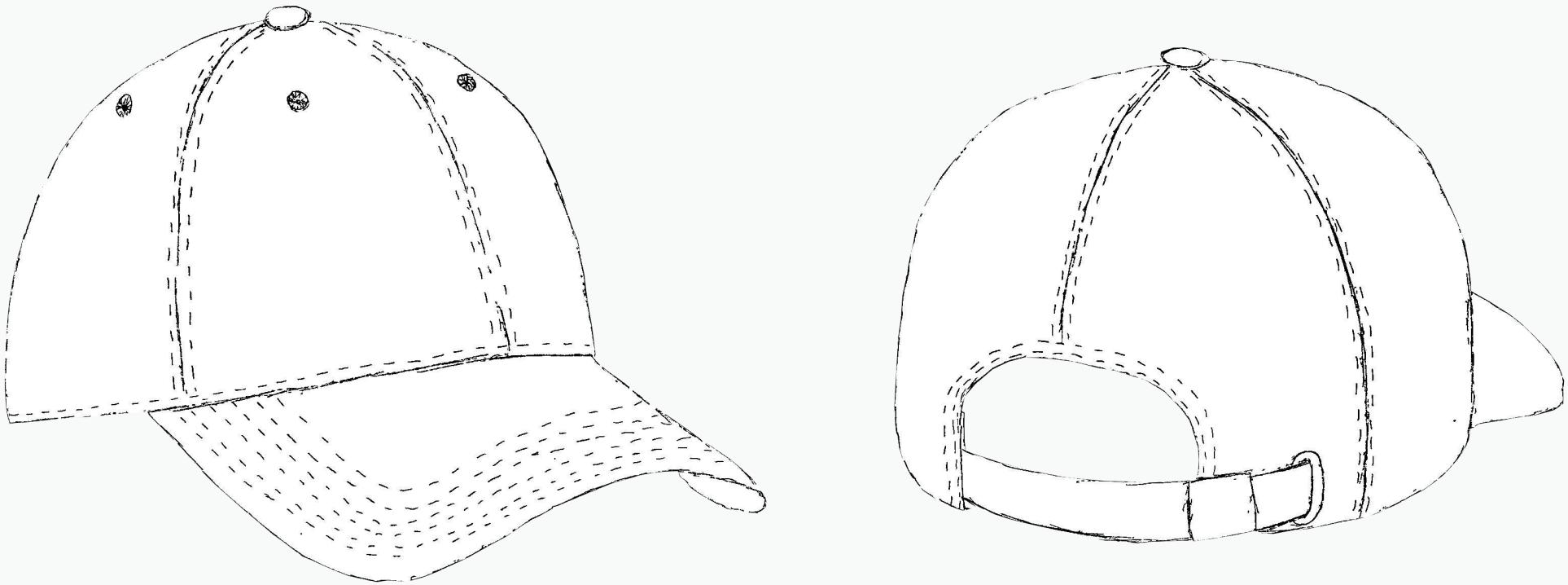
