

**Design Studio 22:  
Unproductive Products**

**Design Studio 22**  
**Unproductive Tools**

Fall 2022

Thurs 10am-1:50pm

Building 49 Rm 115

[products.designing.tools@snu.ac.kr](mailto:products.designing.tools@snu.ac.kr)

**Instructor**

chris hamamoto

[chamamoto@snu.ac.kr](mailto:chamamoto@snu.ac.kr)

**Office Hours**

Tues 10am-2pm

Building 49 Rm 207

**Teaching Assistant**

Kyungtae Lee

[kyungtaelee@snu.ac.kr](mailto:kyungtaelee@snu.ac.kr)

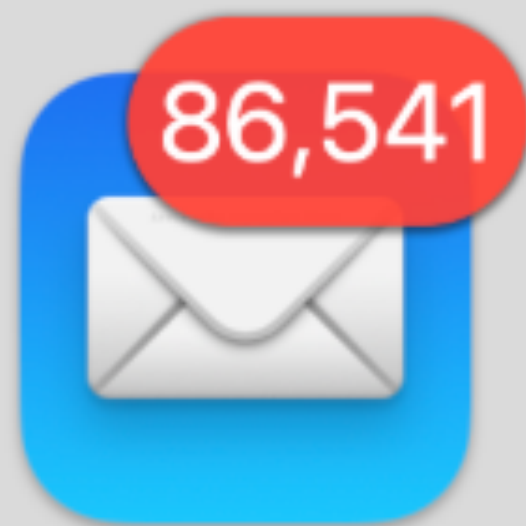


Name, Major, Year

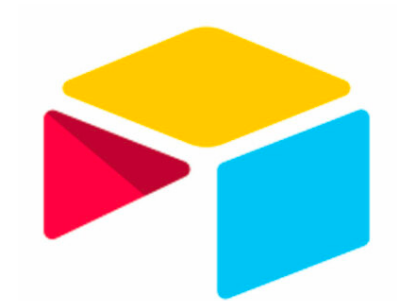
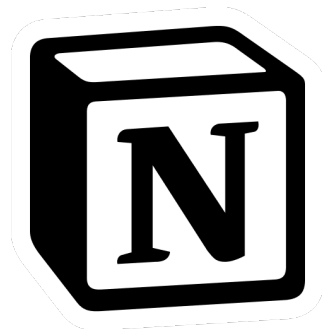
Summer highlight

Product you use the most

Product you want to use less



Apple mail dock icon



**"one of the differences between industrial and information society is that in the latter both work and leisure often involve the use of the same computer interfaces"**

**The Operations, Lev Manovich**



**amaliaulman**

5 months ago

Small presents are the best gifts. Paying attention to details. ✨ #friends #family #birthday #sister



wileygirard, unstoppable\_of\_vika, youngprodjs and 196 others like this.



**amaliaulman**

@nataliauceda



**nataliauceda**

👉💕💕💕




Leave a comment...



Excellences and Perfections, Amalia Ulman





# Zoom Escaper

Zoom Escaper is a tool to help you escape Zoom meetings and other videoconferencing scenarios. It allows you to self-sabotage your audio stream, making your presence unbearable to others.

### Instructions

1. Enable microphone access on this site by clicking the big "Enable Microphone" button.
2. Download and install [VB-Cable](#).\* Then, refresh this website.
3. Hit the Start button. Play with the effects.


To use in Zoom:


3. Switch the Output on this page to "VB-Cable"?
4. In Zoom, set your microphone to "VB-Cable"?
5. To turn off: switch the microphone settings in Zoom back to your computer's mic.


Note that during your Zoom call, you won't be able to hear the audio interference applied to your voice. Also, please be mindful of how you use this tool. Consider who is in the call and what impact it will have.


[Watch the Video Tutorial](#)


