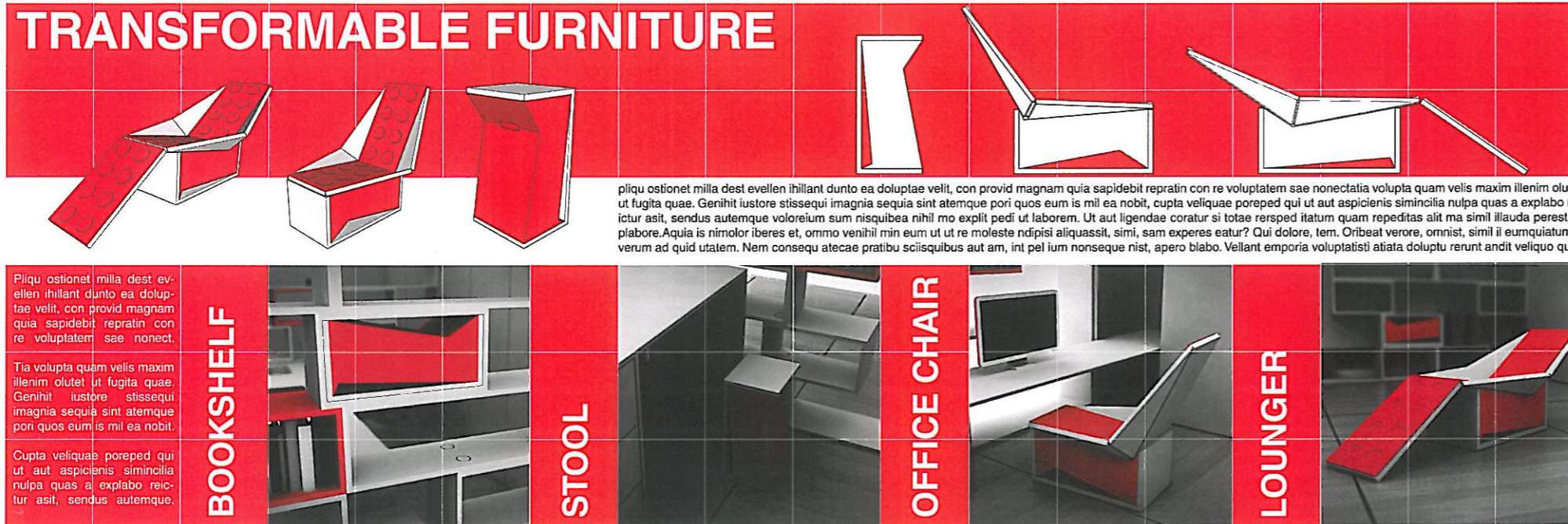


development analysis

Development Three



- ← Gridline's thickness has been reduced
- ← Images cutting through grid add dynamism
- ← Pictures are easier to see, therefore visual communication is improved

Reducing the gridline's thickness has effectively improved the visual communication of the page and kept the gridded aesthetics in keeping with the projects' design ideas. The images beneath the lines are now less hidden and the emphasis is on the images.

These developments are layout trials using images from the transformable seat. The key design ideas of these developments will be transferred onto the apartment board. Given that the seat is located within the apartment, these images also give a sense of the apartment space.

Separate boards will be designated to each project to ensure clarity of narrative and proximity of relevant information.

Grid has been modified to be more Representative of the lego aesthetic

Development Four



Modifying the grid to be more representative of the Lego theme (echoing its connector domes) has made the presentation more original, however it is also overwhelming and distracts the viewer's eye away from the furniture which is meant to be the focus of this presentation board.

final presentation

design and textual analysis

Design:

This analysis considers the relationship between the two art boards and placement on the black display board. The white border on the black background gives strong contrast and impact

