

# MIT ILLUMINATIONS SEMINAR

Oct 25, 2022

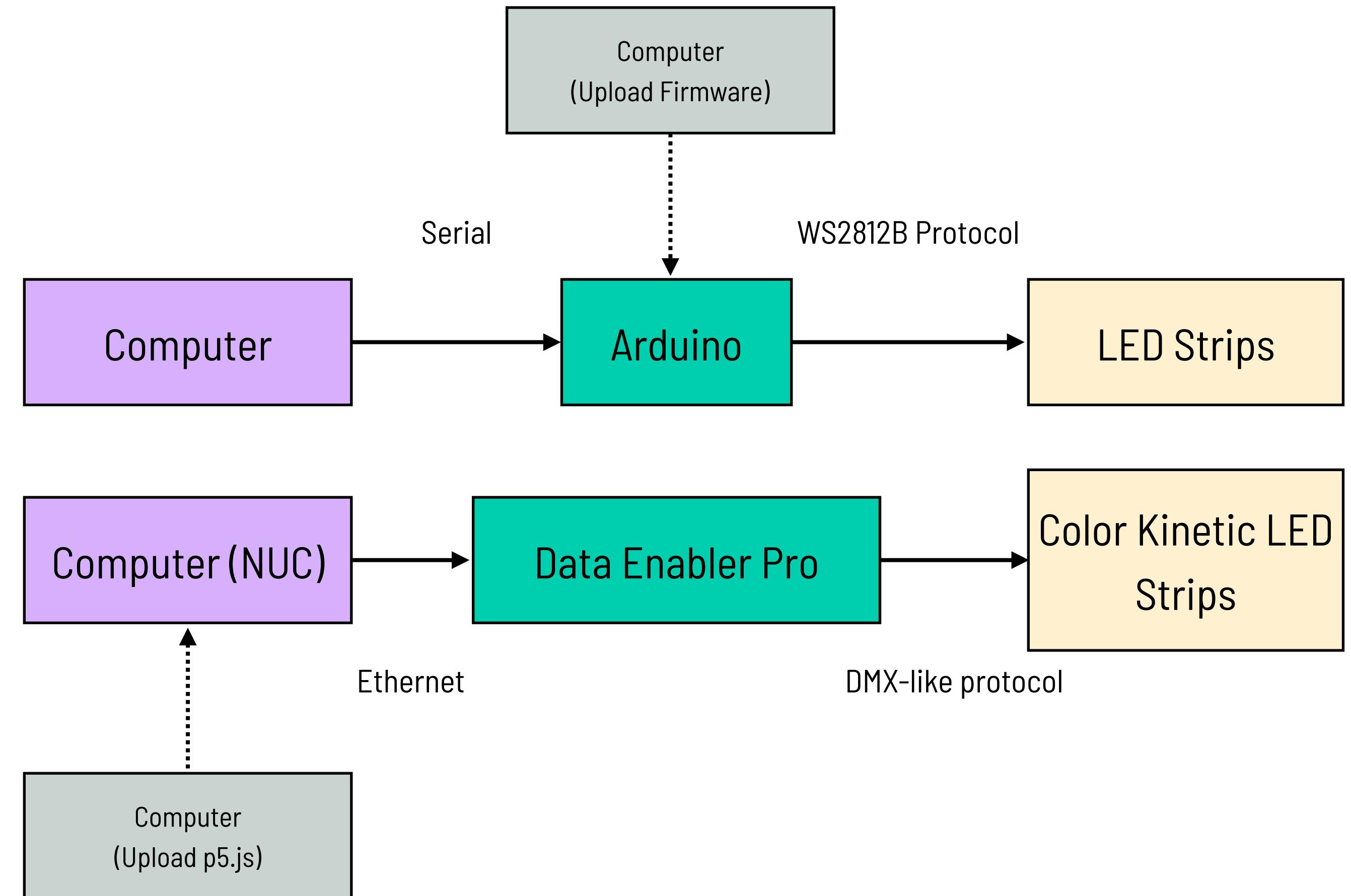


# Today

Recap, Stories, & Emotional Design

Anna & Policarpo from SOSO Limited

Time at the end to ask questions/  
think about your project etc.



# Illuminations Final Project

Design & implement a lighting scene, prepare a live 3-minute demo/presentation, and submit a portfolio writeup.

Full details on [learn.illuminations.mit.edu](https://learn.illuminations.mit.edu)



# Warm Up!

1. Write your name in the top left hand corner
2. What is the name of the JavaScript library for creative coding we discussed last time?  
-- .js
3. We talked about a variety of different ways you can make your lighting scene 'dynamic'. Slit-scan imagery, microphones, etc. are all things to explore.  
List as many method of sources of external 'live data' you can think of (example: MBTA real-time data)

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2. What is the name of the JavaScript library for creative coding we discussed last time?  
**p5.js**
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# Real-Time Data!

Plenty of public real-time data sources out there

<https://www.bluebikes.com/system-data>

# Recall a few weeks ago...

## It's your turn!

Randomly pick an emotion

Work with your team to create an LED effect that illicit that emotion (15-25 mins.) Spend a couple minutes brainstorming with your team, then implement and experiment!

Everyone will go around to each team and vote

An LA will take a video of each LED effect for later.