### Enable Microphone


☐ Echo  
Delay Time  
Feedback

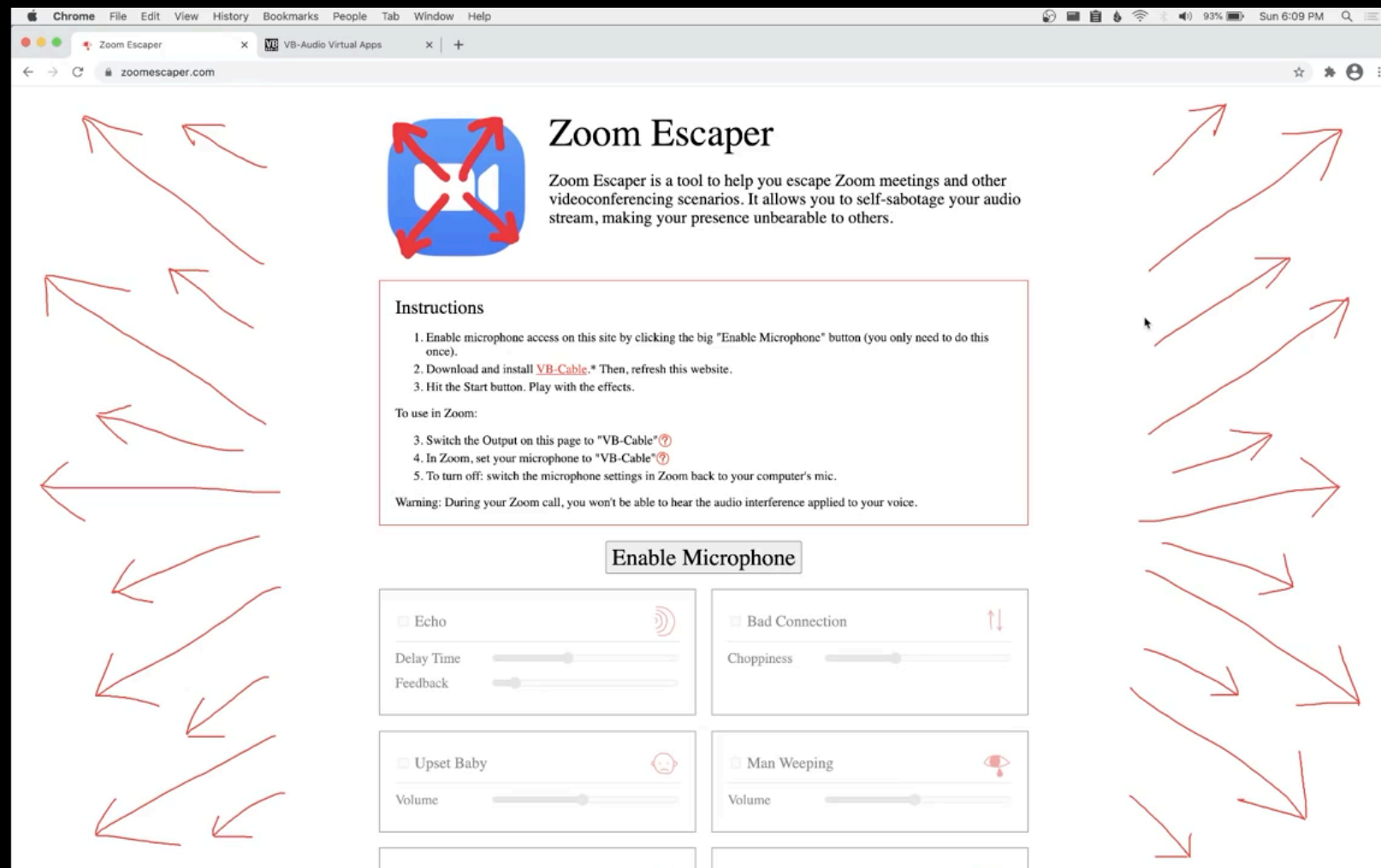
☐ Bad Connection  
Choppiness

☐ Upset Baby  
Volume

☐ Man Weeping  
Volume

☐ Wind  
Volume

☐ Dogs  
Volume

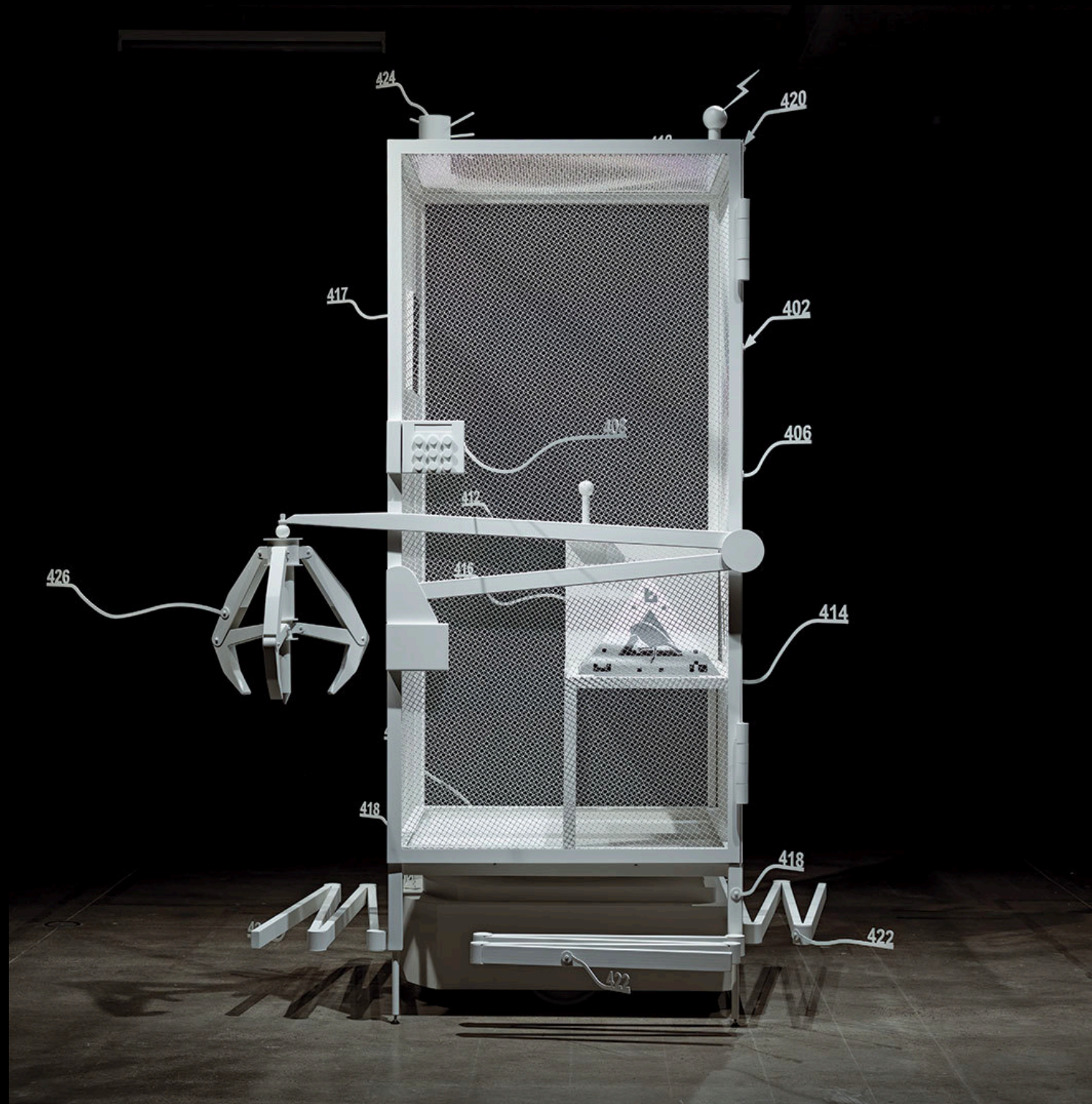






Amazon Warehouse





Amazon worker cage patent drawing as virtual King Island Brown Thornbill cage (US 9,280,157 B2: "System for transporting personnel within an active workspace," 2016), Simon Denny

Uber

lyft

BIZ & TECH

# Rooftop video ads bring extra cash for Uber, Lyft drivers



Carolyn Said

Dec. 6, 2018 | Updated: Jan. 28, 2019 1:23 p.m.



1 of 5

Uber and Lyft driver Jackeline Arana (left) had her car outfitted with a video display at Firefly on Wednesday, Nov. 28, 2018, in San Francisco, Calif. Firefly makes video advertising screens to place on top of Uber/Lyft cars.

Liz Hafalia / The Chronicle



San Francisco, CA

**TLC Construction**

★★★★★ 10 Reviews

Plumbing, Drywall Installation & Repair,...

M A. said: "Elmer & his team did an amazing job with all of the tasks he helped us with in our new home, including installing a pet door and fixing our driveway so that our car could fit in our garage. His team worked really quickly & they were all professional."

[Get Pricing](#)

Responds in 2 hours

Rooftop video ads bring extra cash for Uber, Lyft drivers by Carolyn Said, SF Chronicle, 2018





**Fast Company**   
@FastCompany



Marissa Mayer once tested 41 shades of blue to find out which one would be most effective on Google:



fastcompany.com

Google's Marissa Mayer Assaults Designers With Data  
digg\_url = '//www.fastcompany.com/blog/alissa-walker/designerati/marissa-mayer-google-data-not-design-...

6:58 AM · Jul 17, 2012 · TweetDeck



## Cancel Subscription

Eric, we hate to see you go. Are you sure you want to cancel?

**NO, NEVER MIND**

**YES, CANCEL SUBSCRIPTION**



[Upload file](#)

Wikidata item

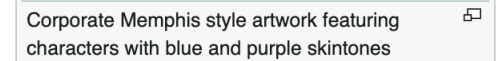
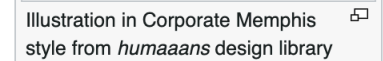
[Printable version](#)

[Wikimedia Commons](#)

Português



1. <sup>^</sup> <sup>a</sup> <sup>b</sup> <sup>c</sup> <sup>d</sup> Hawley, Rachel (2019-08-21). "Don't Worry, These Gangly-armed Cartoons Are Here to Protect You From Big Tech" <sup>↗</sup>. *Eye on Design*. Retrieved 2021-02-10.
2. <sup>^</sup> <sup>a</sup> <sup>b</sup> <sup>c</sup> <sup>d</sup> <sup>e</sup> Gabert-Doyon, Josh (2021-01-24). "Why does every advert look the same? Blame Corporate Memphis" <sup>↗</sup>. *Wired UK*. ISSN 1357-0978 <sup>↗</sup>. Retrieved 2021-02-10.
3. <sup>^</sup> "Facebook Alegria" <sup>↗</sup>. Retrieved 19 November 2021.