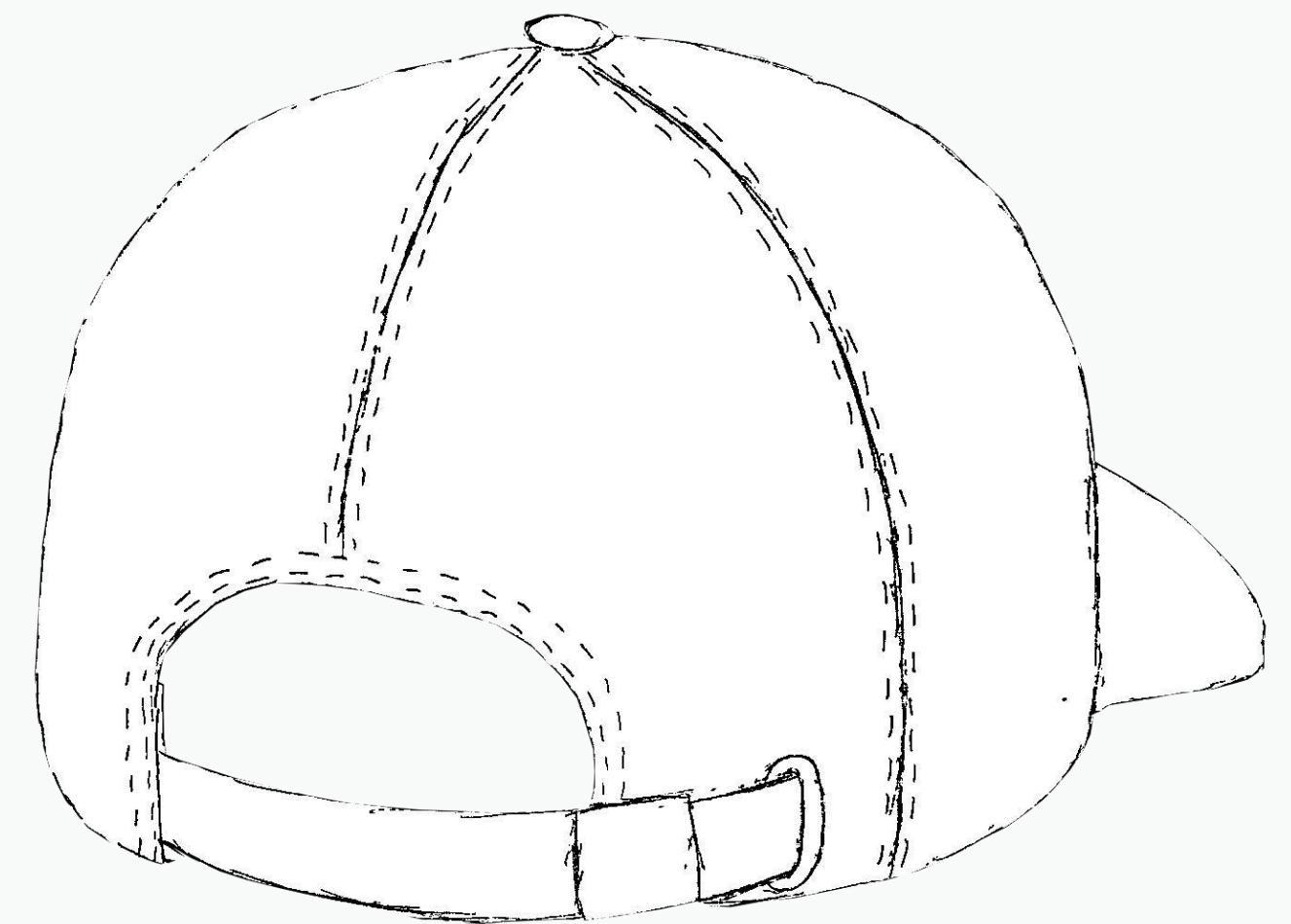