Excited

Nervous

Lonely

Confused

Stressed

Ecstatic

Jolly

Tranquil

Confident



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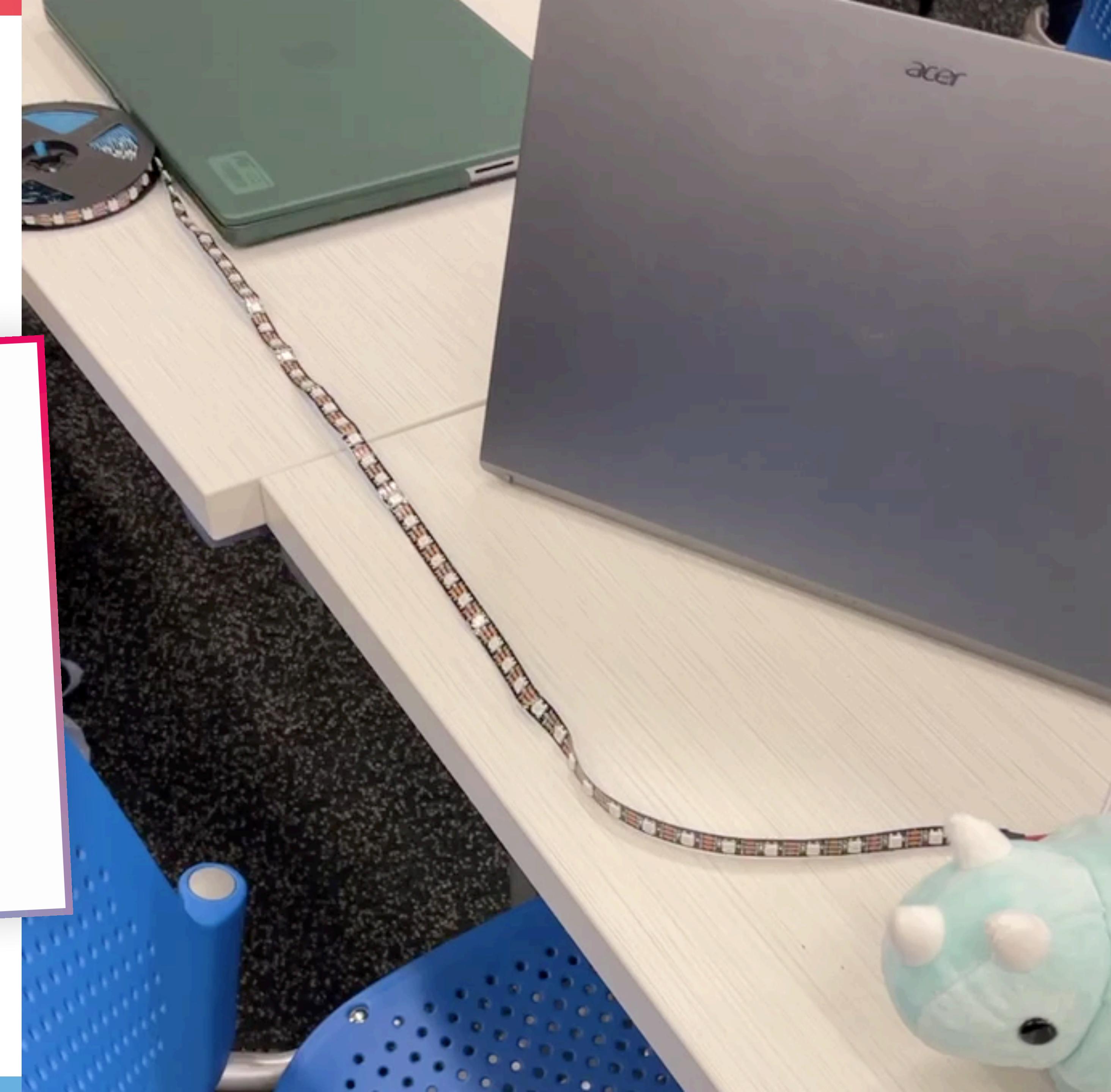
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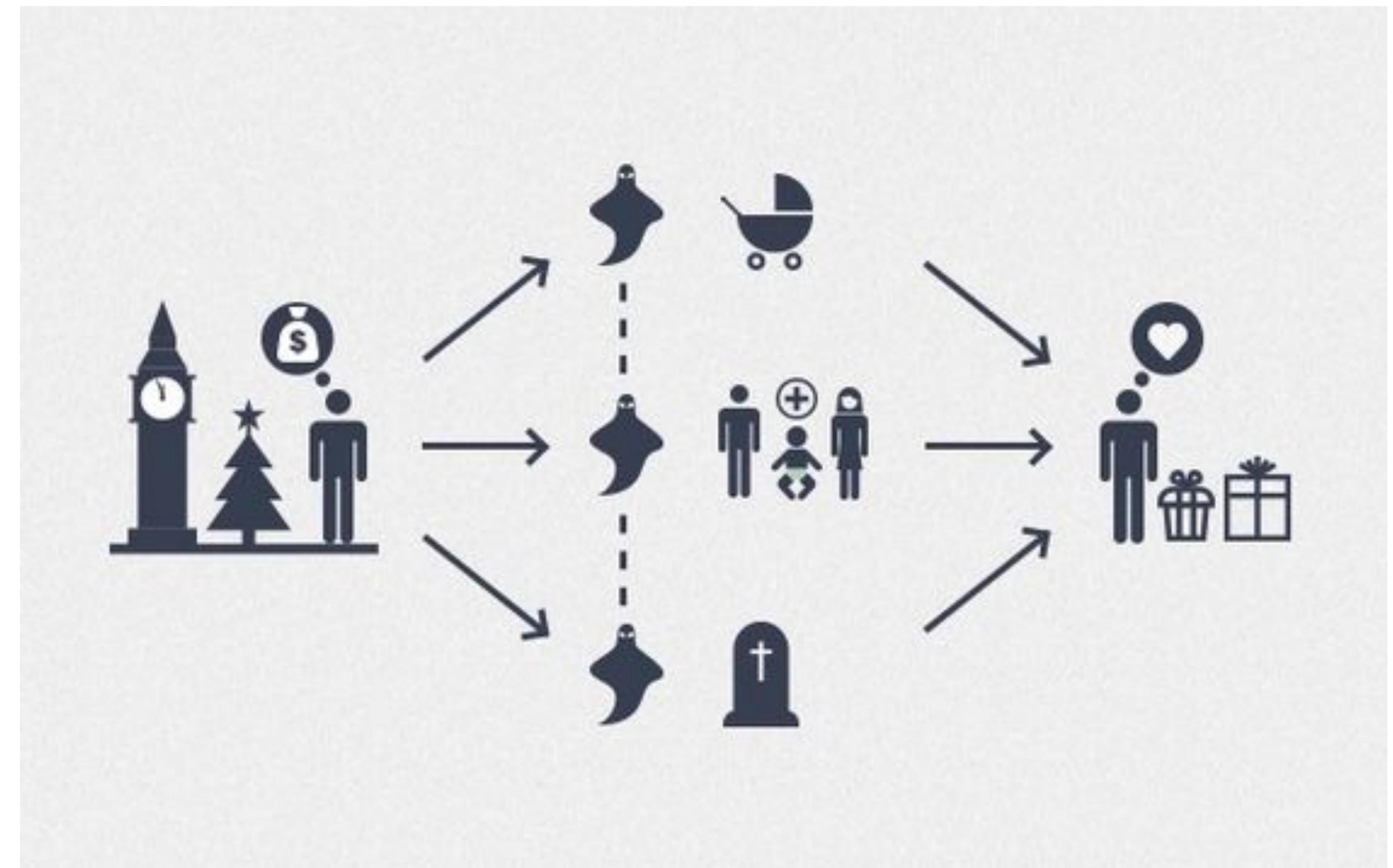