***Revolut***



**Revolut**

**facebook.**



FACEBOOK

Google



Google

***Microsoft***



Microsoft

*airbnb*



airbnb

*Spotify*



Spotify®

*Pinterest*



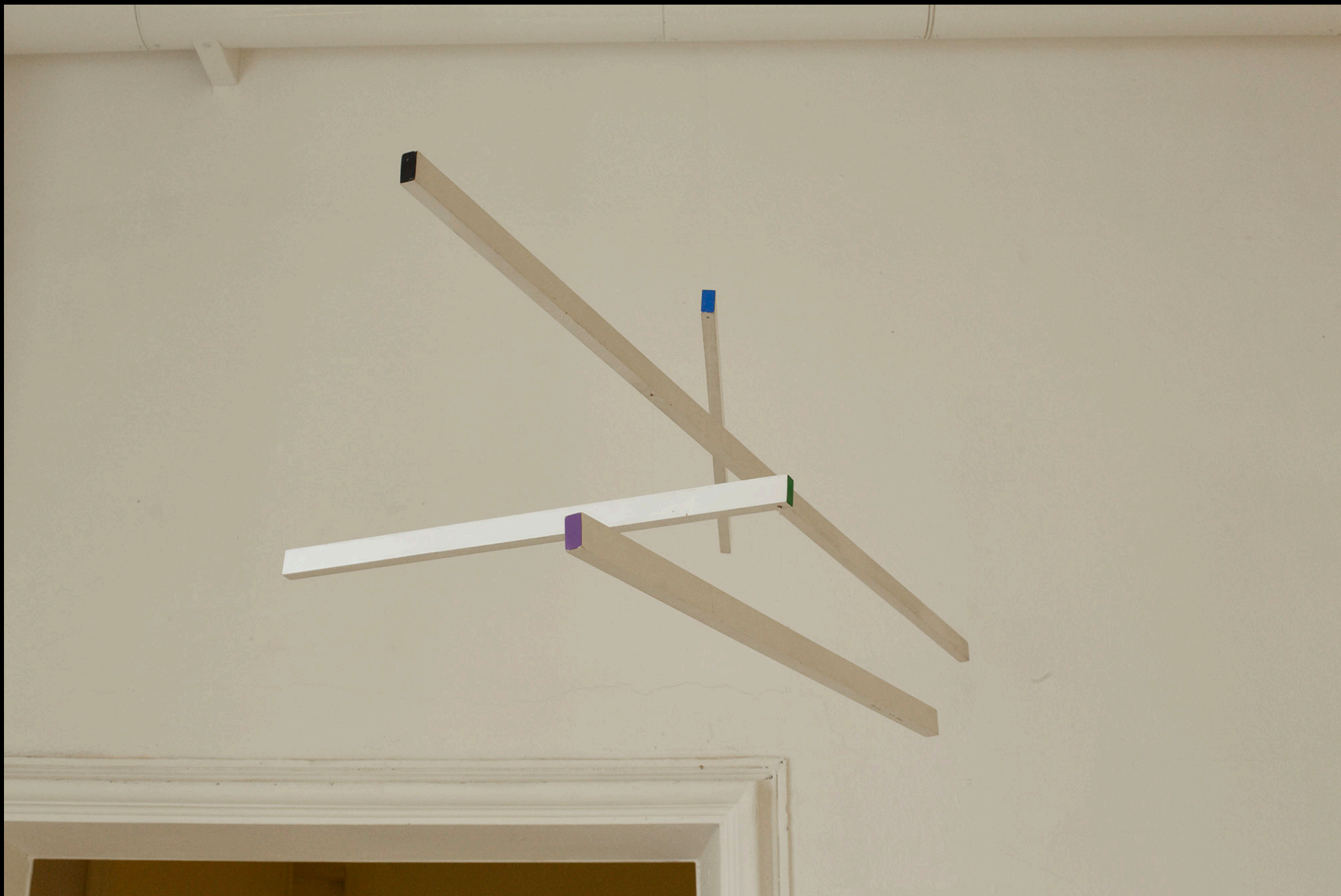
Pinterest

*ebay*



ebay™



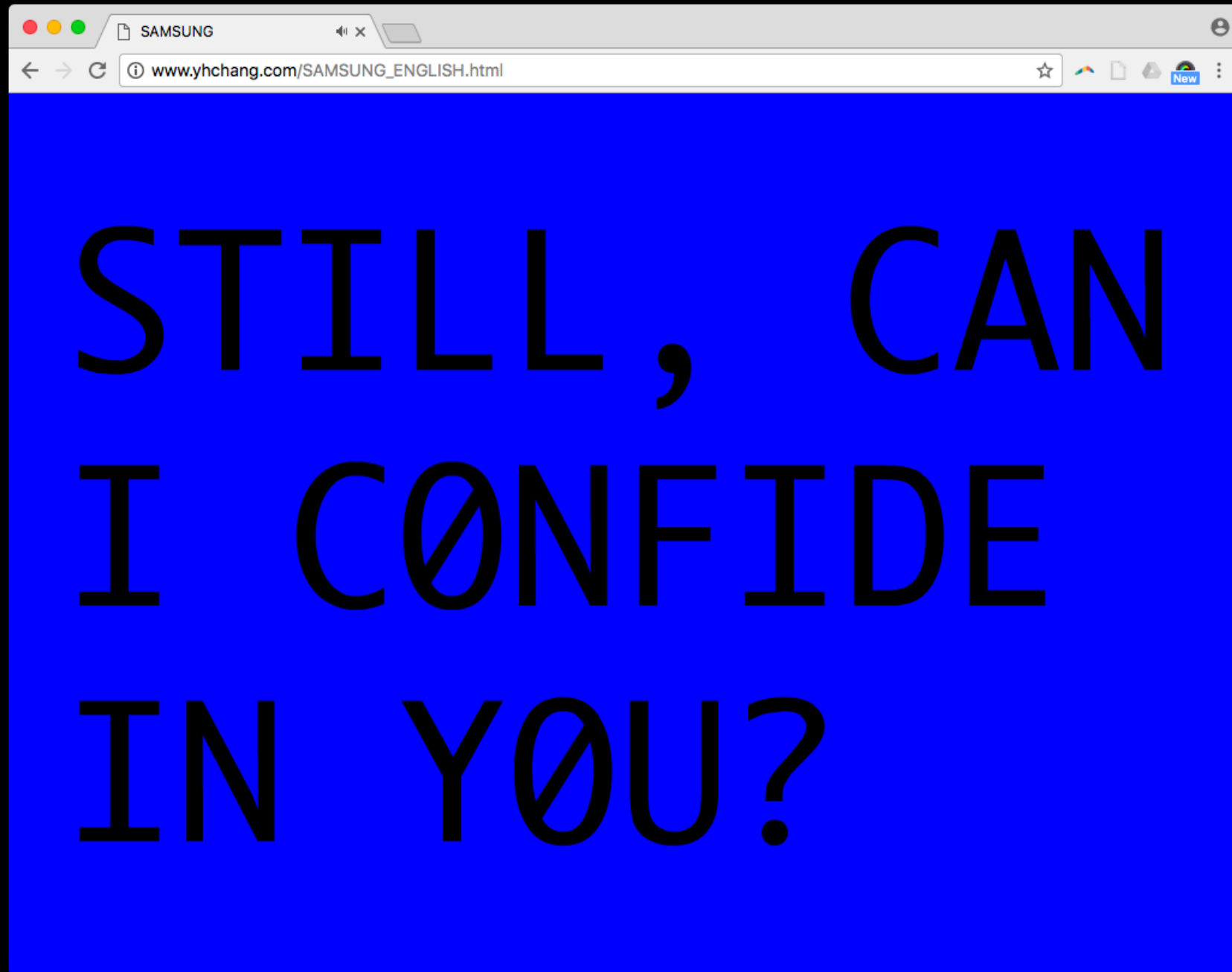


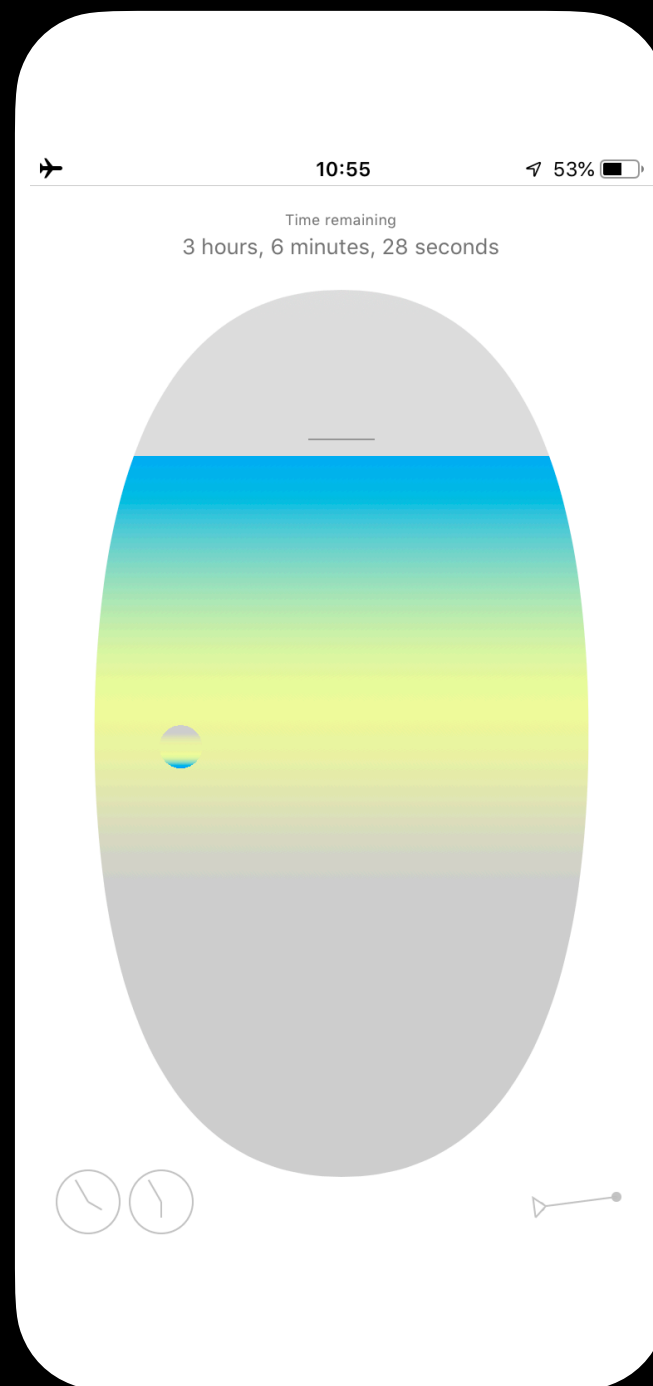
Useless Machine by Bruno Munari. 1945 – 1980