# the designed object



begin ►



# constraints

The baseball cap is constrained in size and shape--it is hollow, semi-spherical, and roughly the size of the human head. The user wears it on the head because it would not fit anywhere else. It is worn with the brim in the front because our eyes are sensitive to light--a human-related constraint. The use of the baseball hat also depends on (and is thus constrained by) the environment, as it would be rather useless on a dry, overcast day. Finally, the baseball hat is constrained by a cultural expectation that we associate others with the messages worn on their hats. Our emotional attachments to hats influence how we view others within our culture.

**next: augmented reality**



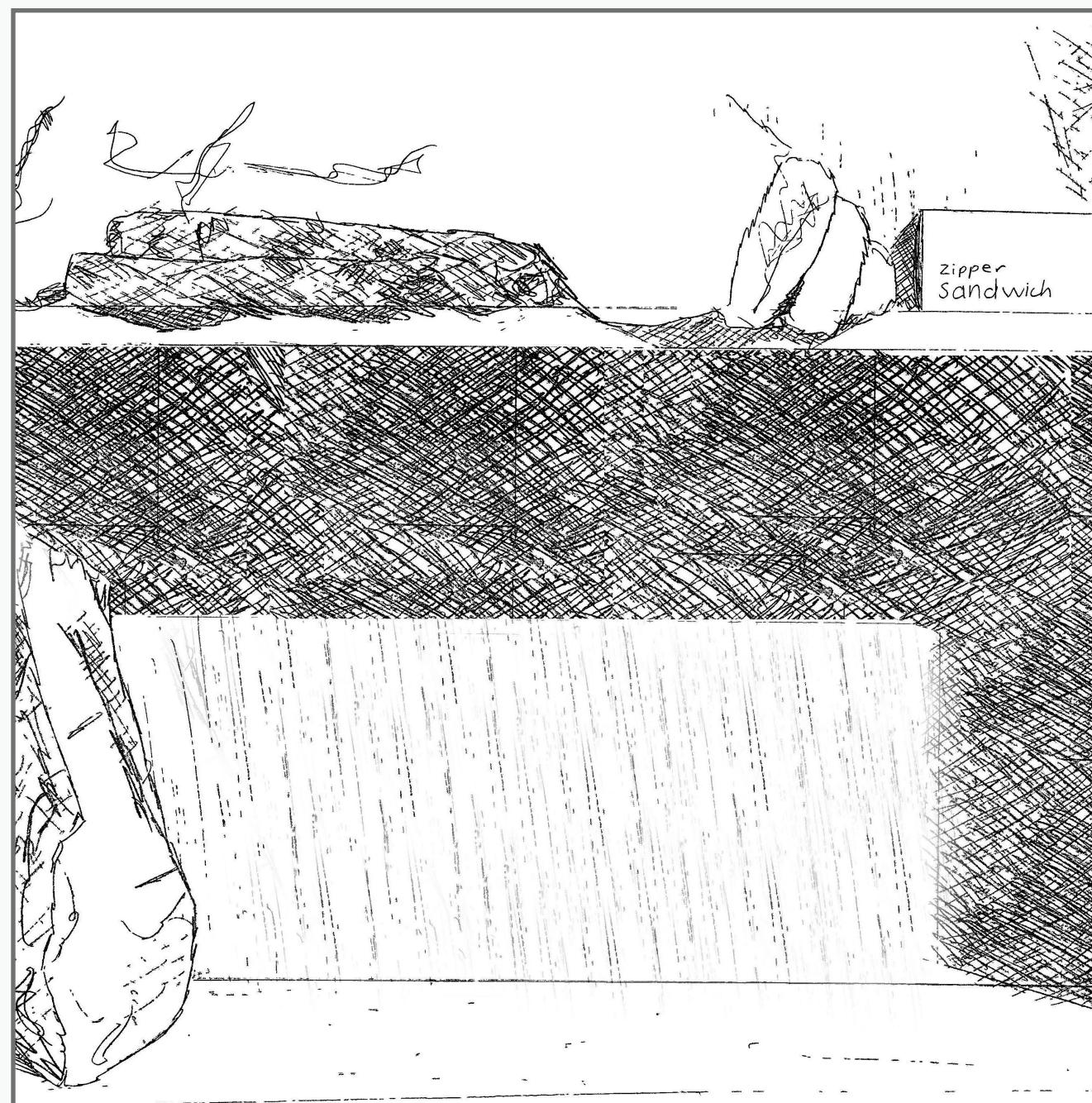
# the idea

I can clearly envision a large sculpture of a baseball cap at a campground. People who go camping tend to set up tents scattered about, so the sculpture would be particularly effective if the hat was placed in an arbitrary location on the grass, mimicking the idea of a family picking a favorable location to "set up camp". I came up with this idea after noticing that tents and baseball hats share a dome shape and have a large opening. If scaled correctly, a giant hat sculpture would blend into a line of tents and even encourage campers to crawl inside.