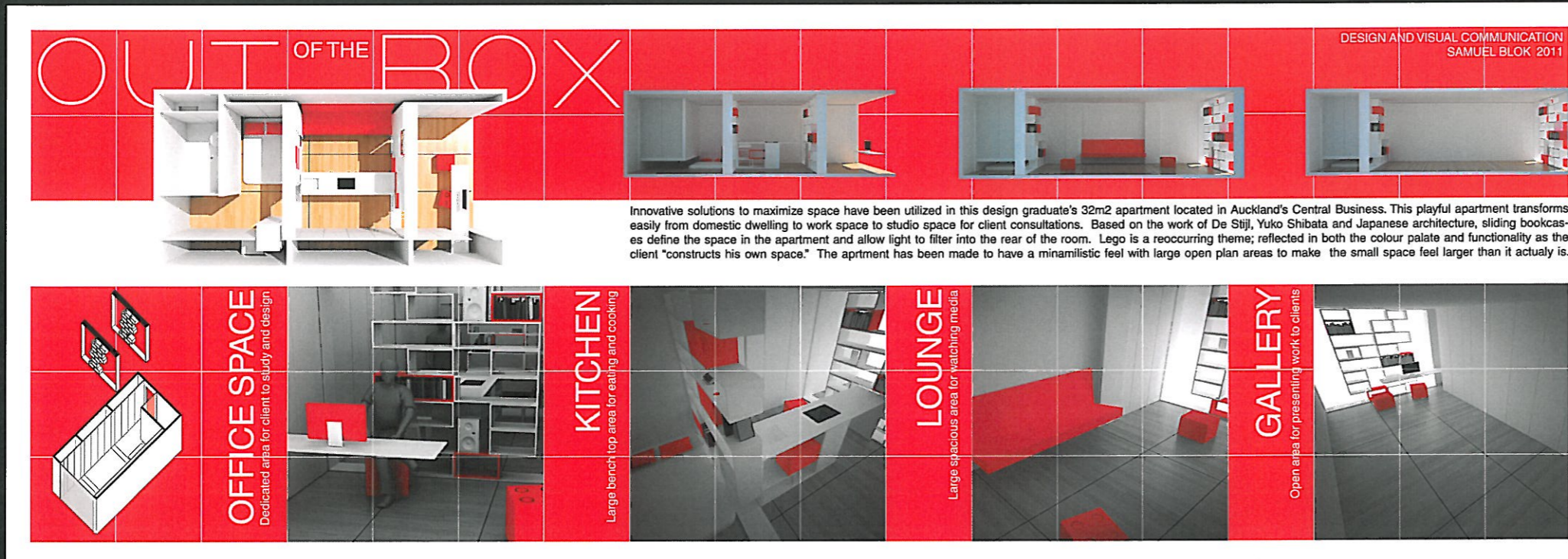
The overall effect however is rather static as the same layout is replicated on both boards, giving a linear appearance. The boards lack unity with each other, as it appears as though they could stand alone. The next solution will be modified to make this more dynamic.

Text:

The text has been edited so that it is readable and legible (over 18 font). The text will give key design information about the apartment such as its inspiration, aesthetics and functionality. The subheadings define the central design features and, beside these, small amounts of body text describe the key transformability elements. This works well as the text is in proximity to the image.

The text for both boards is aligned with the grid, this unifies and compliments it. Counterbalance is produced by the white space on either side on the image on the left.

The justified text will commence at the top of the white space so that white strip occurs along the entire horizontal axis of each board. This unclutters the space and divides the narrative from the different visual styles.



final text analysis

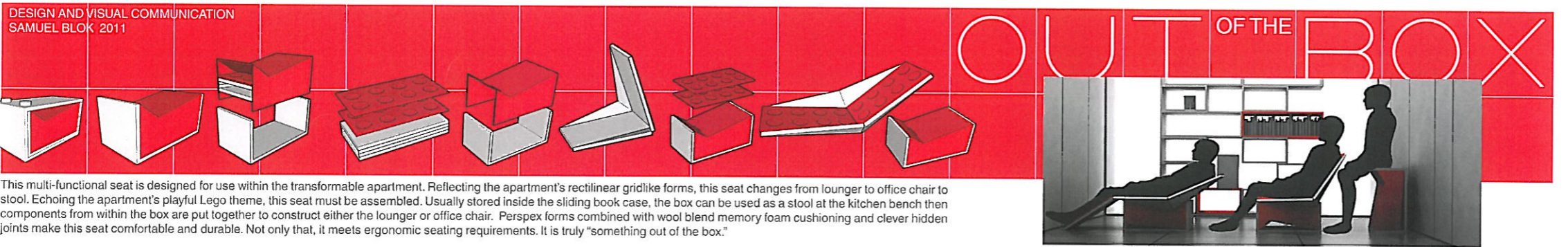


Innovative solutions to maximize space have been utilized in this design graduate's 32m² apartment located in Auckland's Central Business District. This playful apartment transforms easily from domestic dwelling to work space to studio for client consultations. Inspired by the work of De Stijl and Yuko Shiabata, traditional Shoji panels have been reinterpreted in this apartment, forming shelving units which slide on hidden rails. They define the space; filtering light from the large north facing windows. A fun Lego theme is reflected through the customisable shelving and bright red and white colour palate. Just like Lego, in this apartment the client is free to construct his own space.

