

# wk 9 & 10 - FP Dev 25 - Presentation

Miguel Sedillo

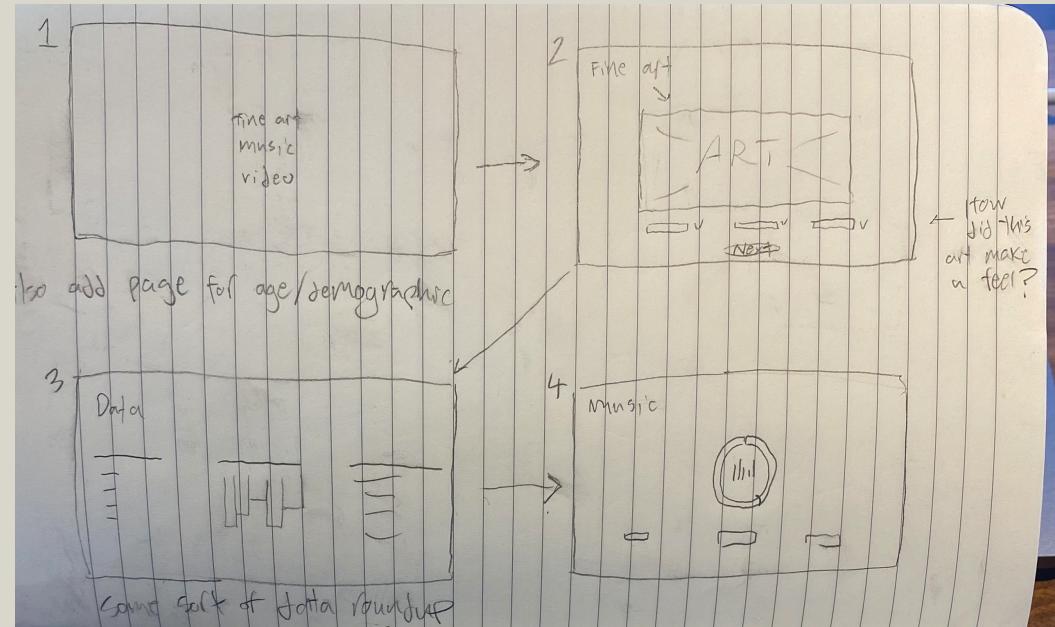
DES 157B

Professor Bill Mead

# Initial Brainstorm

Initially interested in how and why tastes in art are formed – and the process of reflecting upon your own tastes in art as an individual. Are art sensibilities passed down generationally? How do your tastes in art diverge from that of family and friends?

- Idea to have user react to random pieces of art based on emotion
- Data visualization showing emotional reaction to different pieces of art / artistic themes
- Initially included fine art, music, and video



**NOTES**

From feedback session

- choose what you associate with art at beginning asking bout relationship w/ art
- Maybe free response
- c82.net
- rank 10 paintings
- how do certain things become "uncool" → "in fashion"
- fine art made for "longevity", in art
- Ranking!!! → Comparing?!
- Tracing Musical identity → art with identity  
→ where does music taste stem from,

# Initial Wireframes

Idea for user fill out form outlining their demographic in order to relate that to their tastes in art.

Idea for users to cycle through randomly generated pieces of art (from museum APIs) and select their emotional reaction from four different options.

- This was too broad and held little measurable meaning.
- I wanted to combine measurable, objective data on taste in art with subjectivity and personal reflection

name miguel  
age 23  
gender m

some questions about art

earliest memory about art?

where do you think your taste in art stems from?

how would you describe your taste in art?