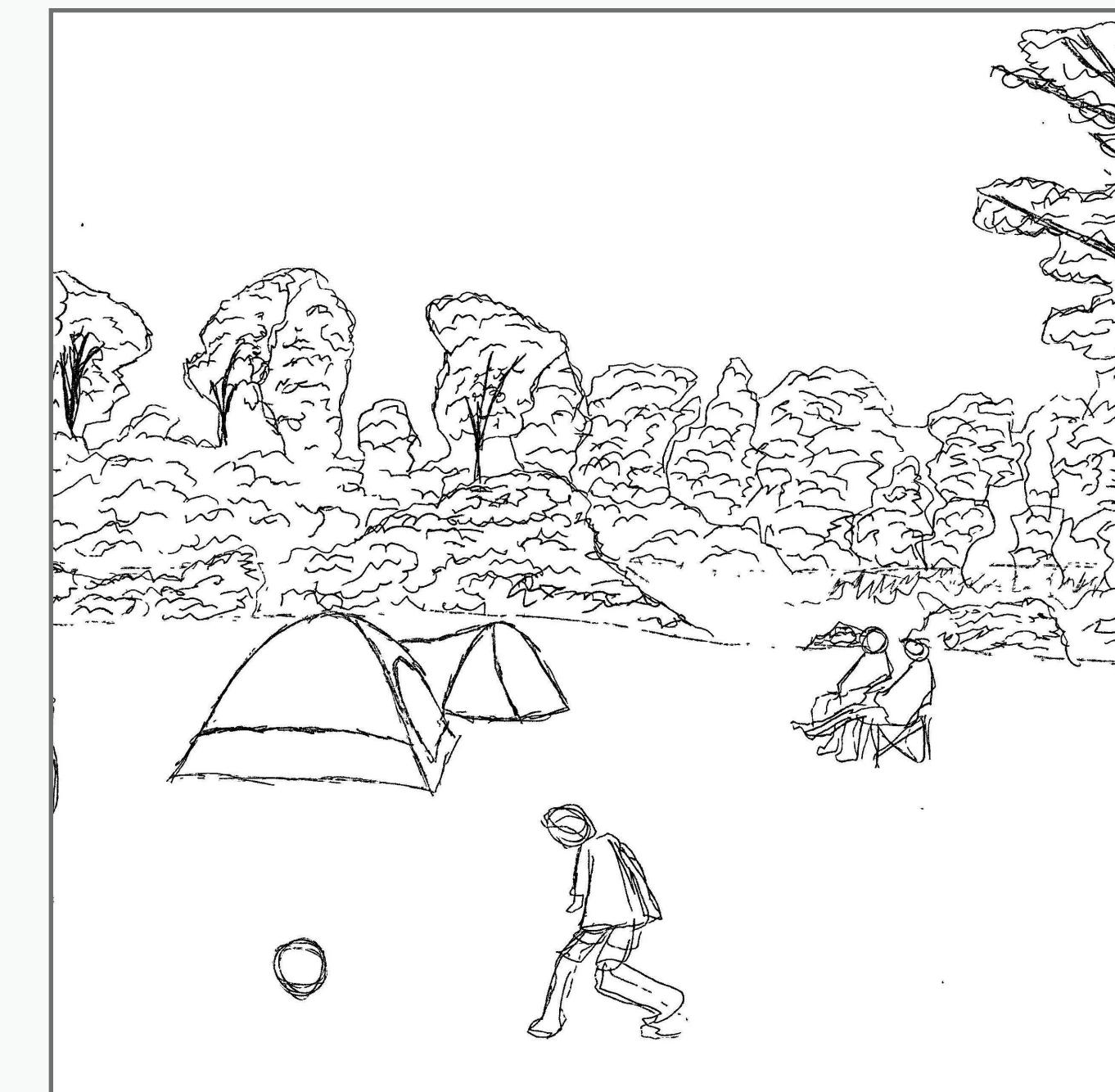
The purpose of this exhibit is to demonstrate what a baseball hat truly is--essentially, it is just a container. It contains your head, providing a bit of shelter against unfavorable weather conditions. It can also contain smaller objects like trinkets and toys, or it can provide shelter for a mouse. On a larger scale, its affordances are the same. Once it is big enough for a person to fit inside, it's clear that what matters more than the baseball hat is what goes into it.

