

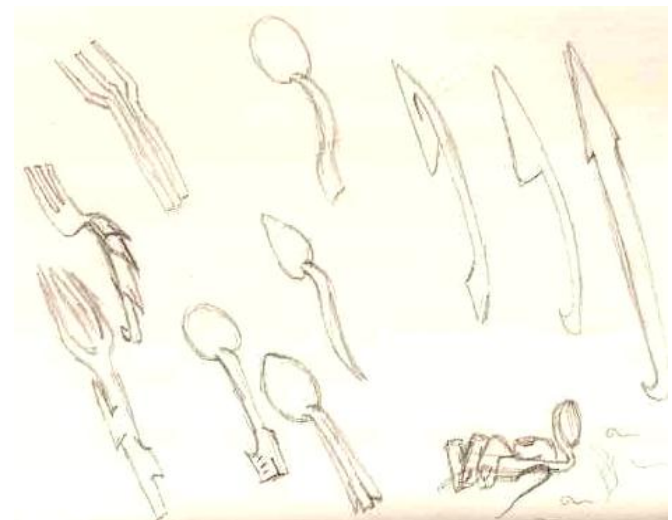
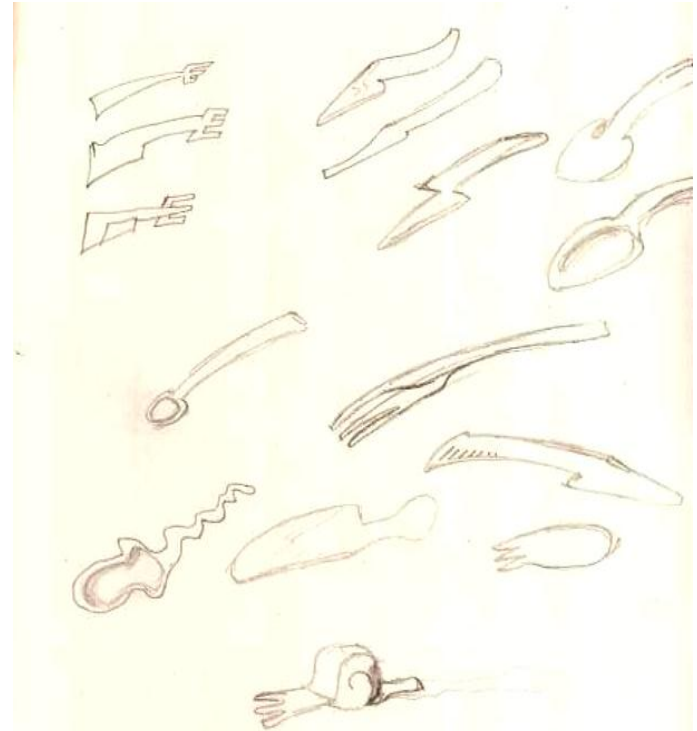


DG624: Look!

Jeroen Rood - s118833 – B1.1



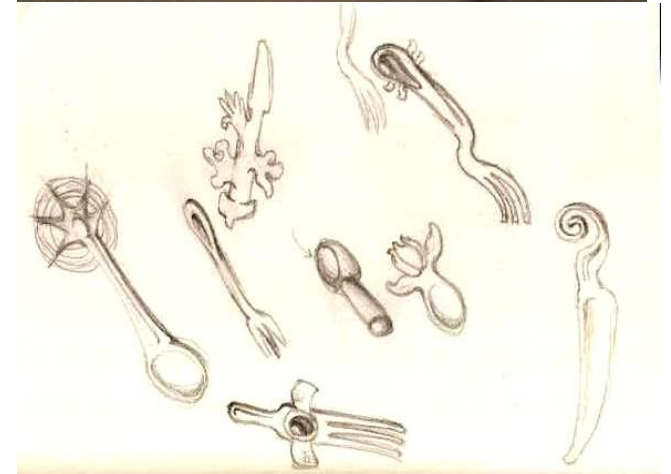
Week 1



The first week we had the introduction. After the introduction, I had to make a mood board of the word 'fast', some sketches of 'fast' cutlery and 8 pictures of all the words. Those were: excessive, sufficient, slow, fast, attractive, repulsive, appropriate and inappropriate.



Week 2



The second week we had to work in groups. Together with Maaike de Wolff, I made a mood board for 4 words: attractive, appropriate, sufficient and excessive. In addition, I also made 20 scrap models of cutlery according to those words.



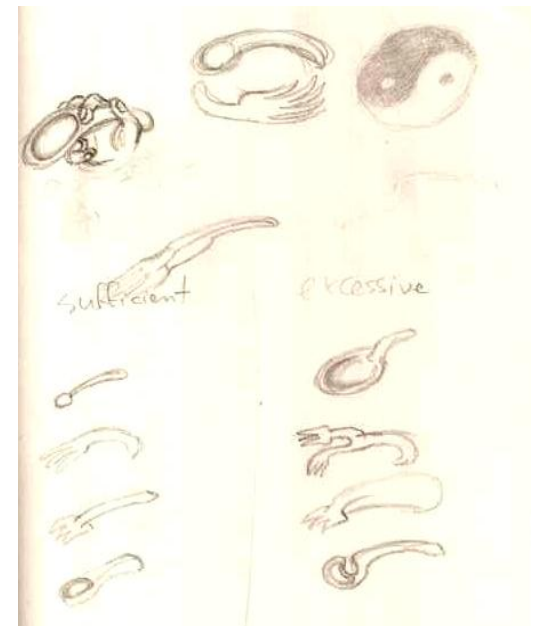
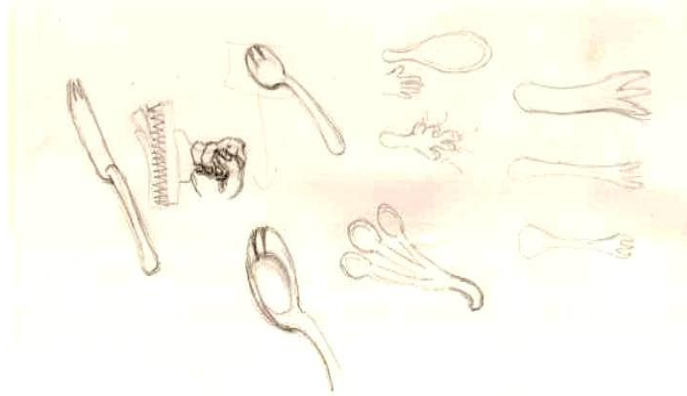
Week 3