Paris Street; Rainy Day, 1877, Gustave Caillebotte

how does this make you feel? v

serene  
introspective

visceral  
indifferent

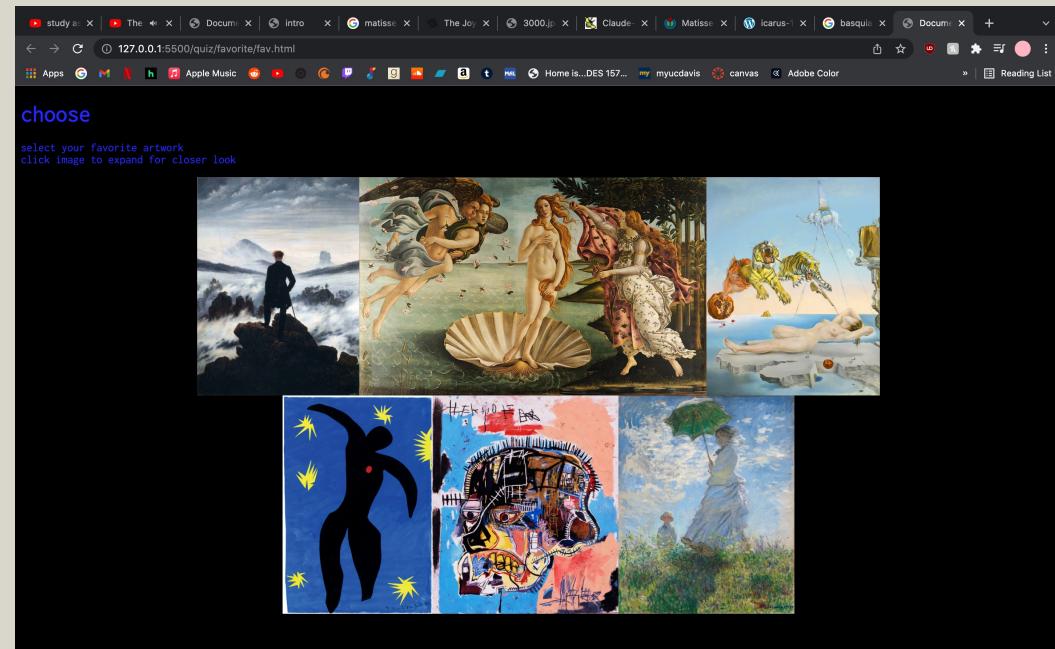
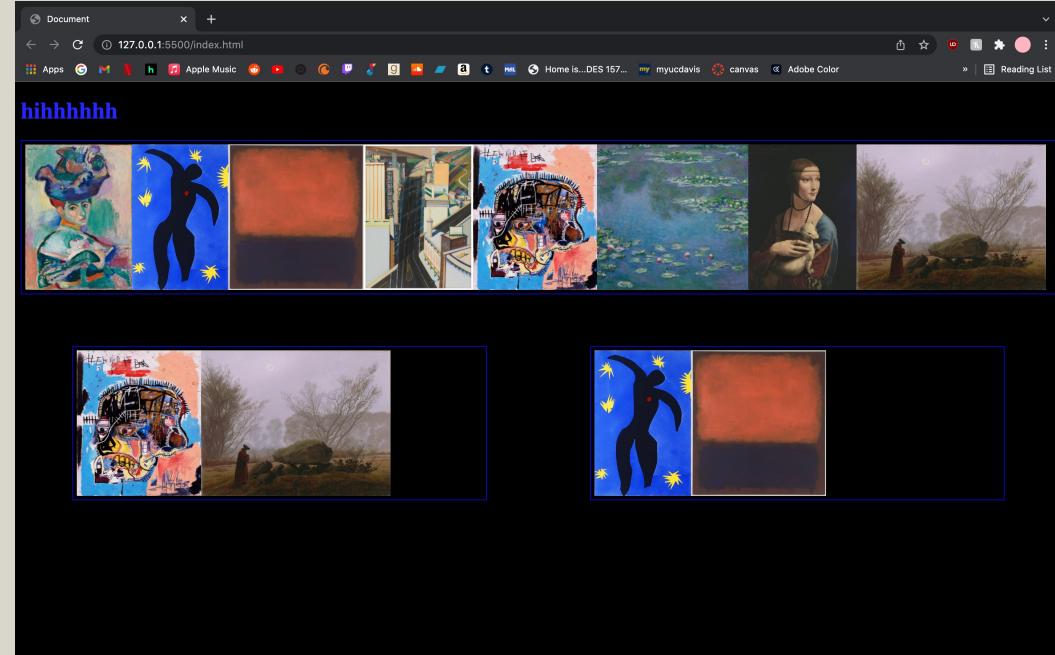
NEXT  
FINISH