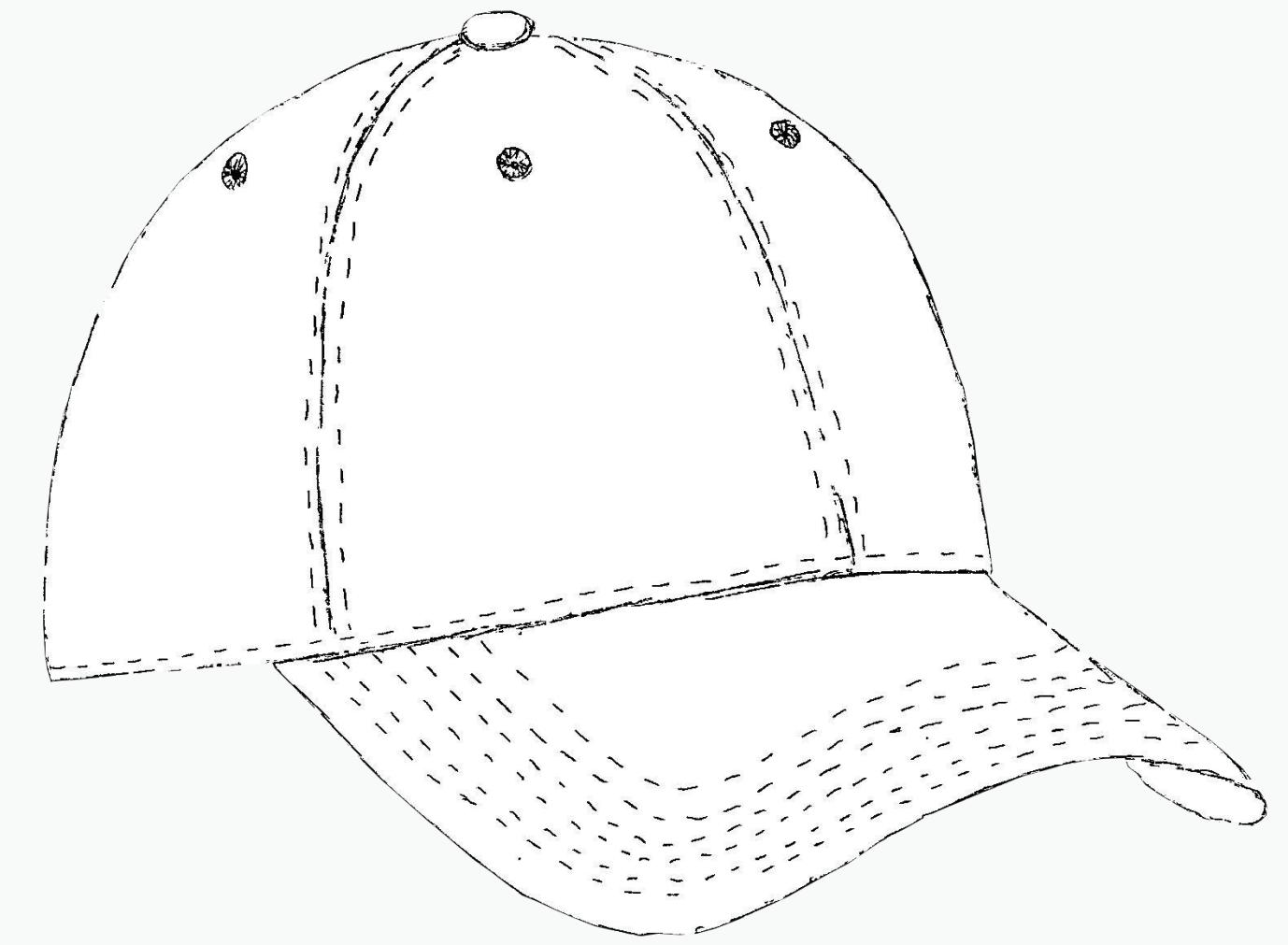
**next: augmented reality**

in place



in space

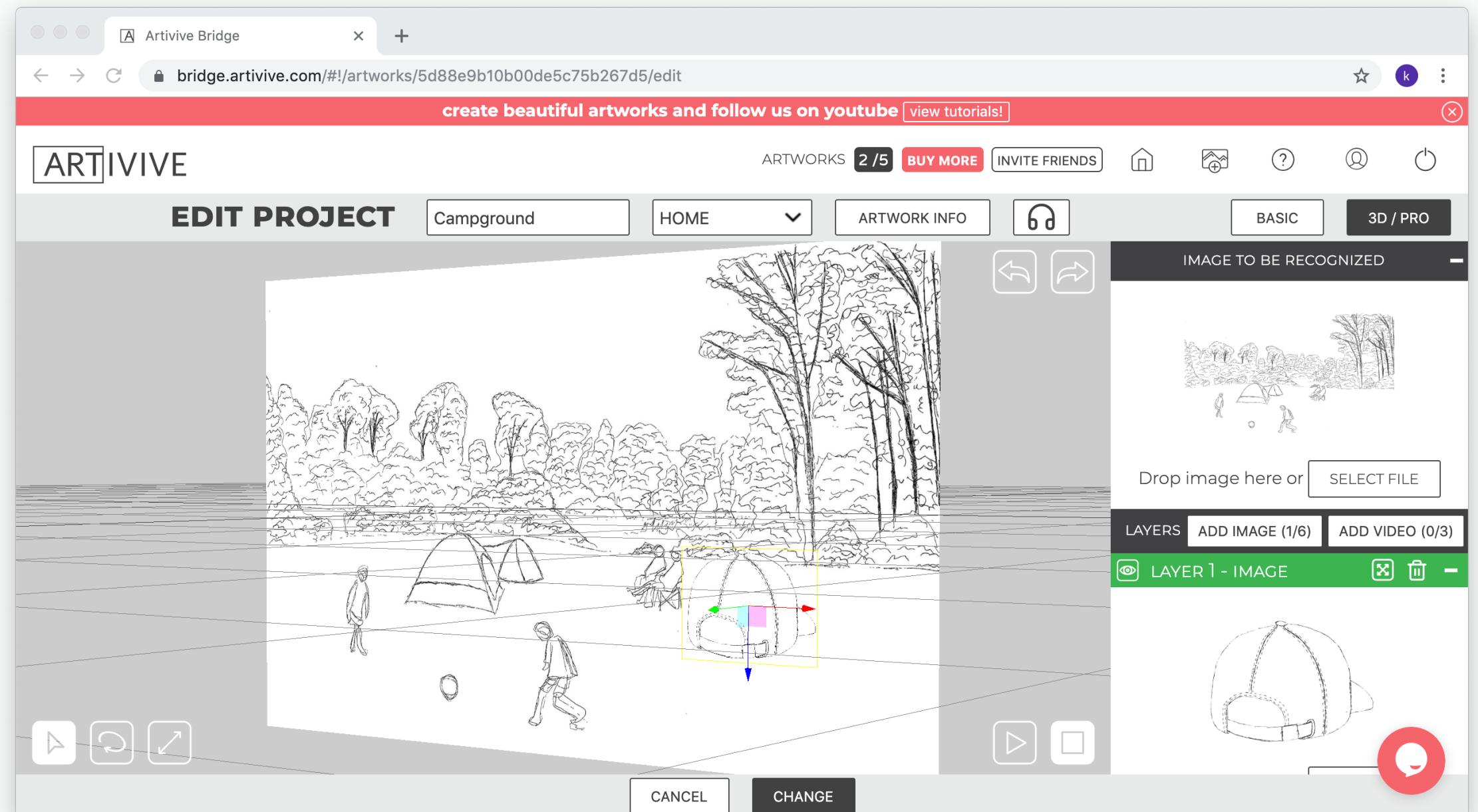




# affordances

The hollowed-out shape of the baseball hat perfectly covers a human head and therefore affords wearing, but once inverted, it reveals more hidden affordances like scooping and containing smaller items. In addition, the sturdy, opaque brim effectively blocks light from entering the eyes and thus affords seeing. It is soft and flexible, implying affordances like folding, twisting, and adjusting. A skinny protruding tab at the back of the object simply begs to be pulled, allowing the hat to be resized. And yet, the solidity of the cotton shows that it is durable and can offer light protection from precipitation, dirt, and other environmental debris.

**next: constraints**



# augmented reality

This second experience places the baseball hat in a more dramatic context, putting the hat in a tent-sized form that actually allows crawling inside. Just like the other AR experience, the background is made up of a picture of a campground without the sculpture. When the hat is revealed, the background maintains its visibility, and it look like the sculpture is resting in the front.

