a plan on how I was going to lay all the information I had, basically what I did was draw 60 pages, and write on the what part of the content I had

was going to go in, this helped me to not get lost with all the files and information I had, and made structuring the book easier for me.

When it came time to print I decided to perfect bind it by hand as I wanted to make it more hands on, and because I thought it would look good for the size of it.



JOURNEY BOOK EVALUATION

I like small objects, that's why I made this book smaller than A4, I find that the smaller the object the more value it has because you can treasure it anywhere. This was the purpose of this book for me, I wanted to create something that I could take with me anywhere or save anywhere and treasure it as I treasure a very old pin. I think size wise I have achieved the goal I intended. Another thing I wanted to do is to make the inside simple but well thought and designed, so that if someone else read it, just thought of it as a normal book and not something hard to make. The layout was kept nearly the same throughout the book, this was a different experience as I normally don't do projects this long and creating nearly similar pages every day, it got tedious at some point but later when I found ways to play around with the system I had created I started to enjoy creating every page. The hardest thing in the book in my opinion I think it was being able to put all the information in and to make sense, this was challenging as I had too much information, so I had to decide what to not include in the book even if I thought it would look good. One thing that I would have liked to do is to make the cover embossed or something along those lines, maybe if I managed my time better I could have achieved that.

Made by 