# Rough Versions / Development

Settled on a “quiz” with three steps, which would result in a personalized output for the user reflecting upon their objective as well assumed tastes in art.

1. Select Favorite
2. Rank artwork in order of personal enjoyment
3. Classify artwork by emotional reaction

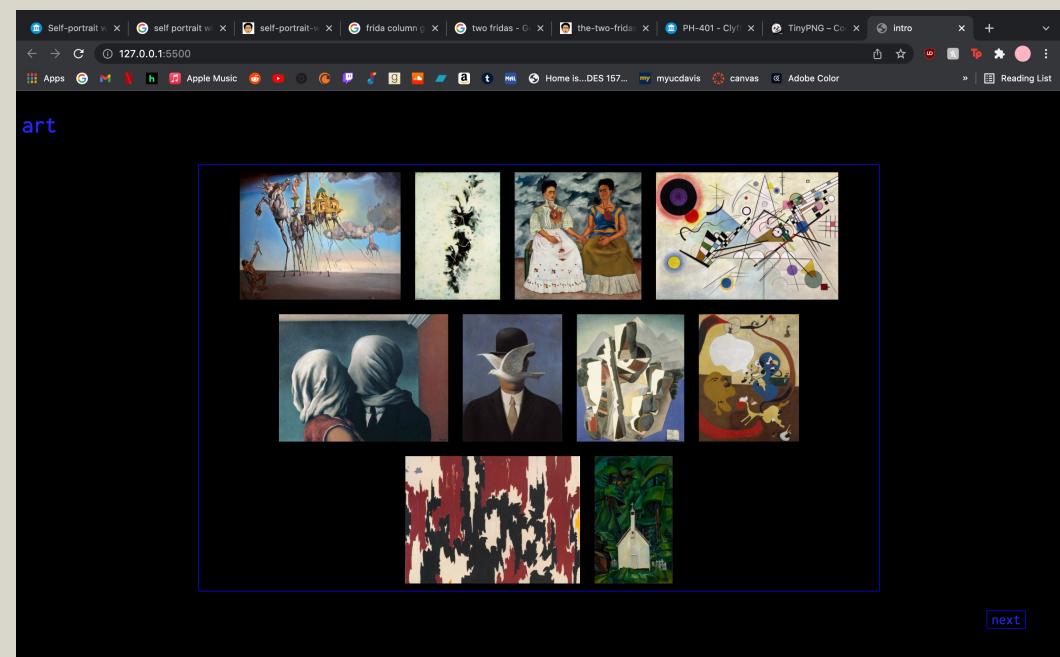
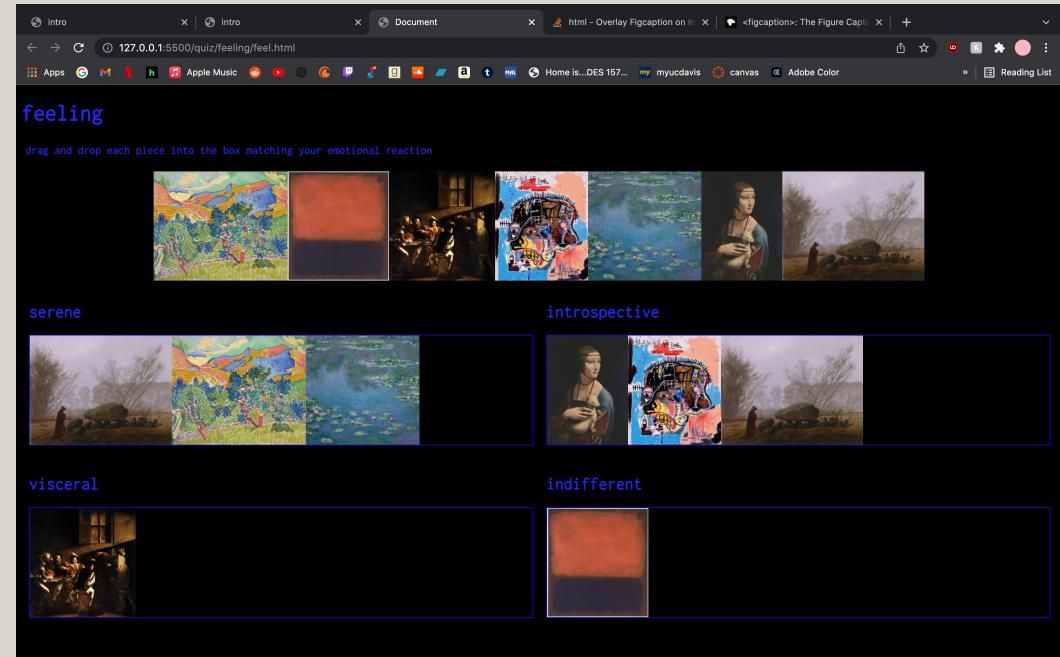
Hope is to inspire the user to reflect upon their own tastes in art and compare them with people in their life.