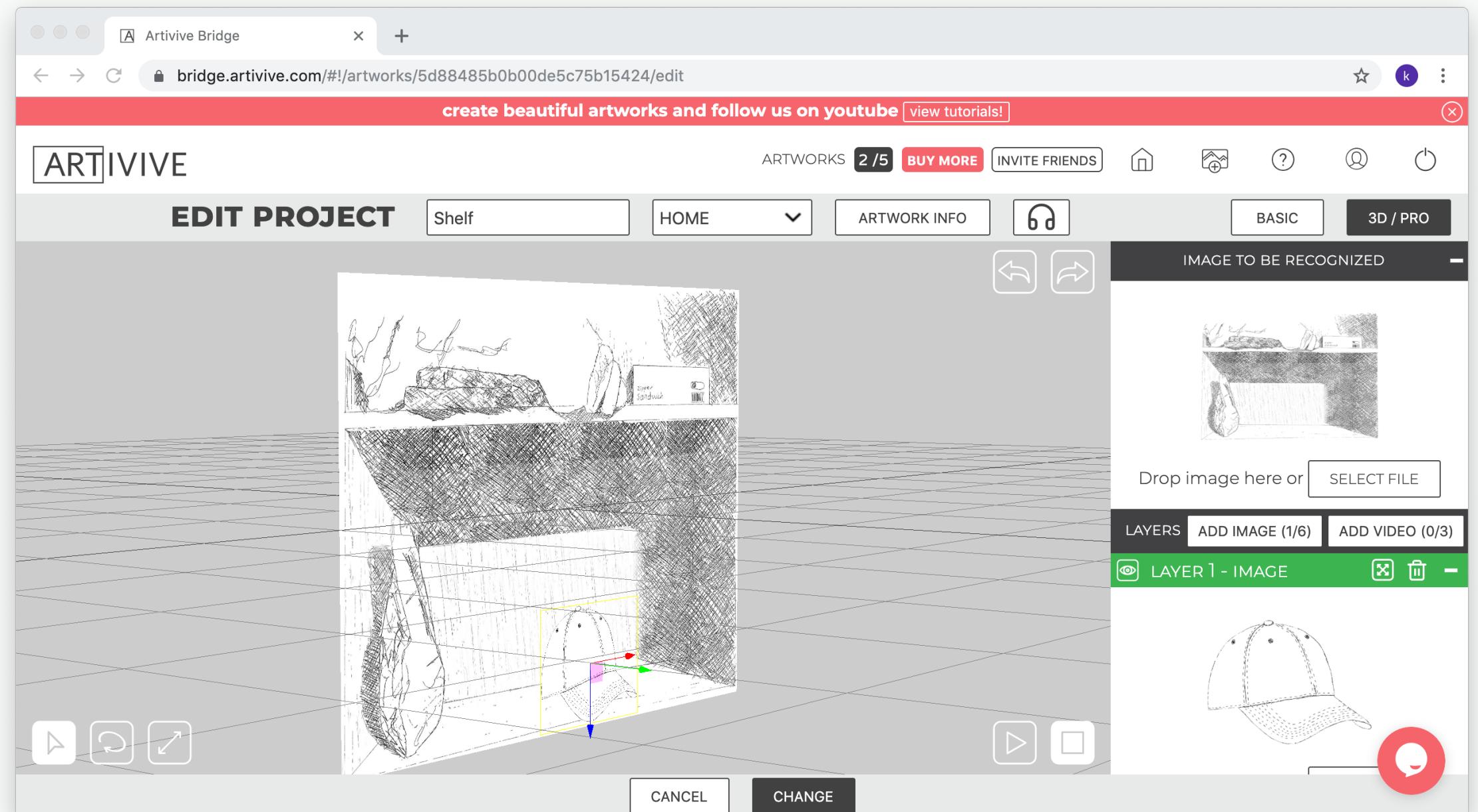
try the augmented reality ►



# the baseball hat in context

The modern-day baseball cap covers and protects the head, assists seeing in bright atmospheres, and offers some personalization to individual wardrobes. It consists of two main parts: a soft, circular crown and a stiff, slightly curved brim. The baseball cap's design offers both utility and style, making it a common staple in wardrobes across societies.