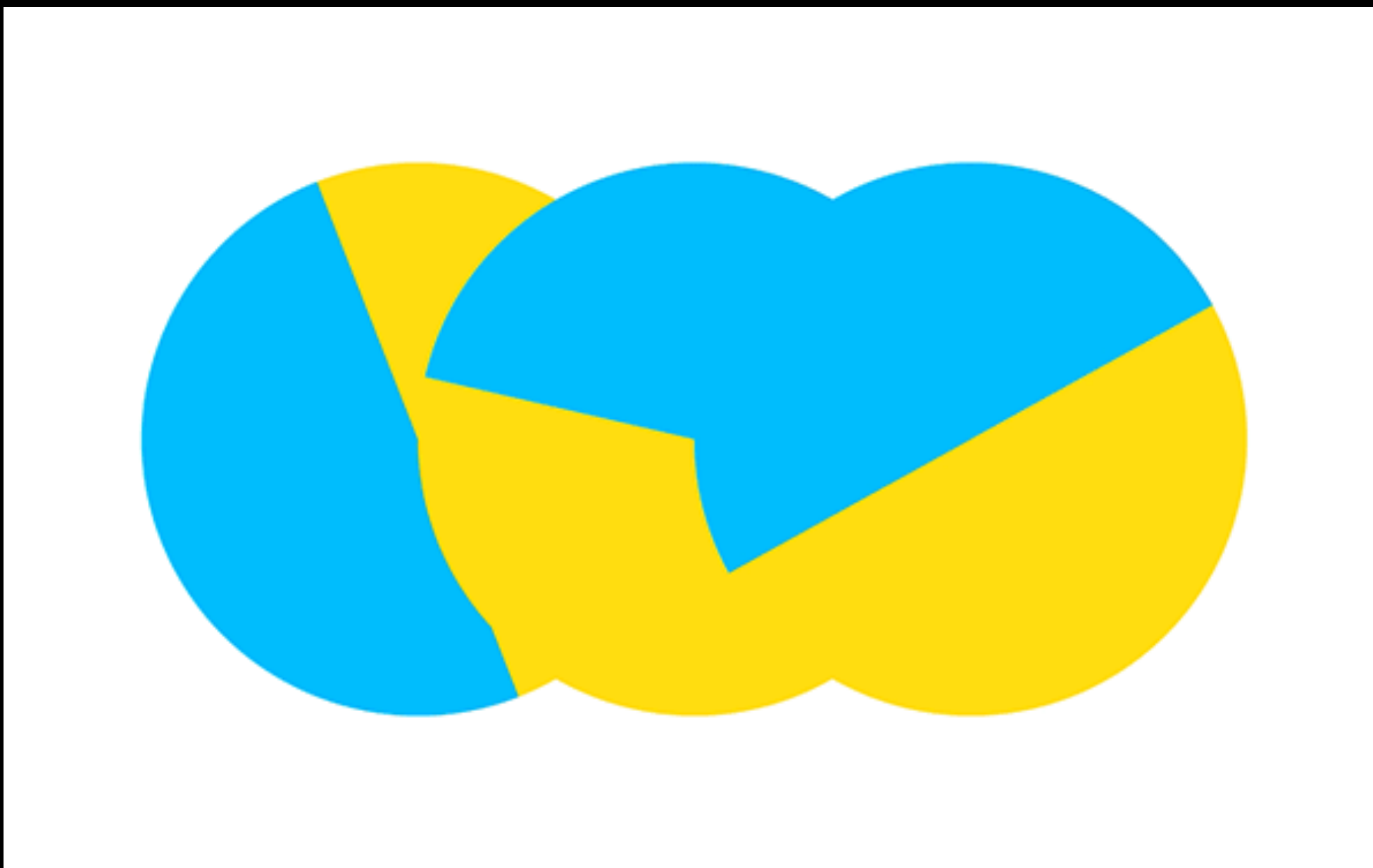


Libri Illeggibili (unreadable books) by Bruno Munari. 1949

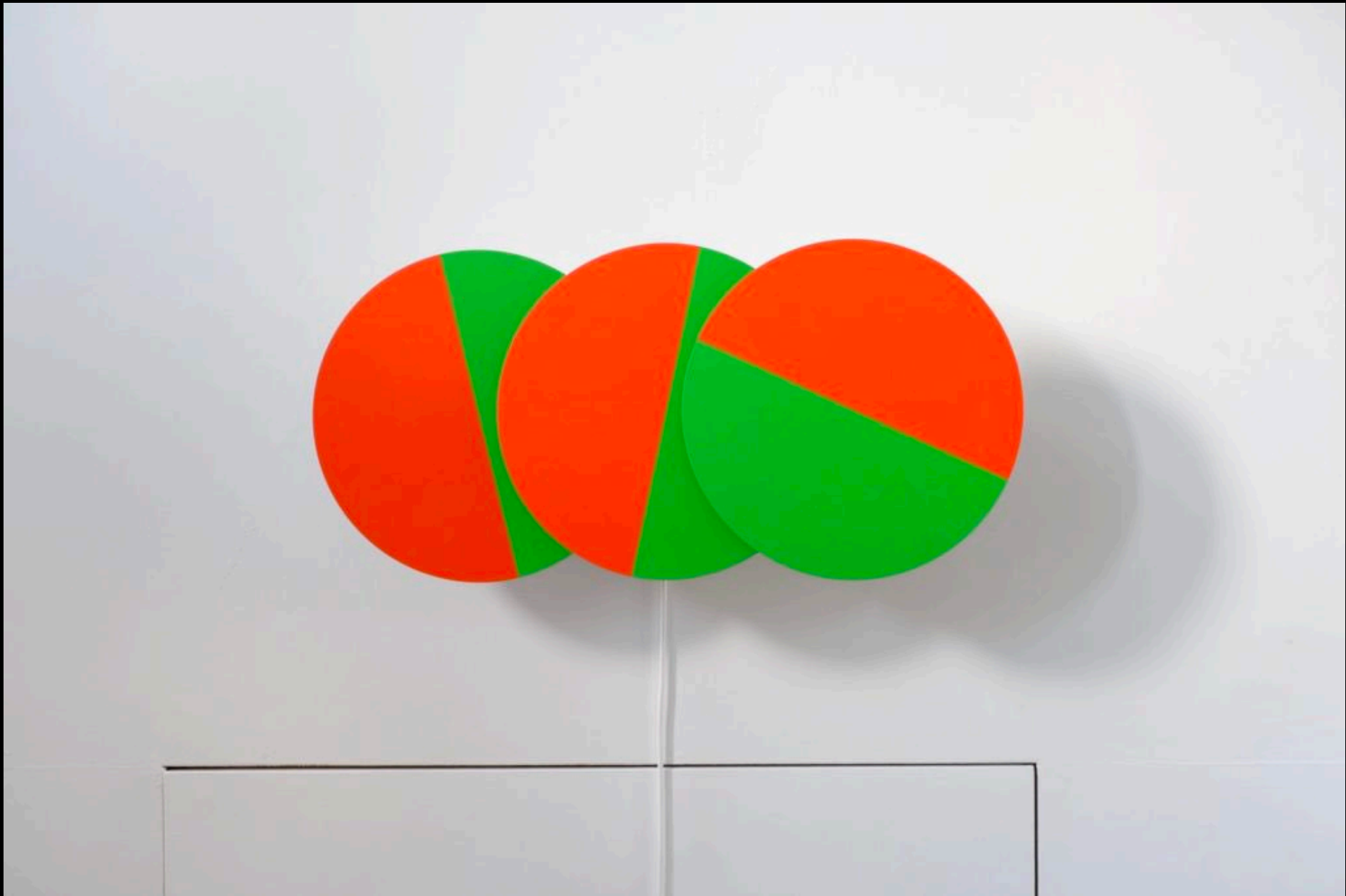
"using techniques deriving from industrial mass production...  
[Munari's] Useless machines highlighted their purely aesthetic  
function disconnected from any kind of useful functionality."