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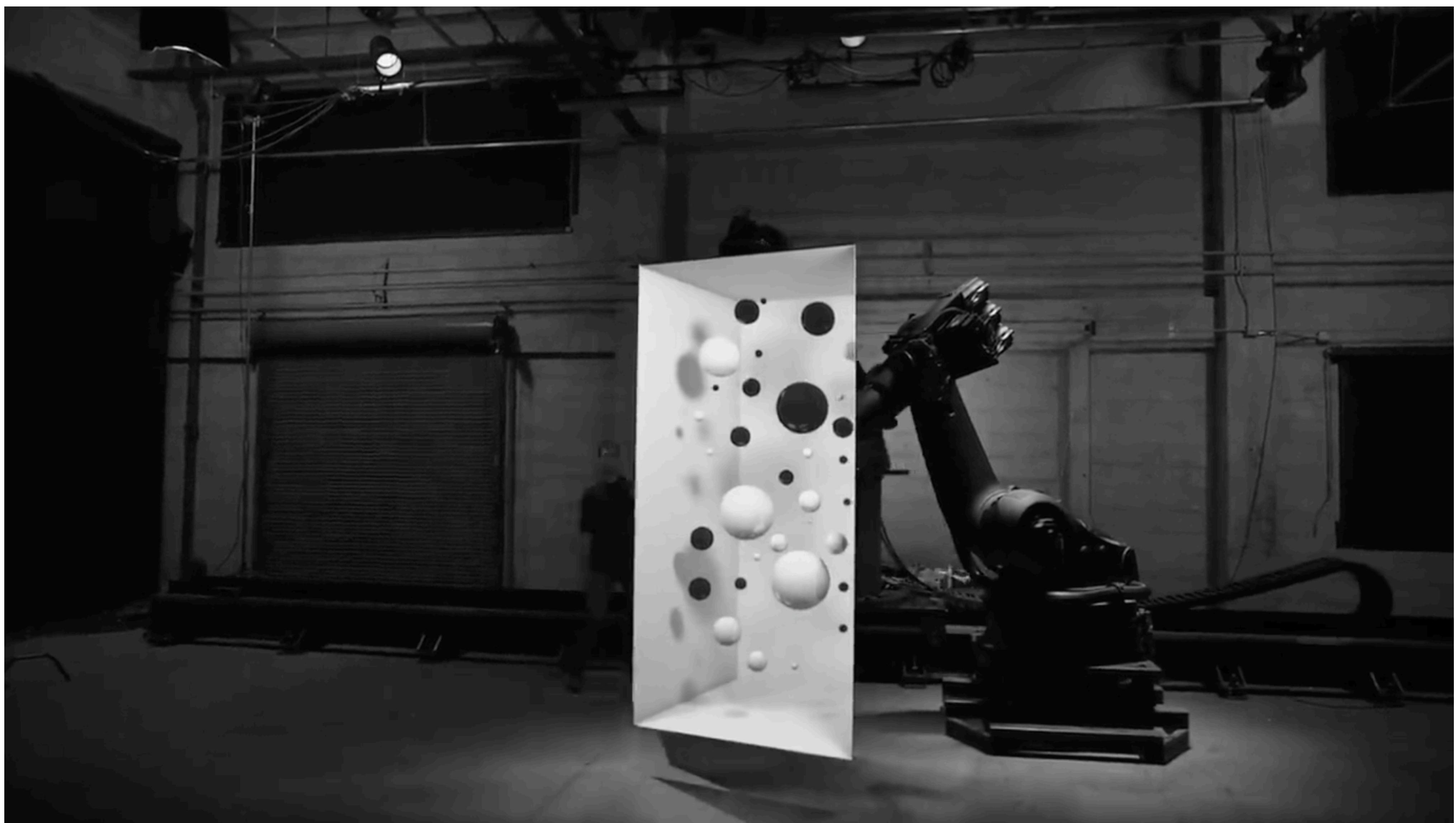
# Telling a Story



Credit: Life in Five Seconds: The Short Story of Absolutely Everything. Matteo Civashi. H-57

# **A Story!**

Other ways to elicit an emotion?