# Rough Versions / Development

Initial development was spent on creating:

- Drag and drop functionality
- Click image to expand to overlay for closer look
- User flow of website
- Positional styling



# Curating Artwork

1. Broke down hierarchical structure of quiz into 6 major art movements → subsequent subgenres
2. Chose 10 pieces within each major movement that evenly spanned across its respective subgenres
3. Chose “cover image” for each genre expressed in the first step of the quiz in which the user must choose their favorite piece out of 5 artworks
4. Created JSON file with data (artist, title, year, genre, imagery/subject etc.) and Boolean attributes for each artwork (ex. Human = true, nature = false)
  - This data is incorporated into the final quiz output

```
quiz.json — final
quiz.json > ...
25 },
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63 },
64 }

{
  "artworks": [
    {
      "id": 0,
      "title": "The Creation of Adam",
      "artist": "Michelangelo",
      "year": 1512,
      "period": "High Renaissance",
      "human": true,
      "nature": false,
      "abstract": false,
      "representational": true,
      "religion": true,
      "genre": "history",
      "narrative": true,
      "surreal": false,
      "color": ["#658C5A", "#986851"]
    },
    {
      "id": 1,
      "title": "Lady with an Ermine",
      "artist": "Leonardo da Vinci",
      "year": 1490,
      "period": "High Renaissance",
      "human": true,
      "nature": false,
      "abstract": false,
      "representational": true,
      "religion": false,
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      "narrative": false,
      "surreal": false,
      "color": ["#7D9096", "#D9C49C"]
    },
    {
      "id": 2,
      "title": "The Garden of Earthly Delights",
      "artist": "Hieronymus Bosch",
      "year": 1500,
      "period": "Northern Renaissance",
      "human": true,
      "nature": true,
      "abstract": true,
      "representational": false,
      "religion": true,
      "genre": "fantasy",
      "narrative": true,
      "surreal": true,
      "color": ["#E69138", "#F0B27B"]
    }
  ]
}
```

# Quiz Output

- Wrote a paragraph corresponding to different genre / emotional combinations for each major art movement making assumptions about the user – this would go into “feeling” output
- Created chart listing objective preferences (eg. Humans in nature, religious imagery, etc.)
- Extracted colors from each image to create “aura” for the user and suggest colors they might like
- Listed their top picks from the quiz