**next: affordances**



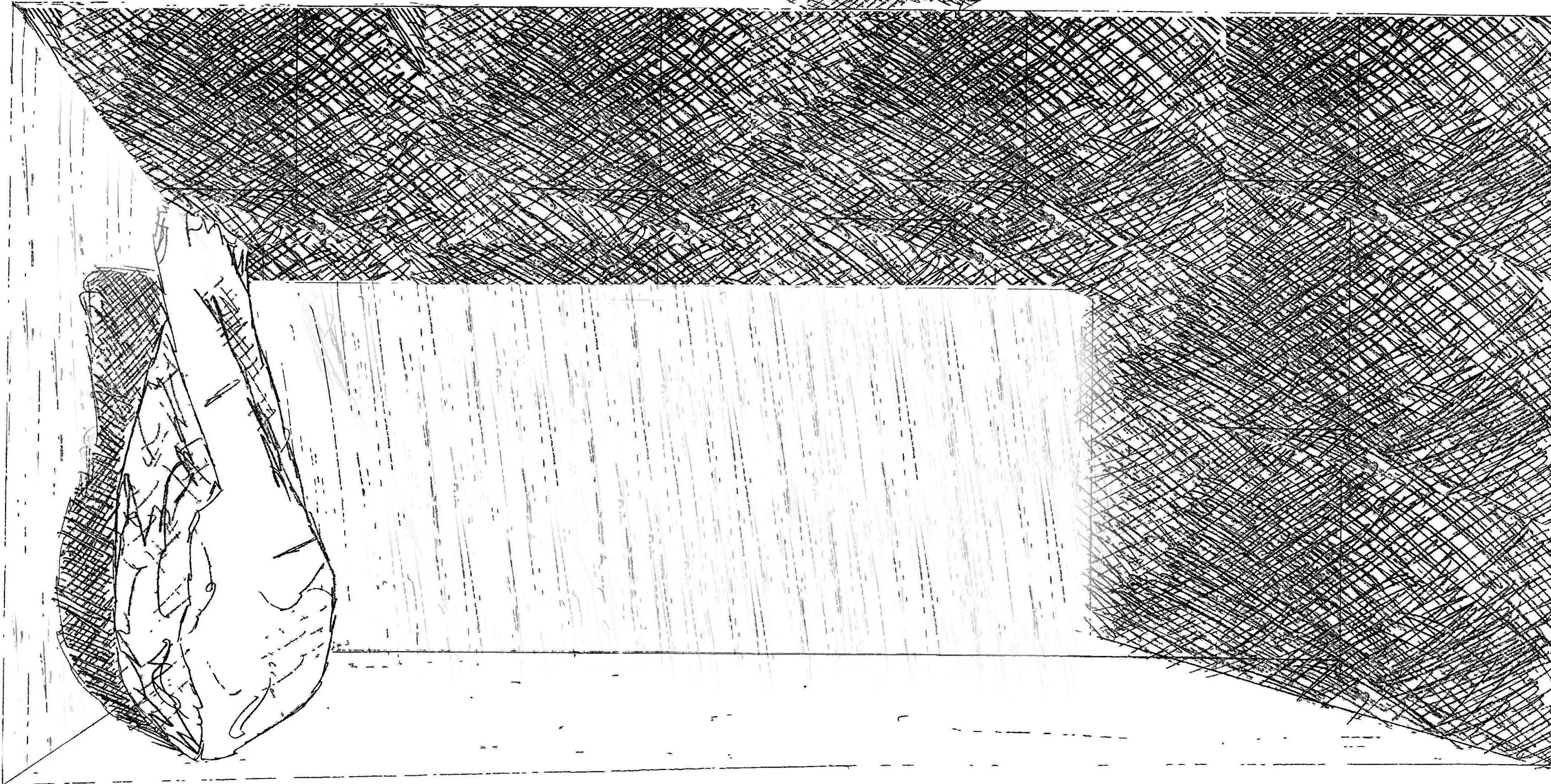
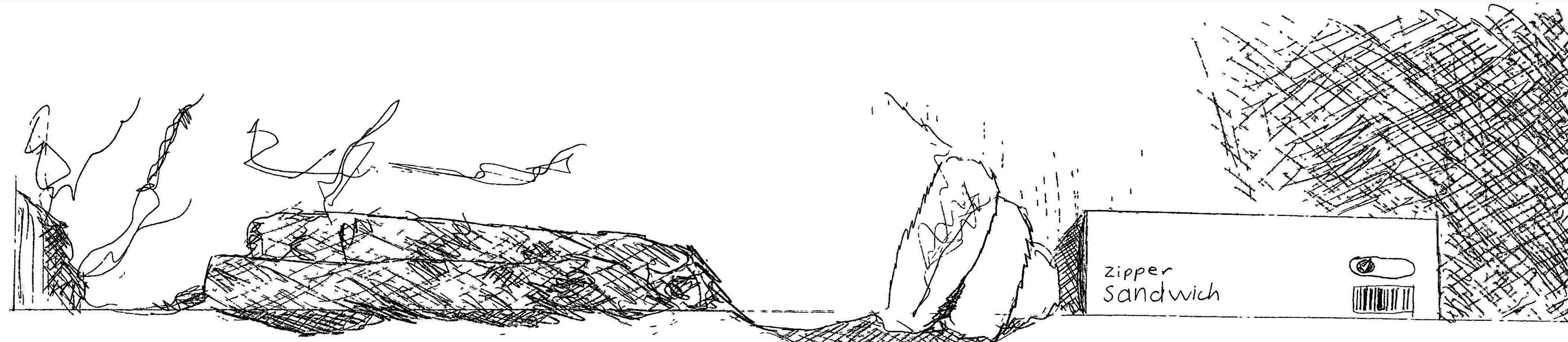
# augmented reality

This first AR experience showcases the baseball hat in its natural state--resting on a shelf, ready to be plucked and taken out for the day. The experience contains two separate images: the background plate and the transparent hat. The background is the shelf *without* the hat, so when the image is brought to life, the hat rests on the foreground, and the shelf can still be seen behind it.

try the augmented reality ►



return home



next: the object in space