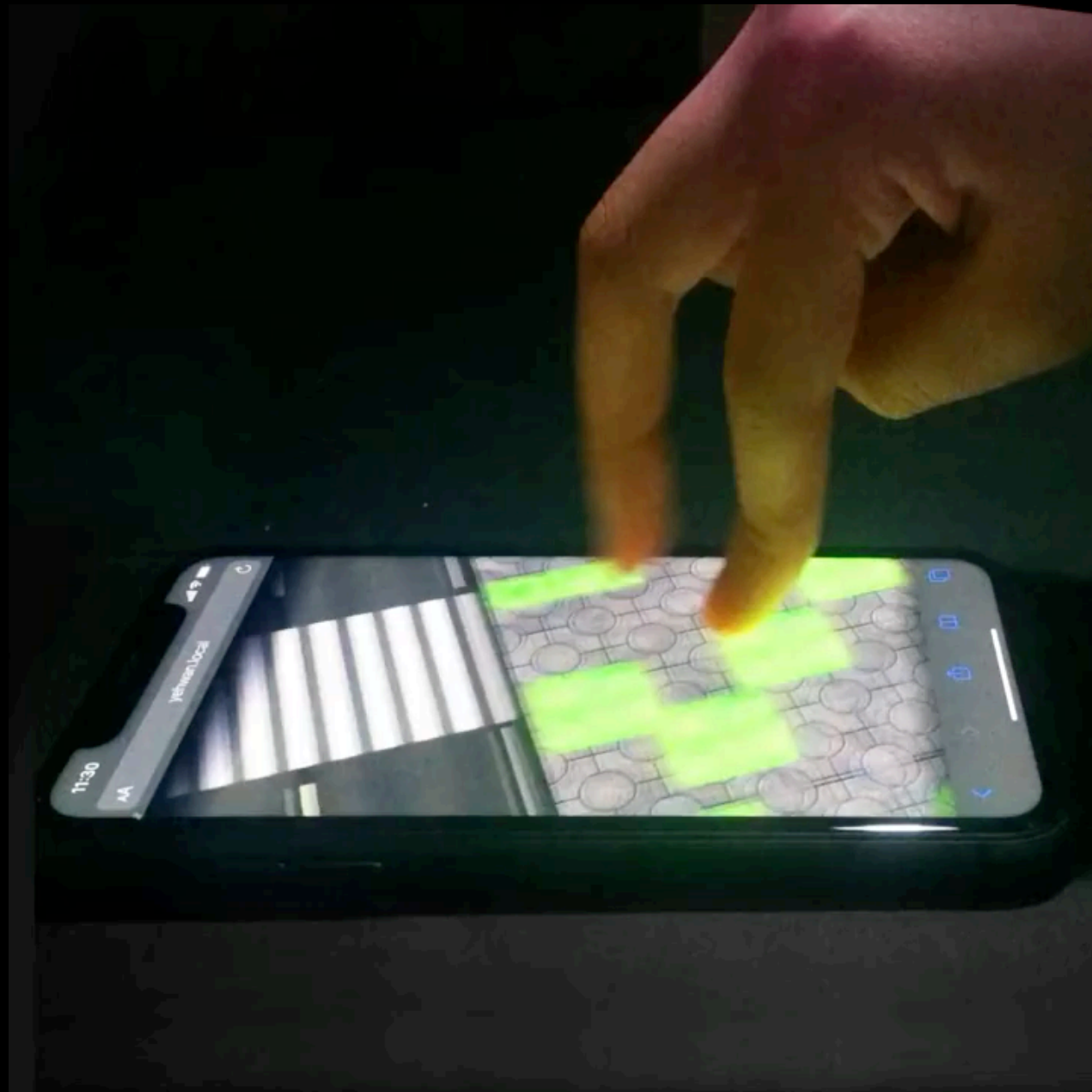




Three Times (in Blue and Yellow), Karel Martens and O-R-G



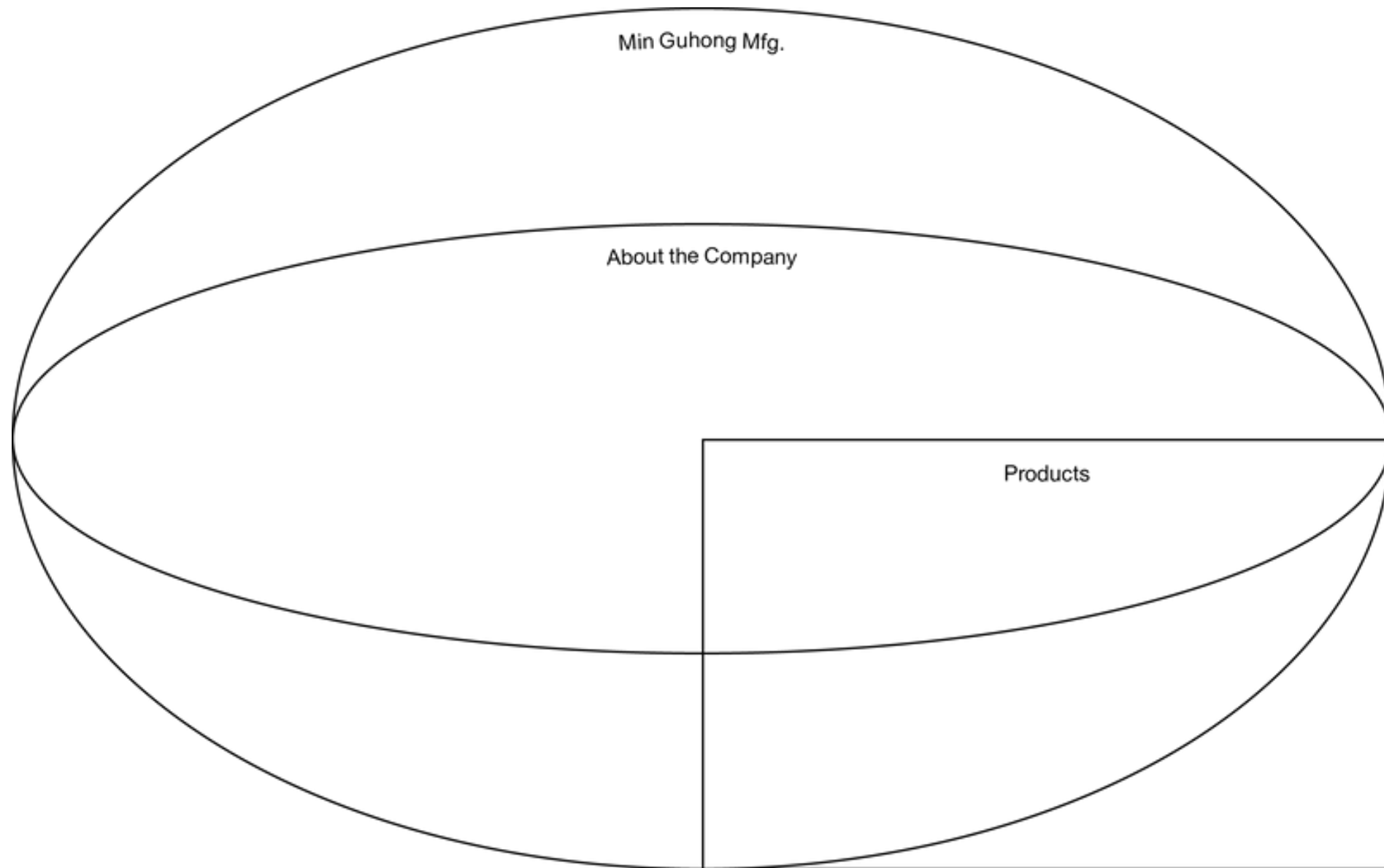
Clock, Karel Martens



Today I walked, Yehwan Song

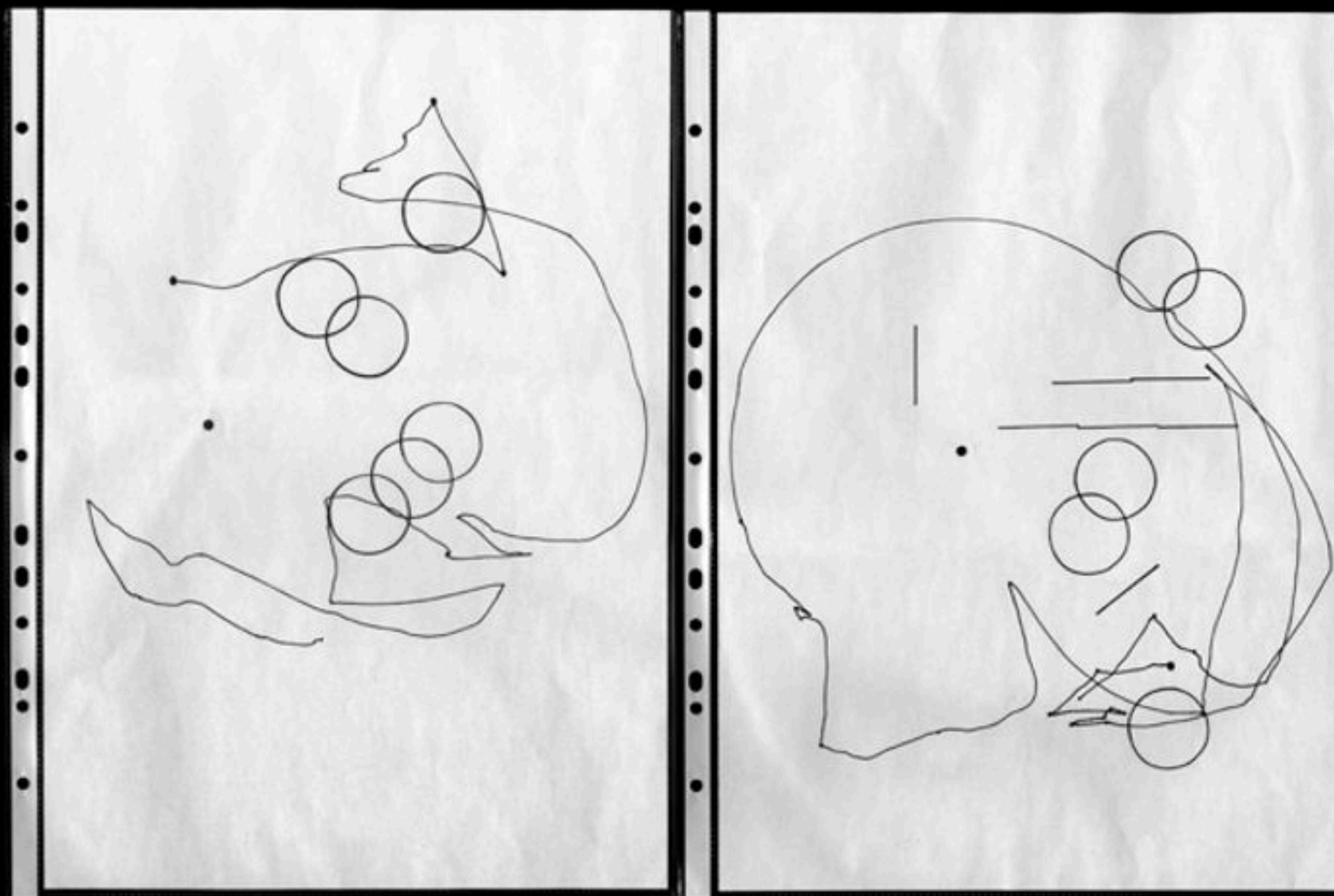








Stencils, Karl Nawrot



Stencils, Karl Nawrot

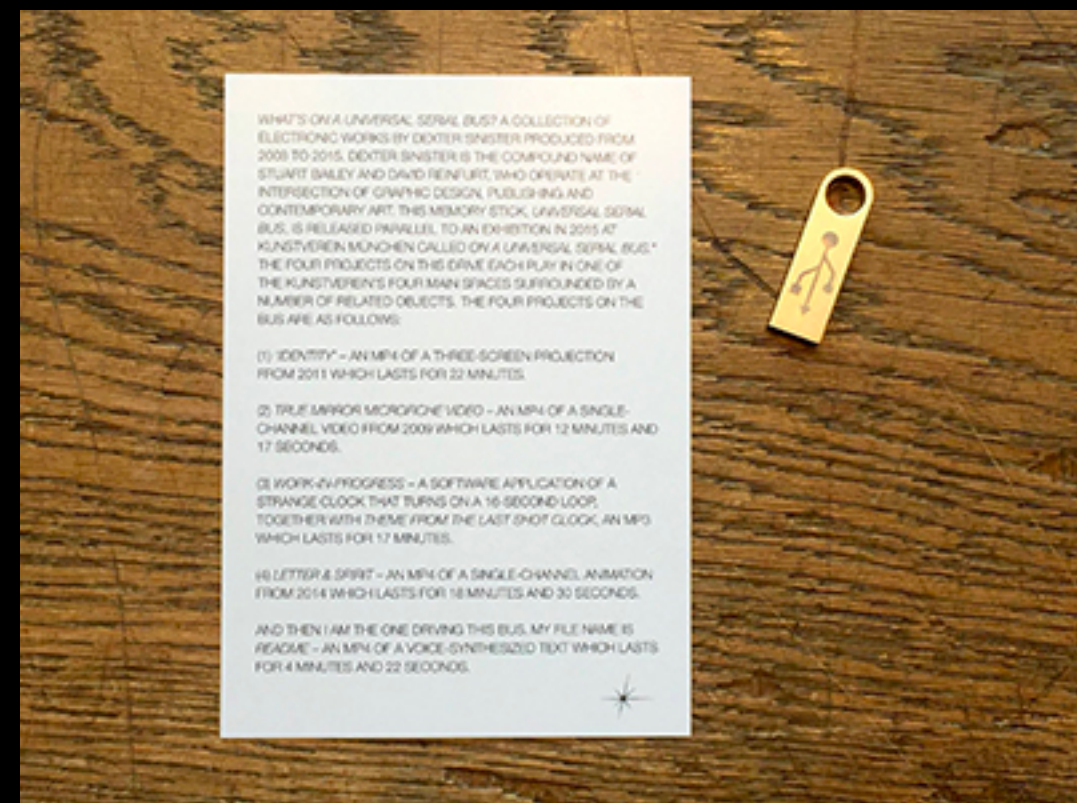


Silver Cell, Aram Bartholl









Universal Serial Bus (USB card), Dexter Sinister

**products.designing.tools**



## Exercise 1: Modified Tool

What is the potential to create graphic outcomes by altering or "mis-using" a commercial products?