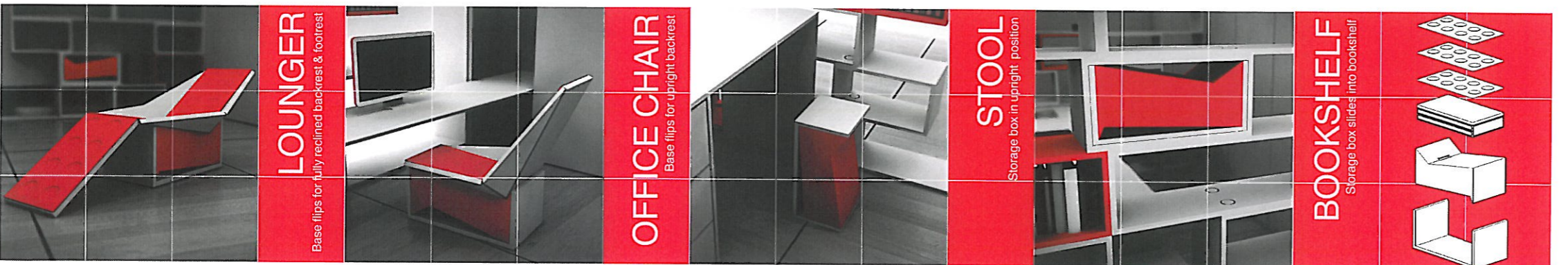
The body text in this final analysis has been modified to a grey tone. This decision has been made after considering various colour options.

The previous designs of the presentation used black body text; this was functional in terms of readability. However black is a very strong colour and drew attention to the body text rather than the more important images on the board.

By using grey, the text is unified to the rest of the art board as it matches and complements the other images. This reduces the textual prominence and increases the emphasis on the other images. The white space is also stronger as the grey text blends in better and makes the page feel more open, which suits the minimalist aesthetic of the apartment.

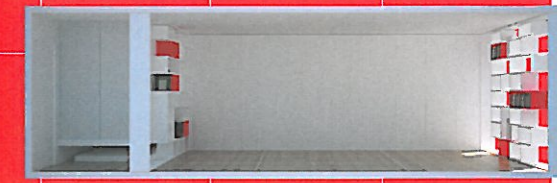
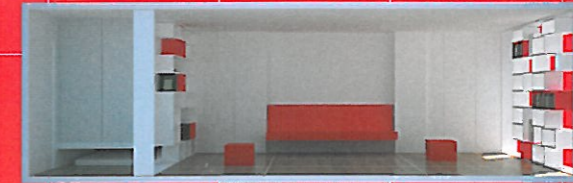
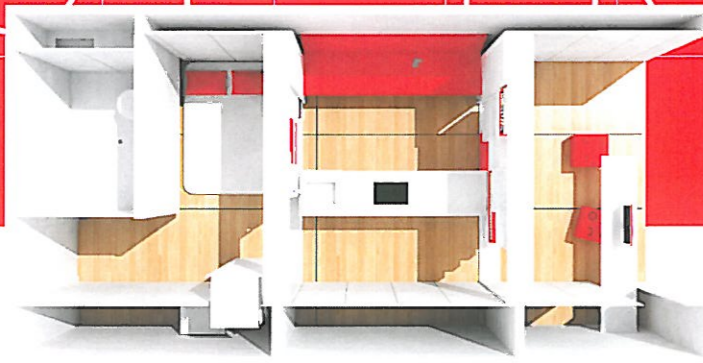


This multi-functional seat is designed for use within the transformable apartment. Reflecting the apartment's rectilinear gridlike forms, this seat changes from lounge to office chair to stool. Echoing the apartment's playful Lego theme, this seat must be assembled. Usually stored inside the sliding book case, the box can be used as a stool at the kitchen bench then components from within the box are put together to construct either the lounge or office chair. Perspex forms combined with wool blend memory foam cushioning and clever hidden joints make this seat comfortable and durable. Not only that, it meets ergonomic seating requirements. It is truly "something out of the box."



