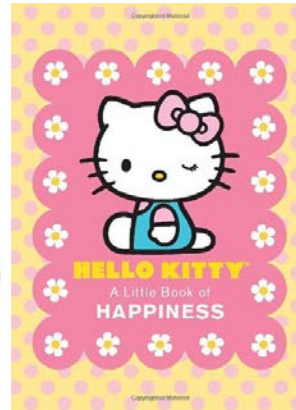




GRAPHIC DESIGN I

Project 2: Cuteness with a purpose



Sources:

<http://www.amazon.com/Beanie-Baby-Hello-Kitty-Ballerina/dp/B004UL51J0>

<http://www.amazon.com/Hello-Kitty-Little-Book>

[Happiness/dp/0762435941/ref=sr_1_6?ie=UTF8&qid=1439997164&sr=8-6&keywords=hello+kitty+book](http://www.amazon.com/Happiness/dp/0762435941/ref=sr_1_6?ie=UTF8&qid=1439997164&sr=8-6&keywords=hello+kitty+book)

Why something is deemed beautiful while another functional? On what basis do we decide? As a designer, it behooves us to understand those defining qualities. What are the words associated things that are cute? Babies, Puppies? In this exercise about cuteness, we will explore proportions and characteristics associated with theories by an Austrian zoologist, ethologist, and ornithologist, Dr. Konrad Lorenz who linked cuteness to evolutionary biology by proposing the concept of *kinderschema*, the set of traits that we identify as cute and adorable.

What is cuteness good for? Psychologists have suggested that cuteness triggers emotional bonding and nurturance in parents. In some instances, manufacturers have used cute mascots to help sell their products and services. Apply your understanding of Dr. Lorenz's baby schema to create a book jacket for a children's book. You are free to pick a relevant size, think of a title for the book and to design a jacket that covers the front, spine and back of the book which also includes the inside flaps.

Purpose:

- To expand the student's awareness to other areas such as human emotions in order to express the idea of cuteness within a given context.
- To study the factors and elements that influence our design perception/biases.
- To work on layout, grid structure and compositional elements that deal with proportions to emulate the idea of cuteness for an intended audience.

Useful references:

<http://www.britannica.com/biography/Konrad-Lorenz>

<https://www.youtube.com/watch?v=Z0zConOPZ8Y>

SCHEDULE

FEB 21	22 2 ND project introduced and explained.	23	24 Attending conference Class postponed. Continue to work on ideas.	25	26	27
28	29 Attending conference Class postponed. Continue to work on ideas. Think of a title for your book jacket	MAR 1	2 Bring sketch for critique in class. Continue working in class to finalize a direction. Bring sketches for next week's critique.	3	4	5
6	7 Finalize title for the book. Next, work on the book jacket. Work in class. Critique.	8	9 Presenting and discussing sketches for book jacket. Finalize which include color scheme, thematic motives, fonts, etc.	10	11	12
13	14 Include details and descriptions pertaining to a book jacket such as synopsis, barcodes in an actual size to test your idea in actual size for finalization	15	16 Start producing book cover for mockup. Remember to include your book as part of a mock-up (prototype). Process notebook due as well. Class presentation of ideas for critique.	17	18	19
20	21 Produce an actual mockup with the book intact. Due on Mar 23	22	23 PROJECT DUE. 3rd project assigned.	24	25	26