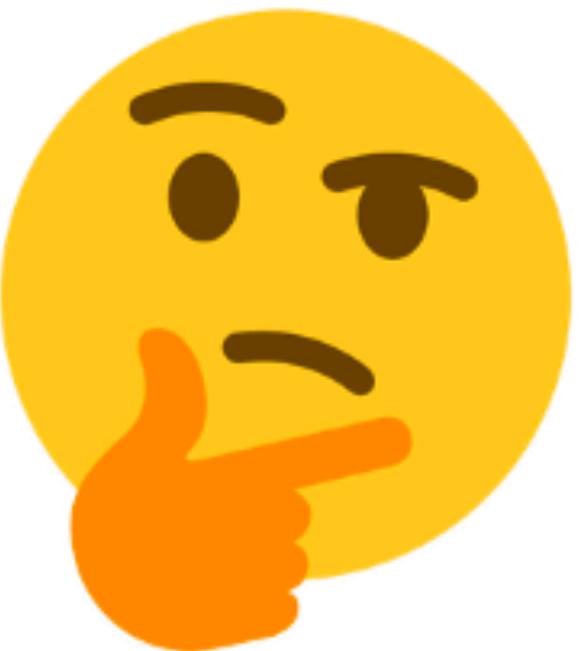
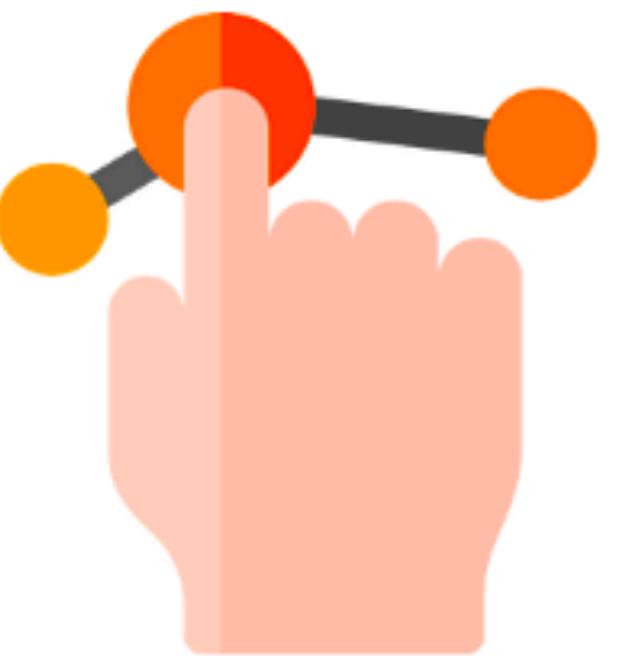
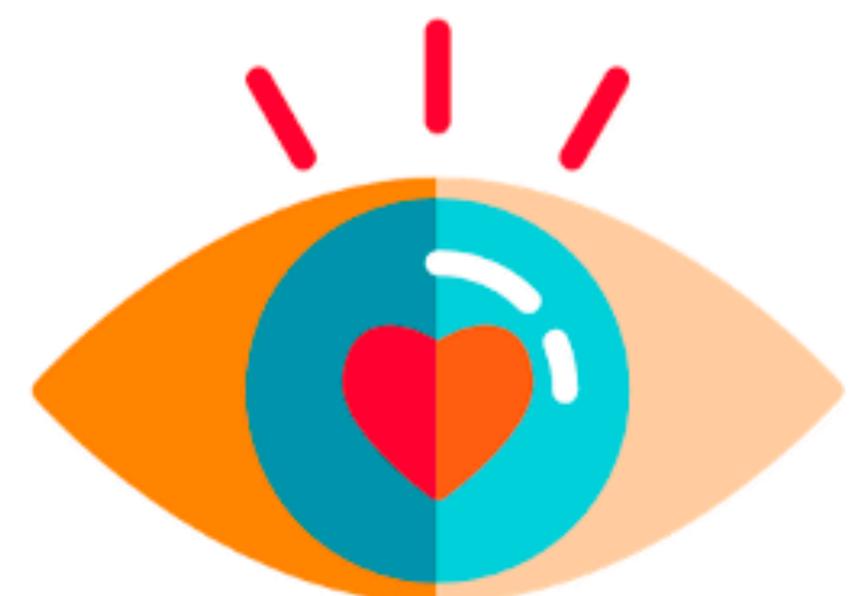