OUT OF THE BOX

DESIGN AND VISUAL COMMUNICATION
SAMUEL BLOK 2011

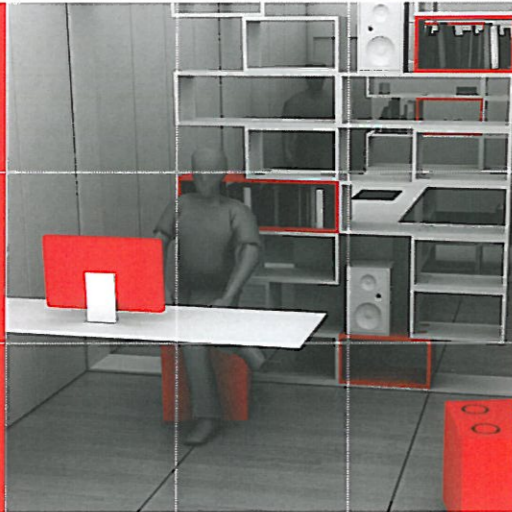


Innovative solutions to maximize space have been utilized in this design graduate's 32m2 apartment located in Auckland's Central Business District. This playful apartment transforms easily from domestic dwelling to work space for client consultations. Inspired by the work of De Stijl and Yuko Shibata, traditional Shoji panels have been reinterpreted in this apartment, forming shelving units which slide on hidden rails. They define the space; filtering light from the large north facing windows. A fun Lego theme is reflected through the customisable shelving and bright red and white colour palate. Just like Lego, in this apartment the client is free to construct his own space.



