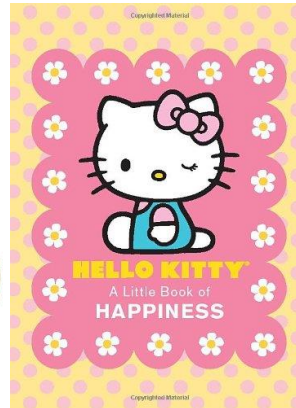




**Assignment 2:
Cuteness with a
purpose**



Sources:

<http://www.amazon.com/Beanie-Baby-Hello-Kitty-Ballerina/dp/Boo4UL51Jo>

<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/Hello-Kitty-Little-Book-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 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. However, the size of the book in general should measure around 8" x 10" and we will work with a creative brief to guide us along.

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=ZozConOPZ8Y>

Schedule:

October						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3
			2 ND assignment introduced and explained. Creative brief explored. Bring samples associated with cuteness to class for discussion next week.			
4	5	6	7	8	9	10
	Understanding cuteness. Finalize your creative brief. Class discussion. Working in class to come up with a title for the book.		Sketch in class. Continue working in class to finalize a direction. Critique. Bring sketches for next week.			
11	12	13	14	15	16	17
	Finalize title for the book. Next, work on the book jacket. Decide elements to appear		Presenting and discussing sketches for book jacket. Finalize which include color scheme and thematic motives.			
18	19	20	21	22	23	24
	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. Produce an actual mockup with the book intact. Due on Oct 22.		Book cover due. Remember to include your book as part of a mock-up (prototype). Process notebook due as well. Class presentation.	3 rd assignment introduced.		
25	26	27	28	29	30	31