# Emotional Design

Design that Anticipates and Accommodates  
Users' Needs and Responses

3 Levels of Emotional Processing as a  
validation process



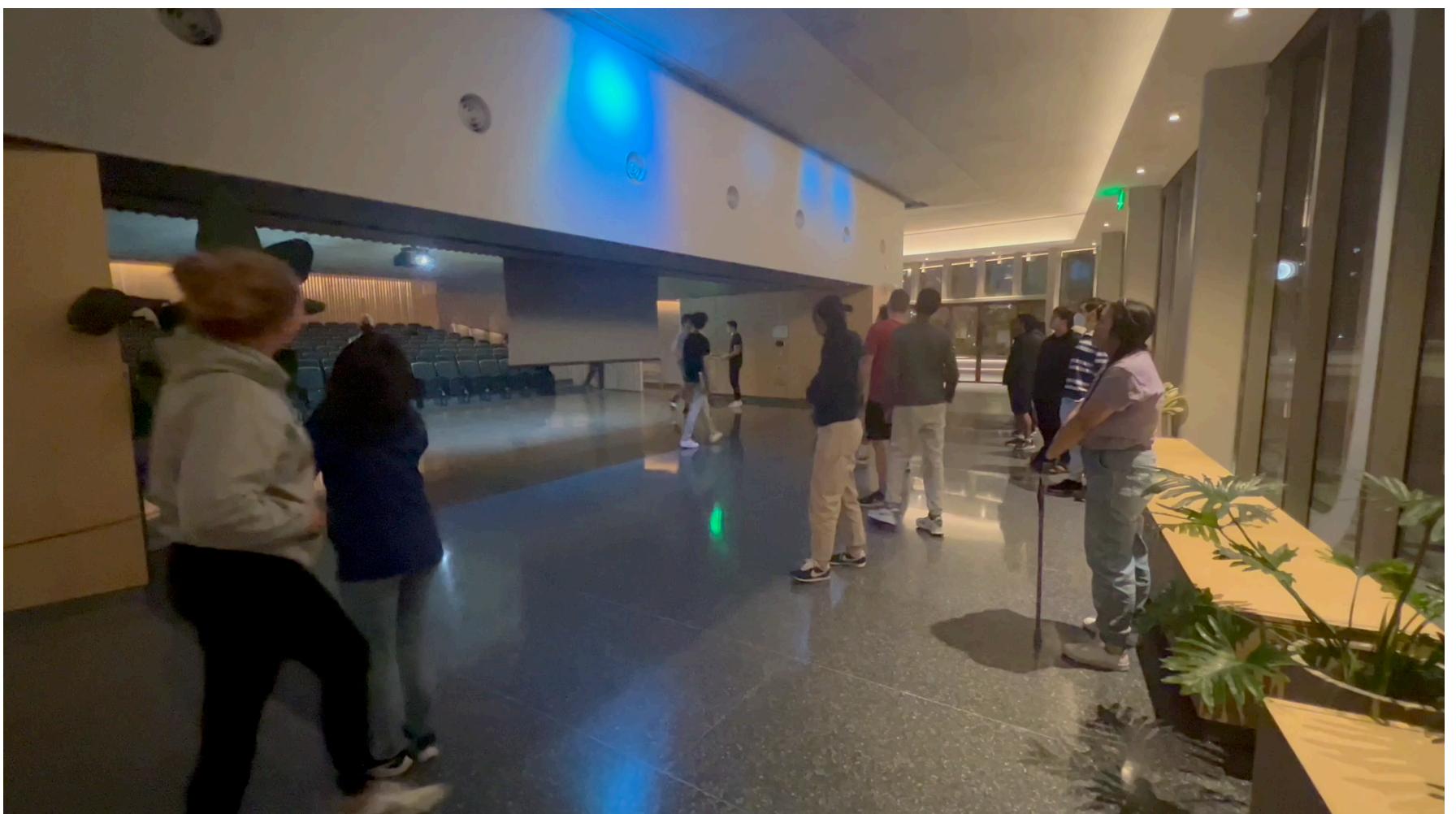
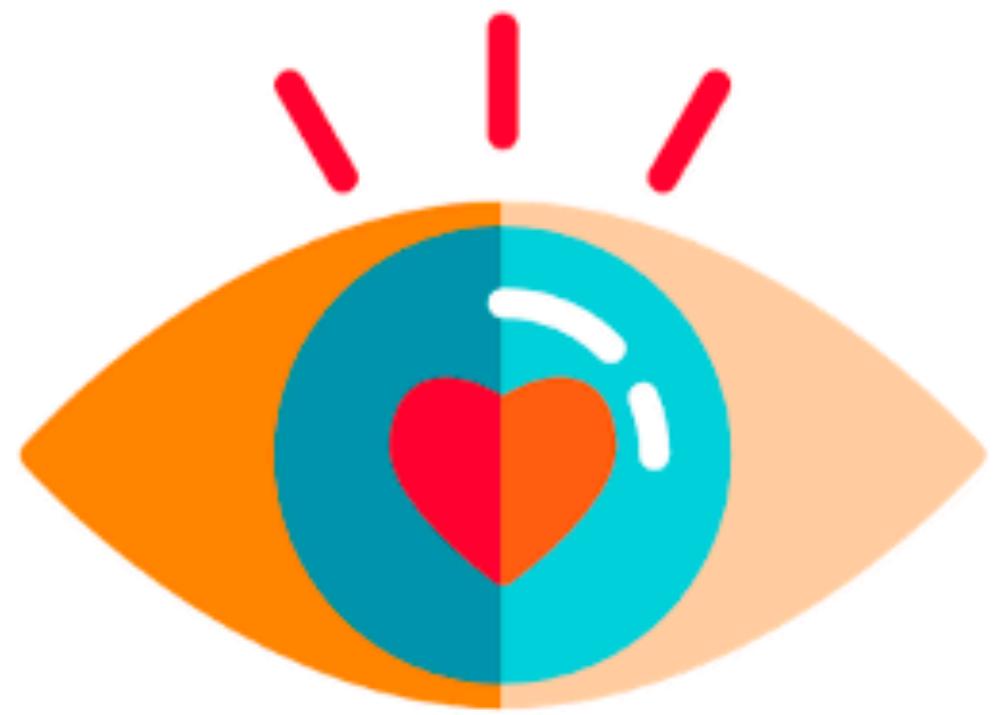
# 1. Visceral

The immediate reaction

The 'animalistic' qualities of human emotion

A lot of the time, it's based on...

appearances!