OFFICE SPACE

Desk folds out from paneled storage wall



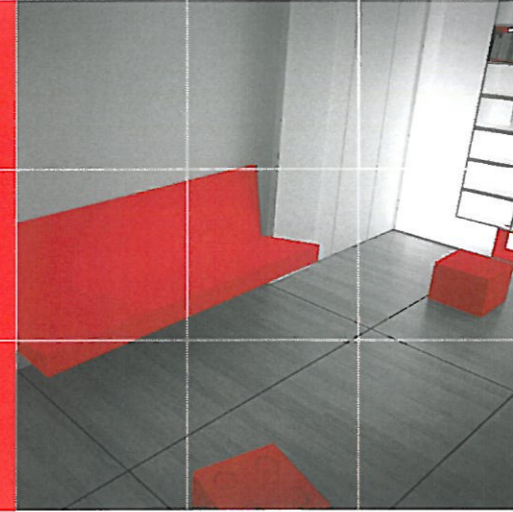
KITCHEN

Kitchen / Dining unit slides from storage wall



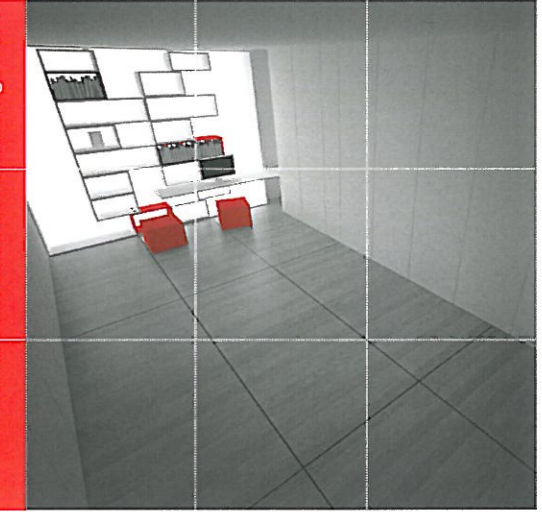
LOUNGE

Shelves slide apart - sofa folds out from wall



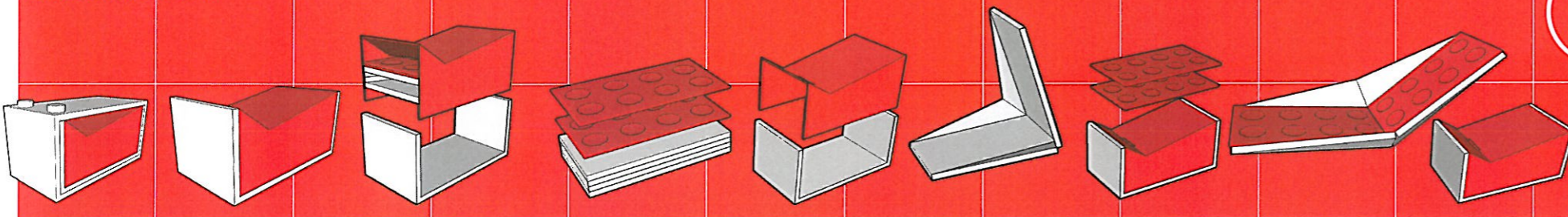
GALLERY

Items concealed behind storage walls

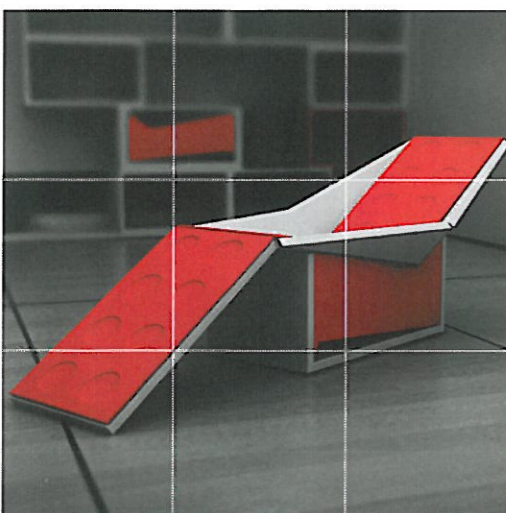


DESIGN AND VISUAL COMMUNICATION
SAMUEL BLOK 2011

OUT OF THE BOX

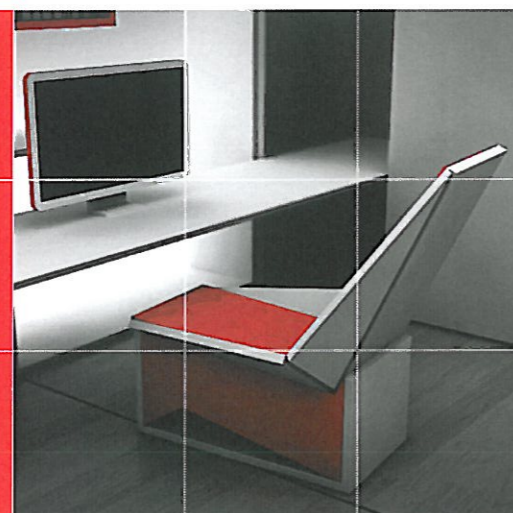


This multi-functional seat is designed for use within the transformable apartment. Reflecting the apartment's rectilinear gridlike forms, this seat changes from lounge to office chair to stool. Echoing the apartment's playful Lego theme, this seat must be assembled. Usually stored inside the sliding book case, the box can be used as a stool at the kitchen bench then components from within the box are put together to construct either the lounge or office chair. Perspex forms combined with wool blend memory foam cushioning and clever hidden joints make this seat comfortable and durable. Not only that, it meets ergonomic seating requirements. It is truly "something out of the box."