The third week we had to make another mood board with the same words. Our previous one was not expressing the words at all, so we started over again. We also made clay models of cutlery expressing those words.



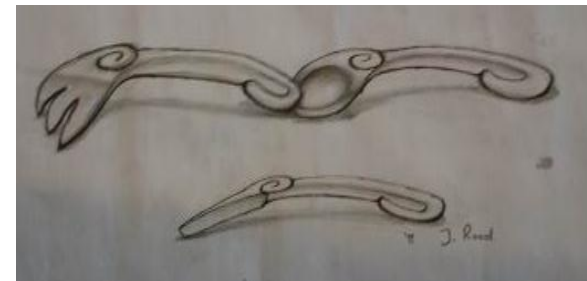
Week 4



The fourth week we improved our mood board in Photoshop. Some transitions were made smoother, some new transitions were created as well. We also made some sketches for the final shape of the pieces of cutlery.



Week 5



In the fifth week we did some final touches to the mood board, we made the actual prototypes and we made sketches of the final design. First we made wax models, and after that we made molds for casting the aluminum, based on these models.

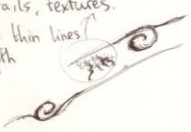


Week 6



Look! - last meeting

- ↳ deliverables are ~~to~~ pretty, well-made.
- ↳ but the finish of the cutlery itself, as well as the presentation, is still rough: try to "polish" on that, too.
- ↳ by using fineliner, one can make a shape 3D: making contours thicker/thinner creates more depth.
- ↳ but also create details, textures.
→ again, thick and thin lines!
could create depth



↳ report is a "timeline" of what you've done, also what you'd like to elaborate on.

↳ be coherent in what you deliver



Week 6 was about finishing everything off. I still had to polish my aluminum model, so I went to Beeldenstorm (where we also casted the models), and I cut off the supply channels from the model, and polished the "freed" model. At the meeting we gained some feedback on the 'polishing' of our presentation and the final design. Our products were good, but the quality of the presentation could be better. At the meeting we also actually ate with the cutlery, as a test.



Mood boards



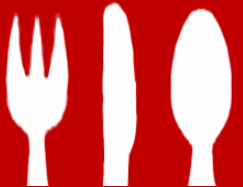
The first mood board. This one had to express the word 'fast'.



Mood boards



The second mood board. It is the first mood board I made in collaboration with Maaïke de Wolff. This one had to express the words 'appropriate', 'attractive', 'sufficient' and 'excessive'.



Mood boards



The third mood board. Because the second mood board was not expressing the words at all, we decided to make a new one. This time we took the gained knowledge as well as the feedback from the third meeting into account.

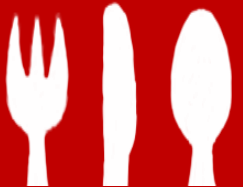


Mood boards



The fourth mood board. The last mood board was nailing it. It just represented the words correctly. The only comment was that we needed to make the transition smoother between the different parts. This way it would be more appropriate.

The feather tip color is changed, the lipstick is shortened and some transitions were created or made smoother.



Mood boards



The fifth mood board was another iteration of the third mood board. The fourth mood board was even better, and there were only tiny points of improvement. The fifth mood board was improved on this feedback.



Overall reflection

At the start I had some expectations for this assignment. I thought I mainly would find out more about the design and research process in general. But it turned out that I learned a lot on other competencies, too. Because of all the idea generation I learned a lot for Ideas and Concepts, having taken many different approaches for getting inspiration. Furthermore, I also learned a lot for Form and Senses, as I experimented a lot with different shapes and materials. I also sketched a lot to explore the shapes further. Another competency I learned a lot of, is Design and Research Processes. I learned some different approaches to go through a design process, and this gives me the ability to find out how to go through a design process to make it suit the context as well as lead to the desired result.

During the assignment I got quite some feedback. It's the way of expressing impressions in a certain way that I learned quite something of from this feedback, too. I learned for example that sufficient can be expressed with a lot of (white)space, or that attractiveness can be expressed by making the subject very bright, surrounding it by a dark environment. I also learned something on the quality of presenting. Throughout the assignment our assignor commented on the quality of our deliverables, and as feedback on the last meeting we were advised to keep an eye on the quality of presenting, as it is as important as the deliverable itself. It doesn't only need to be a terrific idea, but it also needs to be well-executed. That way it appeals more to people looking at it.

All in all this assignment was really useful to me. It helped me a lot to think as a designer in a creative way, but also in finding inspiration or generating ideas. The way we were allowed to use different materials also opened my eyes about what's possible, and what the limits are of for example clay or aluminum.