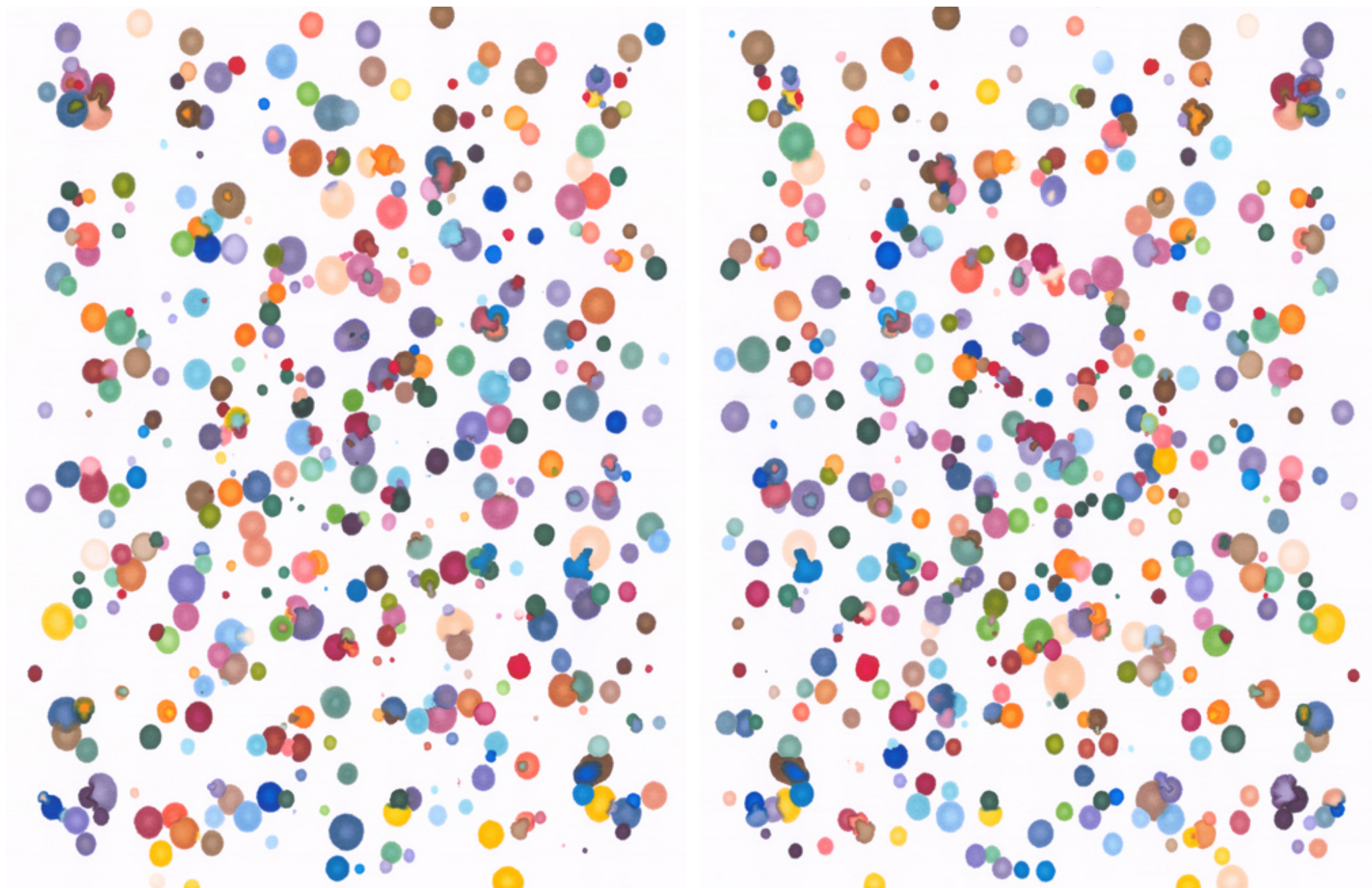
Daniel Eatock, Prismacolor Pen Print





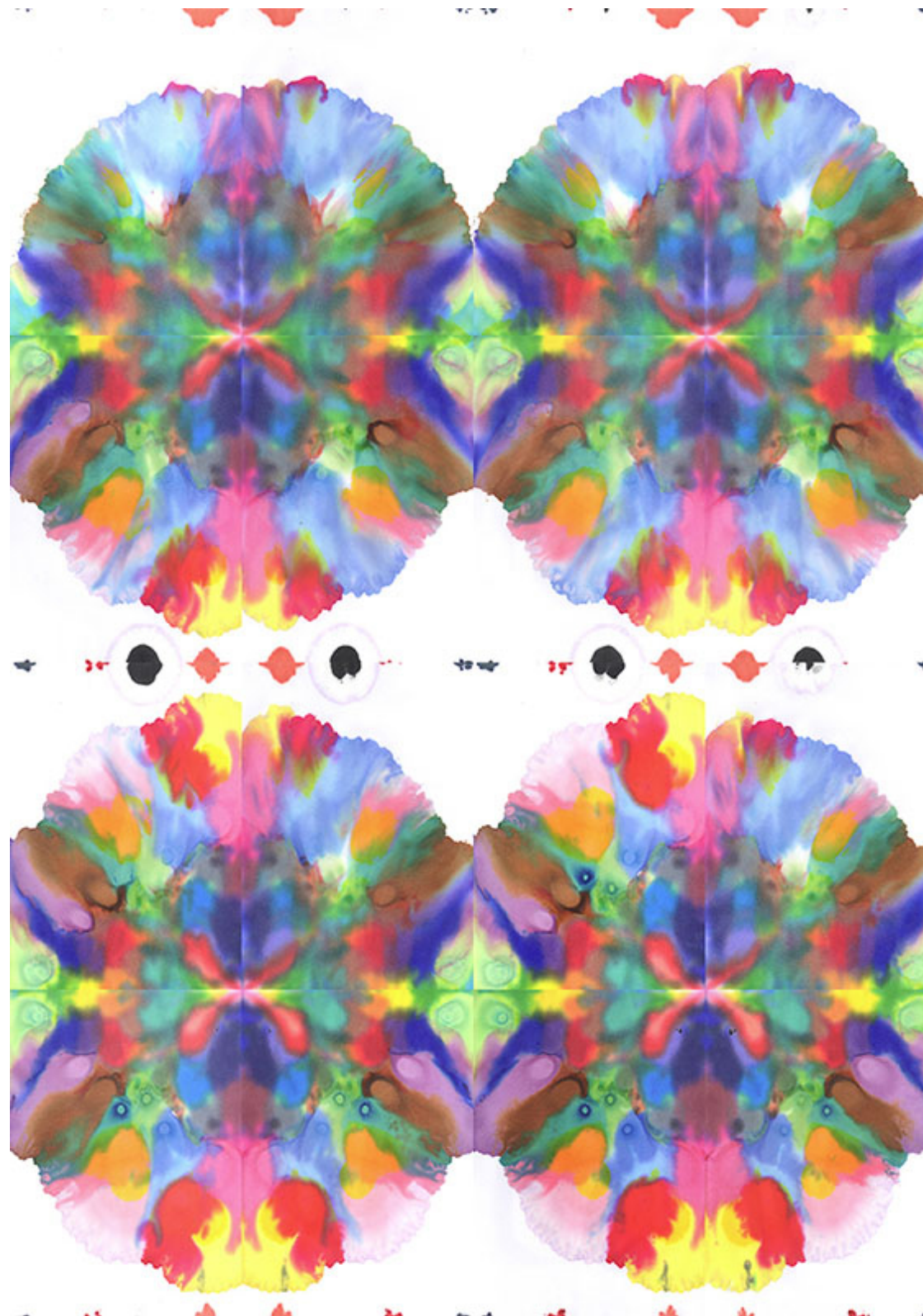


Daniel Eatock, Prismacolor Pen Print



Daniel Eatock, Felt-Tip Print (diptych)