LOUNGER

Base flips for fully reclined backrest & footrest



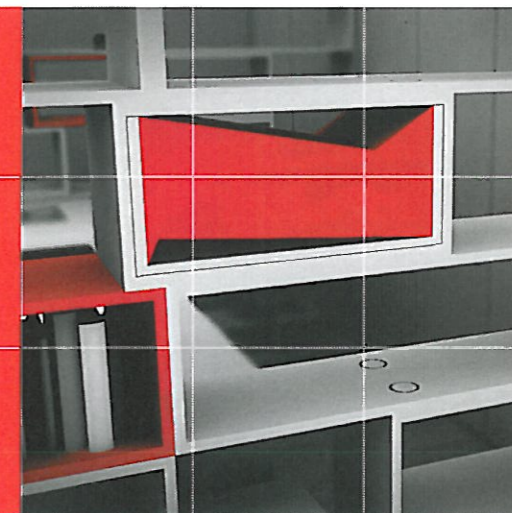
OFFICE CHAIR

Base flips for upright backrest



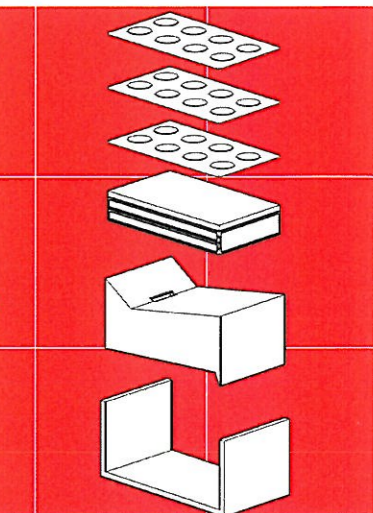
STOOL

Storage box in upright position



BOOKSHELF

Storage box slides into bookshelf



final evaluation

This is a high quality presentation which clearly communicates the key features and design ideas of the transformable apartment and seat. It echoes the red and white colour scheme developed in these design briefs and both grid and layout reflect the rectilinear geometric shapes of the designs as inspired by De Stijl and Yuko Shibata. Moreover, the minimalist compositional techniques provide clarity of message; making this a highly functional presentation. This presentation meets the requirements of the brief due to:

Appropriate method of presentation: After reviewing many alternatives, this presentation has been carried out in the format of an art board because it is the most effective method when considering the spatial, production and time constraints of this project. It was easy and relatively cheap to construct with no need for complex technological knowledge like coding. The art board gives viewers a clear visual overview of the entire work and allows for a range of mode and media. It also works well in combination with the work of other students.

Suitability for location/context: This presentation is appropriate to its location as it is easily accessible and large enough to view from a distance yet with sufficient detail for close-up viewing. The foyer's good natural and artificial light will make the presentation easy to see. The art boards are suitable for this context as they are low maintenance and will not require any supervision. They are less susceptible to damage than other display methods such as models and digital technology.

Suitability for the target audience: This presentation is eye catching, dynamic and suitable for all ages. The combination of visuals and clear text along with a variety of modes and media will attract the attention of the target audience. It provides opportunities for both overviews and in-depth consideration. The target audience will not only learn about the transformable briefs but also the design work of Level 3 graphic students at Waiheke High School.

Appropriate size: The layout has affected the presentation size. Initially it was intended to have 2 A3 panels connected end to end to make a dramatic presentation in extended landscape form. As the design progressed, it became clear that the two briefs worked better as a hierarchy (the apartment above the transformable seat). The presentation has therefore been designed to fit on two art boards which are half an A1 sheet each (2xA3). The A1 sheet has been split into two halves on the long side (landscape) so that each project is on one art board each. The art boards can still be connected together to provide overall unity and represent the same design idea - transformability. The art boards fit well on the display/pin boards with the final product being two art boards at 840mm wide by 297mm high each. The presentation also meets both the size constraints allocated by NZQA in terms of postage.

Suitability of choices based on time and technological constraints: This presentation was designed, printed and constructed within the 6 week time period so it met all time and technological constraints.

Appropriate choice of materials and construction techniques: Quality paper on an industrial business printer was used to produce a slick professional finish. The paper was glued onto a thick card so it is light yet robust and durable, attaching easily to the pin/display boards in the designated hall foyer area.

Appropriate use of design principles and features:

Visual impact: This presentation has been designed to effectively communicate the key design ideas of the transformable apartment and seat. Visual impact is gained through a number of key features: the grid form, layout and the colour scheme.

Balance: By creating symmetry on the horizontal axis; the images on either side of the board are separated by the white space in the middle. This crisp clean look reflects the modern design ideas of de Stijl and Yuko Shibata. Overall unity is produced through the use of counterbalance and repetition, the lower board repeating the form of the upper board but in reversed order. The two pages have been flipped in these opposite directions to make the boards less static and will draw the audience's eye around them.

Appropriate shape - grid: The final two art boards use a background grid which unifies them; giving a strong structural sense of place to the images and text and keeping them proportionate to each other. This reflects the emphasis on rectilinear forms within the apartment (and its gridded panels inspired by the designers De Stijl and Yuko Shibata) as well as the Lego theme. Images break the grid at points to give the presentation more depth and make it feel less constricted.

Unity: The layout is mainly controlled by the grid however many other decisions have been made to make the page stand out. The white strip running through the middle of each board provides some white space; loosening the grid. It also provides a place where the main body text can sit and be easy to read.