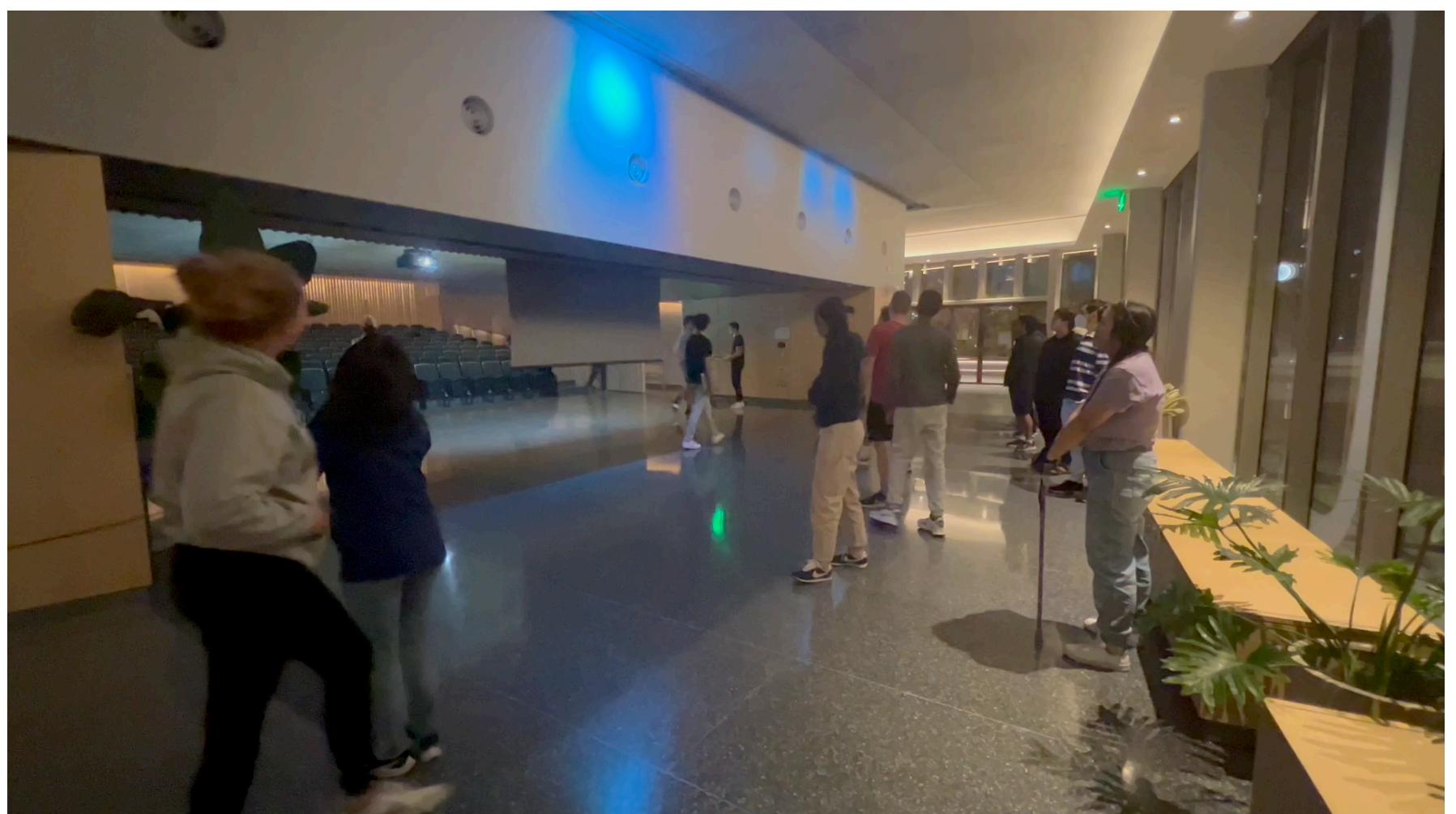
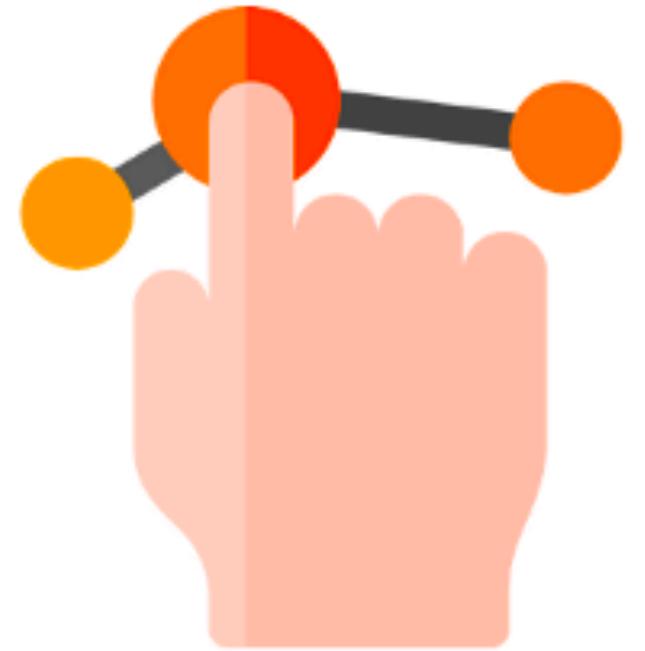


## 2. Behavioral

How we feel as we are immersed in the experience

Behavioral design includes usability, performance, and effectiveness of use.