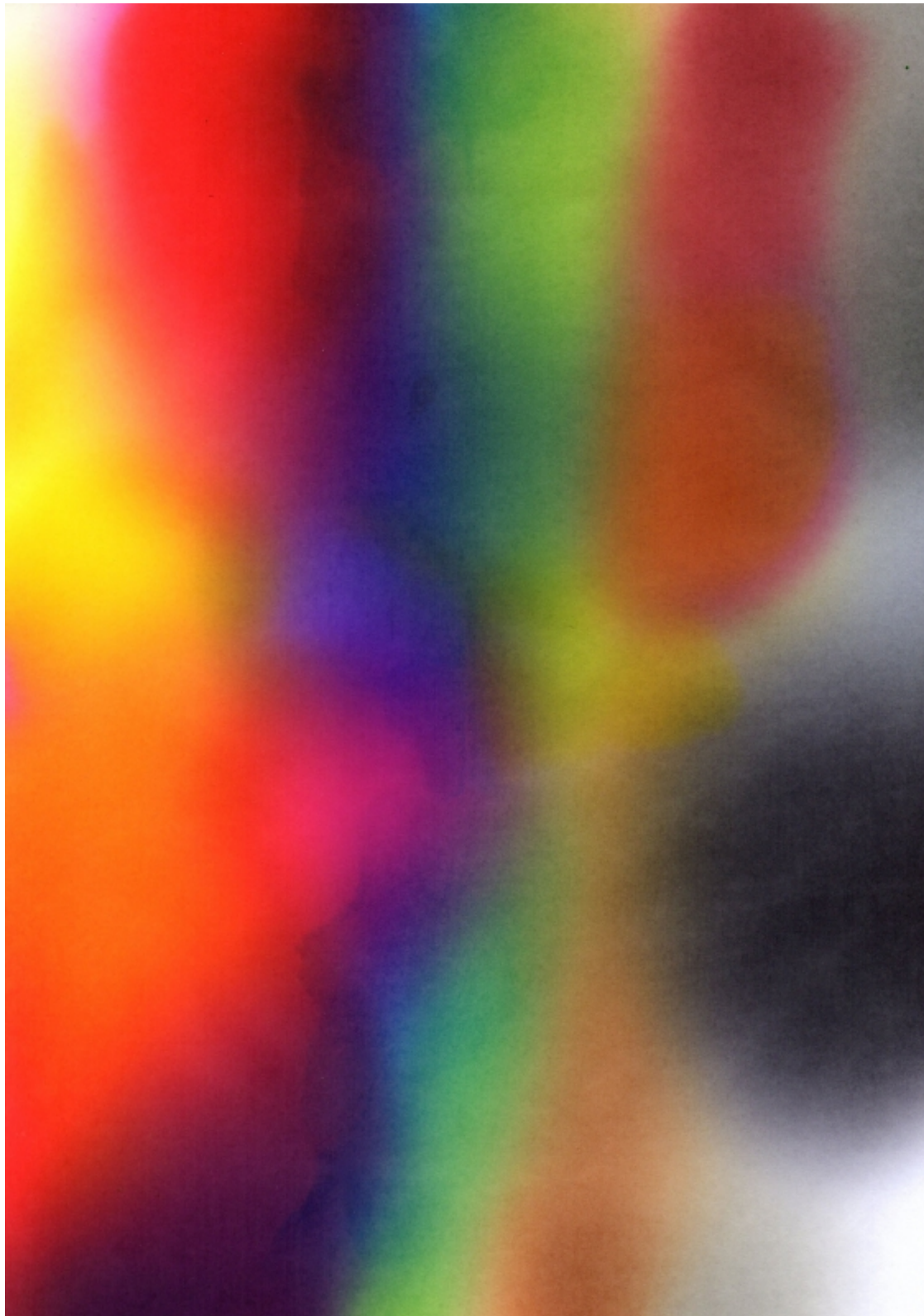


Daniel Eatock, Pen Paintings



Daniel Eatock, Pen Paintings





Daniel Eatock, Super Spectrum Felt-Tip Print

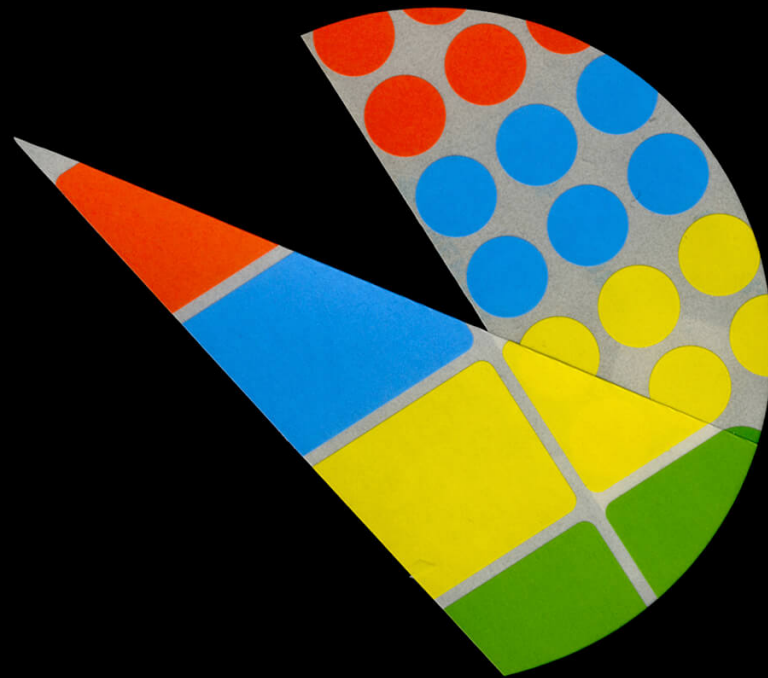


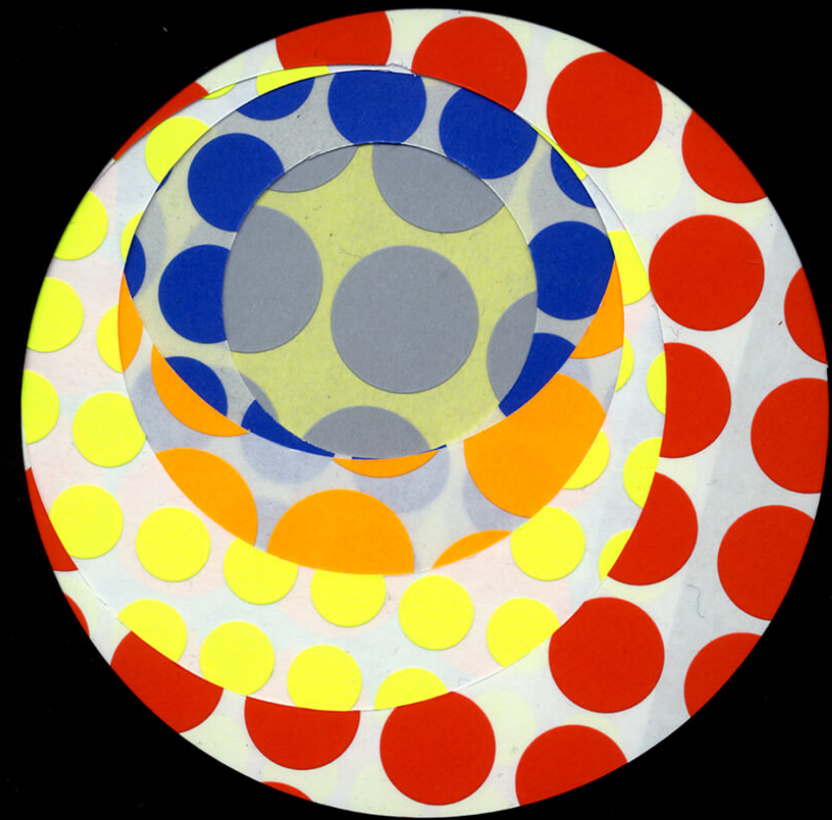
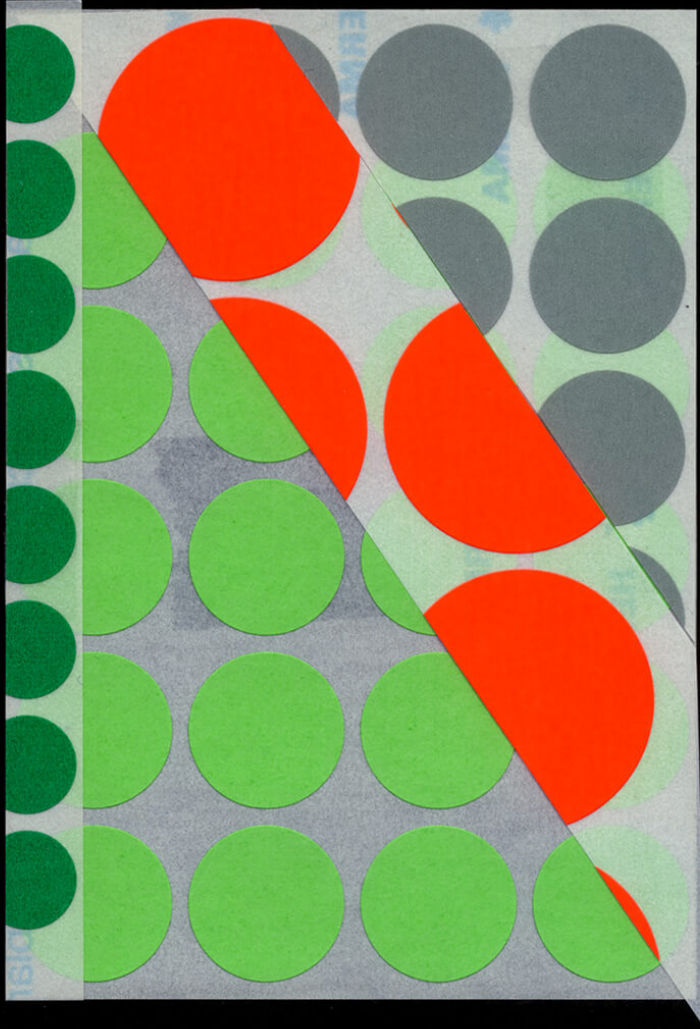
Daniel Eatock, Rolling Pin Painting