Appropriate layout - visual images and text: Many layout options were considered to ensure clear portrayal of design ideas and to ensure that the images were large enough to be seen easily from a distance of one or two meters. These trials led to the lower half of each art board showing a series of images representing the different transformations of the apartment and chair. The images run from left to right; creating a visual narrative that is easy to follow. Placing the subheadings in close proximity to these images helps the viewer understand what these images relate to; the associated body text clarifies this. The images across the upper half give another type of visual narrative. The cross-section through the apartment relates directly to the images in the timeline below, giving a much clearer idea of the transitions and how the apartment transforms. The idea is repeated in the furniture board as, similarly, the images across the top give a narrative of the chair transforming out of the storage box. To add balance, the main piece of body text has been located in a white strip across the page. As mentioned above, while easy to read, its central placement on both boards draws readers closer to the presentations. The subheadings are right justified to draw the viewer's eye into the centre and provide more unity to the board.

Appropriate choice of colours: The presentation relies on red as the main background colour while black and white gives critical contrast and visual impact. Red is a bright bold colour so makes the black and white images stand out. It ties the two art boards together, so that people can easily identify them as part of the same presentation. While not only giving a crisp clean effect, these colours reflect the colour scheme used in the two briefs. In particular, red is a principal colour used by Lego (even in its logo) so this helps to relate back to the themes. The sequence of red, black and white images on the lower half clearly reinforces this colour scheme. The grey text matches the images and helps to emphasize the white space while the white text on red is easy to read (an important functional feature).

Appropriate choice of text: The text has been extensively modified so that it complements and supplements the presentation. It is legible and readable and, wherever possible, in proximity to its visual image. The main body text describes and explains the key design ideas and identifies the client, space and levels of transformations. It also evokes the Lego theme through key words like construct, assemble, sliding and components. The title 'Out of the Box' has been chosen as it expresses the innovative features of this project (the surprise factor) and plays on the idea that Lego comes out of a box. Readers will need to think about what it means.

Appropriate choice of typeface: In the final presentation a number of font options were researched and two typefaces (fonts) were chosen: Taller Evolution and Helve tic a World. These fonts are clear and easy to read from a distance and close up. Helvetica has been used as the body text as it is rounded, modern and highly readable. It is a discrete font, and will not stand out. This is important as the focus should be on the visuals. Lower and upper case are combined in the body text for flow of understanding. It is sans-serif, so complements the minimalistic aesthetics of the apartment and furniture. Taller Evolution is used for the title as it is an original yet simple sans-serif font with strong visual impact. It will also make the name "Out of the Box" more memorable. The title is written in upper case as the letters have the same height and width which complement the grid patterning. The thin lines of the font do not overpower the rest of the presentation (like more complicated fonts such as Bambhout). There is some font size variation to provide symmetrical balance within the title phrase. A maximum of three font sizes have been used; not overcomplicating the presentation yet giving a clear sense of hierarchy and unity. A large font size (120 pt.) is used for the title, 'Out of the box' to make it stand out, whilst 50 pt. has been used on the sub headings and 18 pt in the body text as research indicates this is the best size for a presentation to read from a distance. This also means that it can be read by people without glasses; this is important as during Senior Prize Giving people may not be bringing their reading glasses.

Appropriate modes and media

Aesthetics: A variety of modes and media were researched for this presentation; it was decided that the modern design ideas of these projects would be best presented through the use of computer images. This not only offered a large range of alternatives in terms of modifiable options but also enabled more realistic, uniform impressions of the design ideas. It also produced a very professional look within the short time frame. The sequence of red, white and black images on the lower half of each board were made with V-ray, Photoshop and Illustrator to give a visual narrative of the important transformability features of the apartment. The line drawings made in Illustrator contrast with the three dimensional drawings and show more technical aspects of the apartment and furniture briefs. The other drawings in the top half are in full colour to give the audience an idea of what materials are being used in the designs.

Function: In this presentation Adobe Photoshop, Illustrator and InDesign have been used, as well Google SketchUp and Vray. These programmes create realistic and accurate representations of the Transformable Apartment and Chair and clearly communicate the look and colours. Adobe Illustrator has been used to create to scale exploded drawings, which help to communicate the more complicated aspects of the design.