Understanding for the user and creates trust

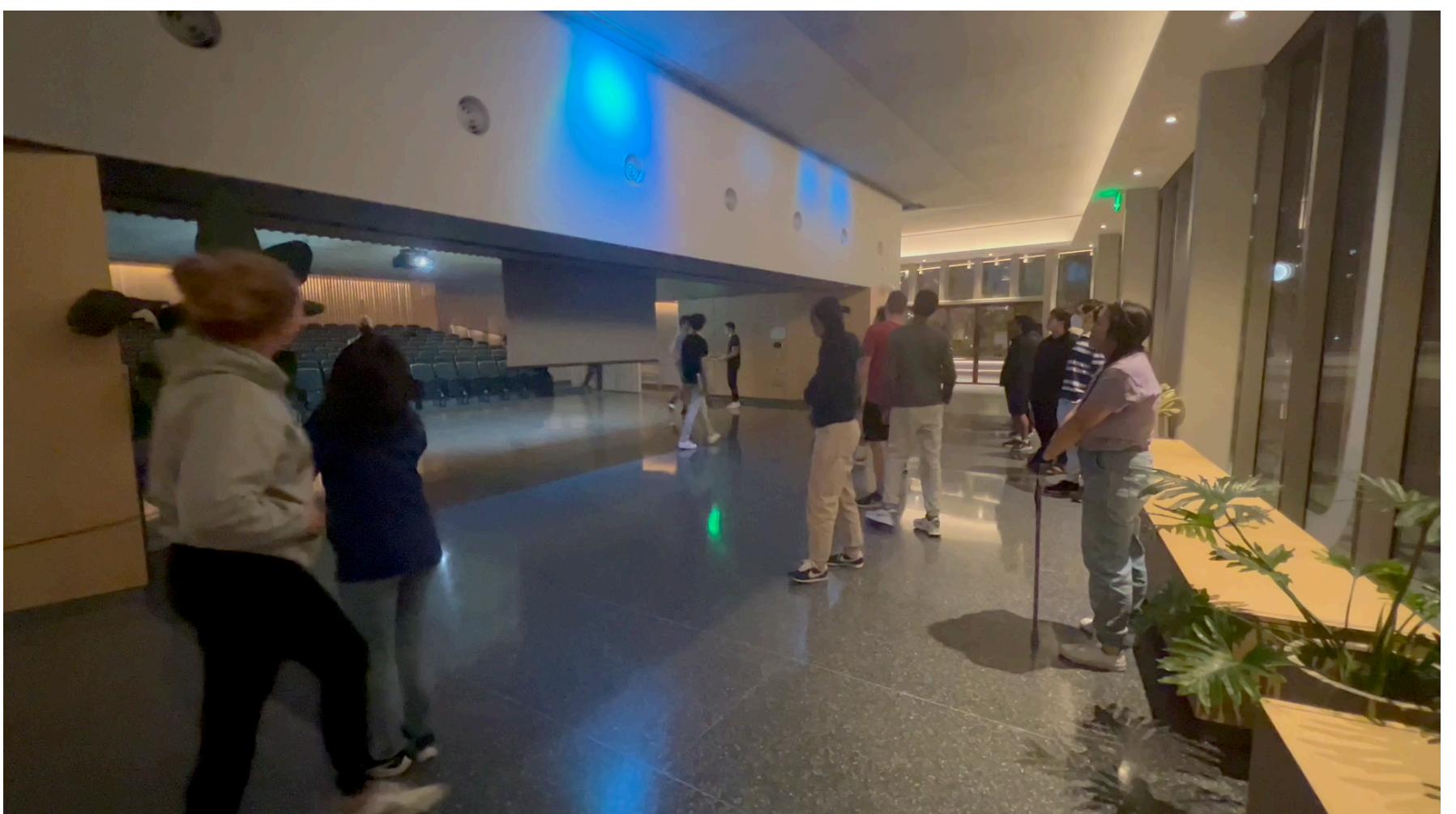
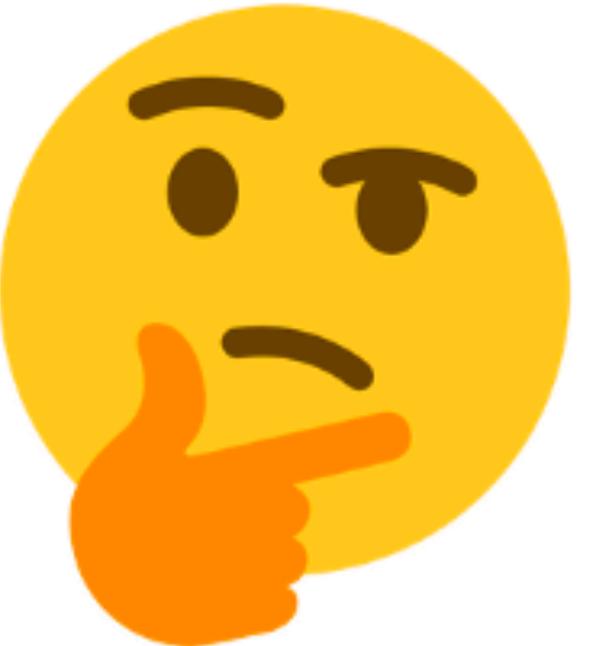


### 3. Reflective

The highest level - the takeaway. How would you describe that experience.

How we feel after the experience and how we remember it

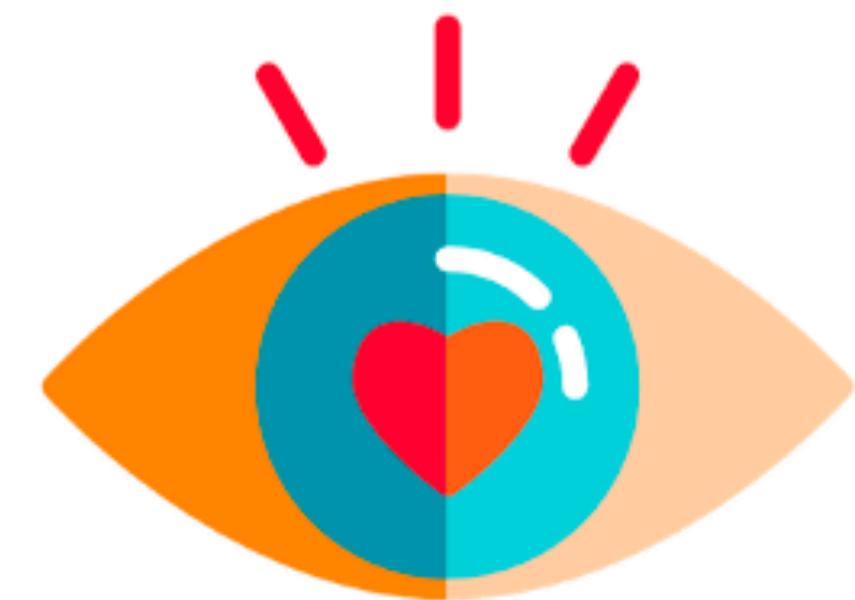
Does it inspire? Does it start a conversation?



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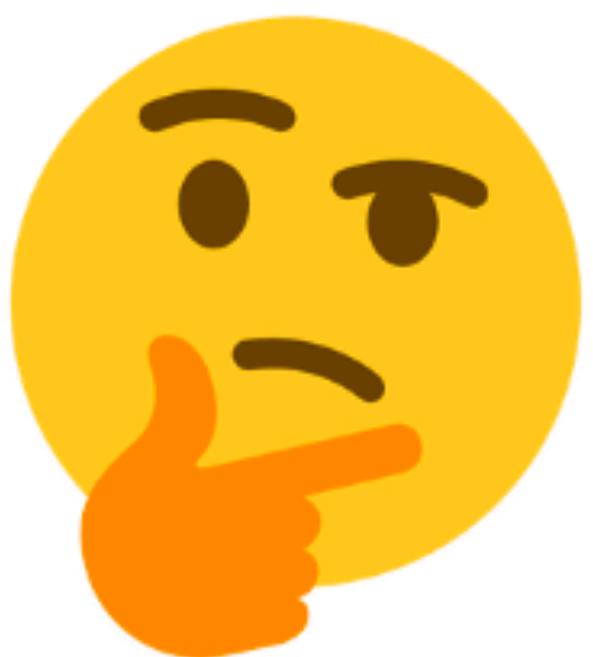
3 Levels of Emotional Processing



Visceral

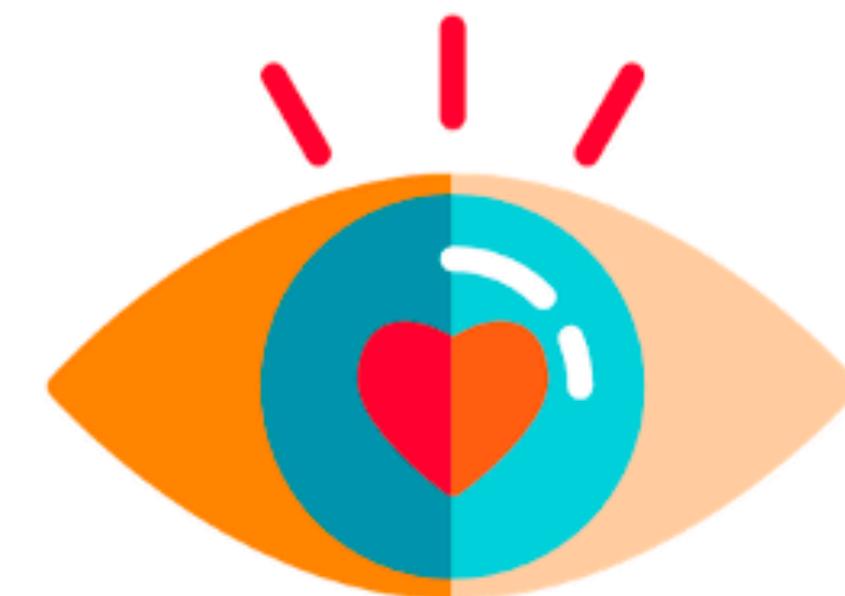


Behavioral



Reflective

# Emotional Design



Visceral



Behavioral



Reflective

**Not** a formula for creating your lighting scene

We can ***design*** when we have something in our minds that we want to achieve. But we can also ***explore*** (more to come soon!)