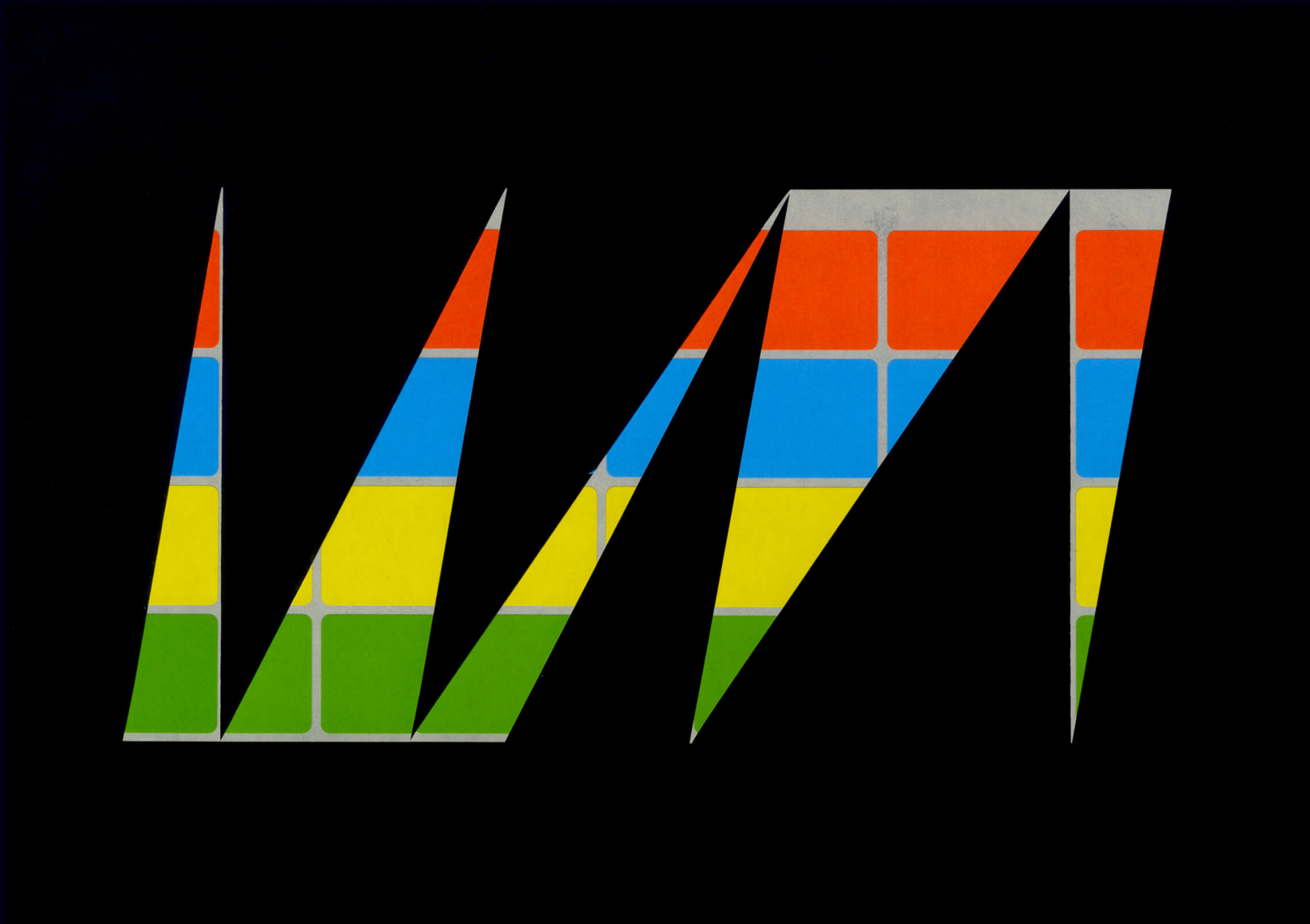




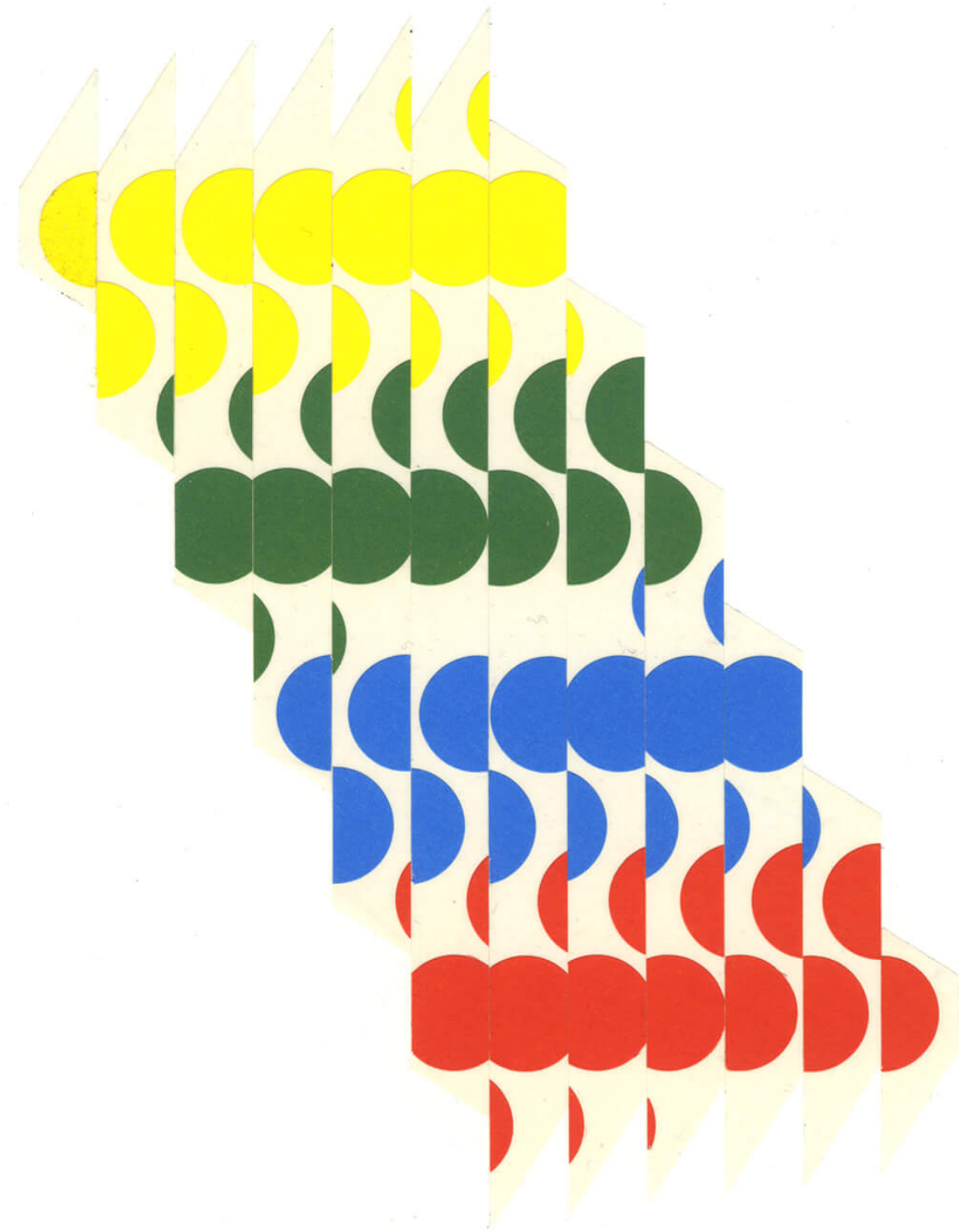
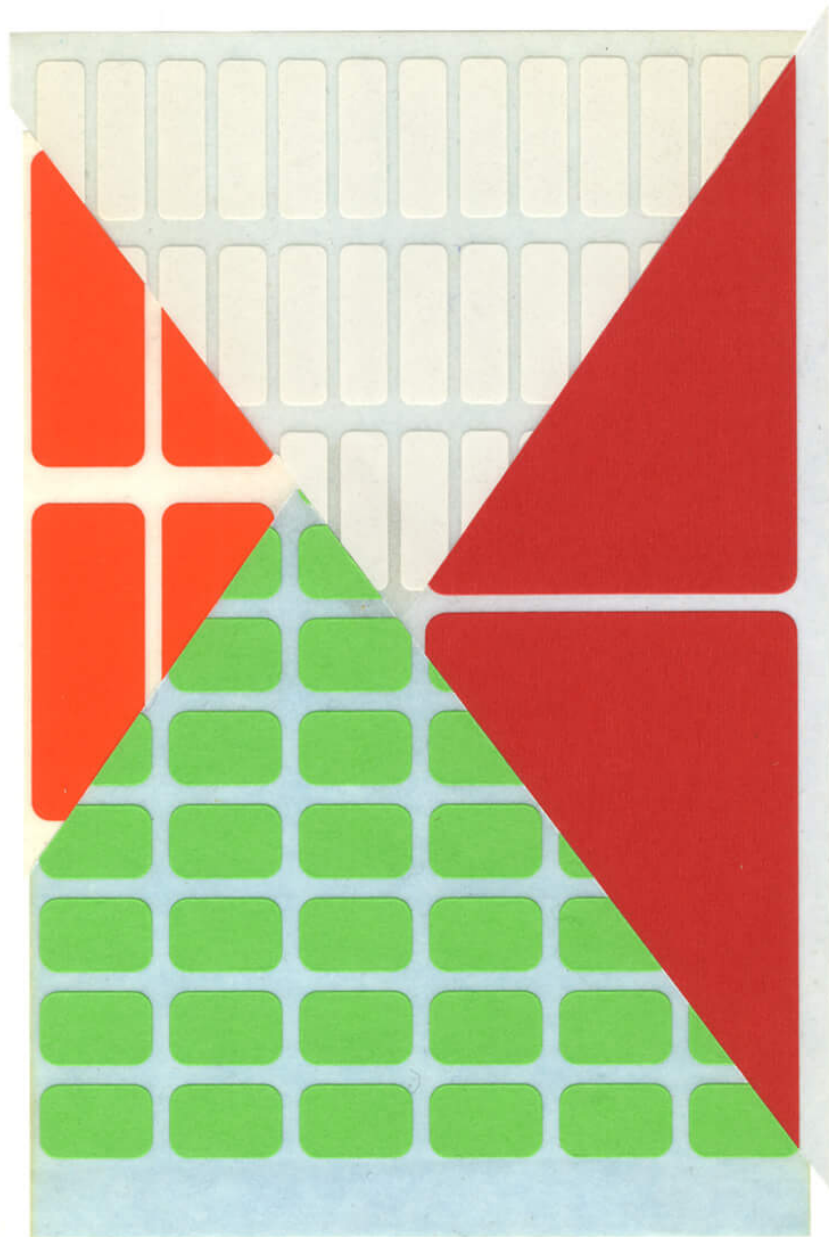




Na Kim, Found Compositions



Na Kim, Found Compositions



Na Kim, Found Compositions





Maximage, Acid Print Test





Maximage, Acid Print Test





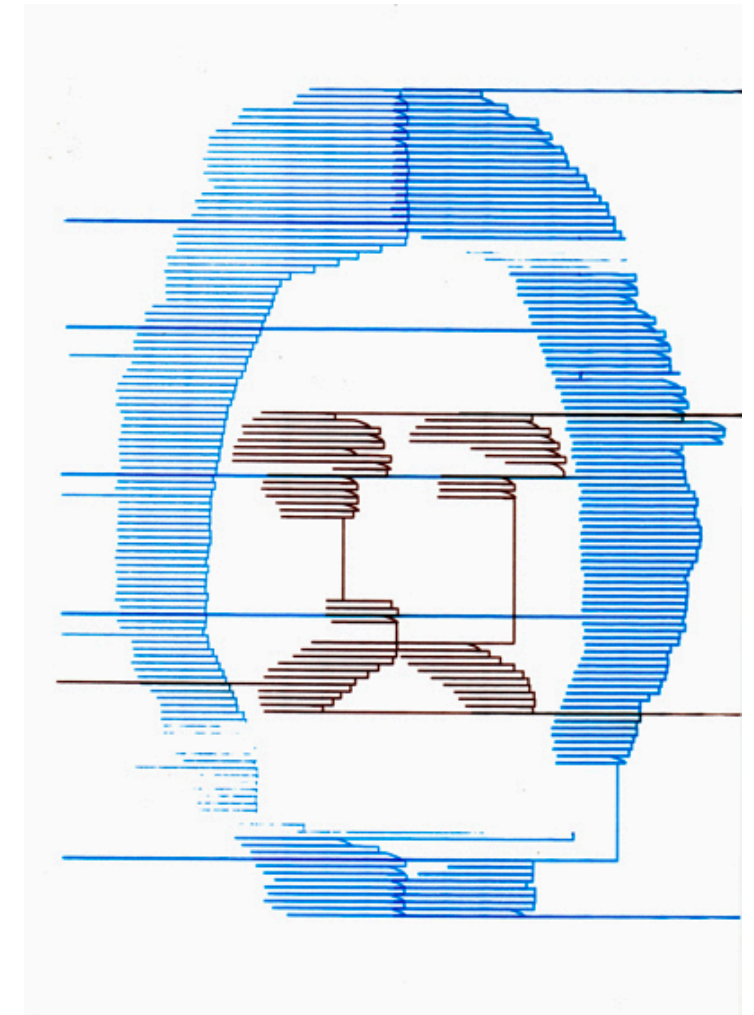
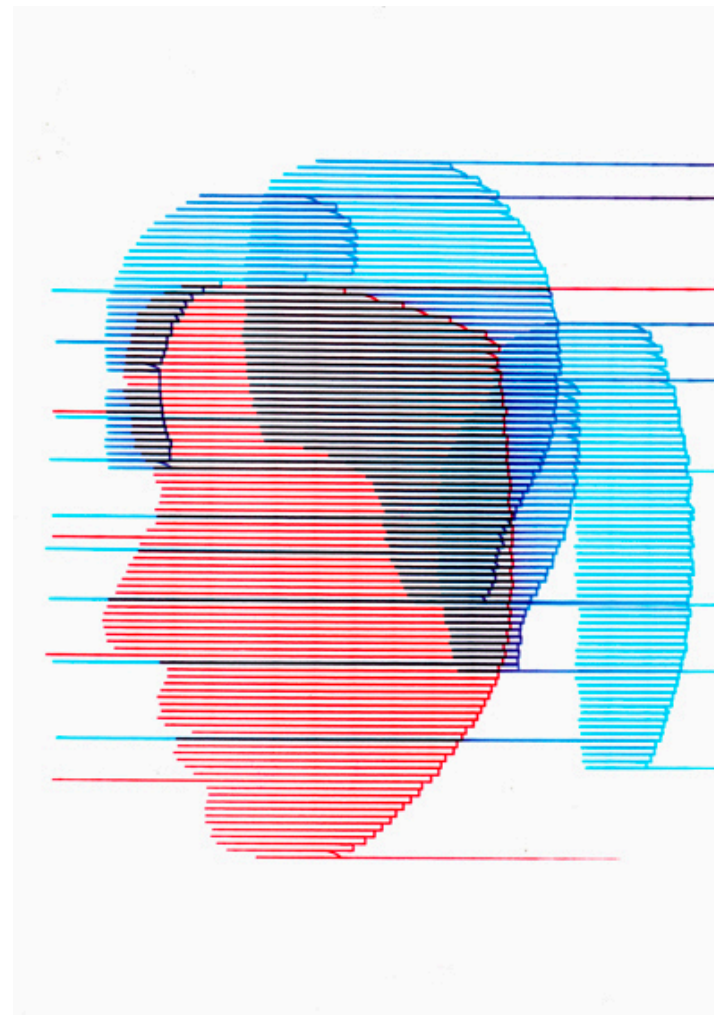
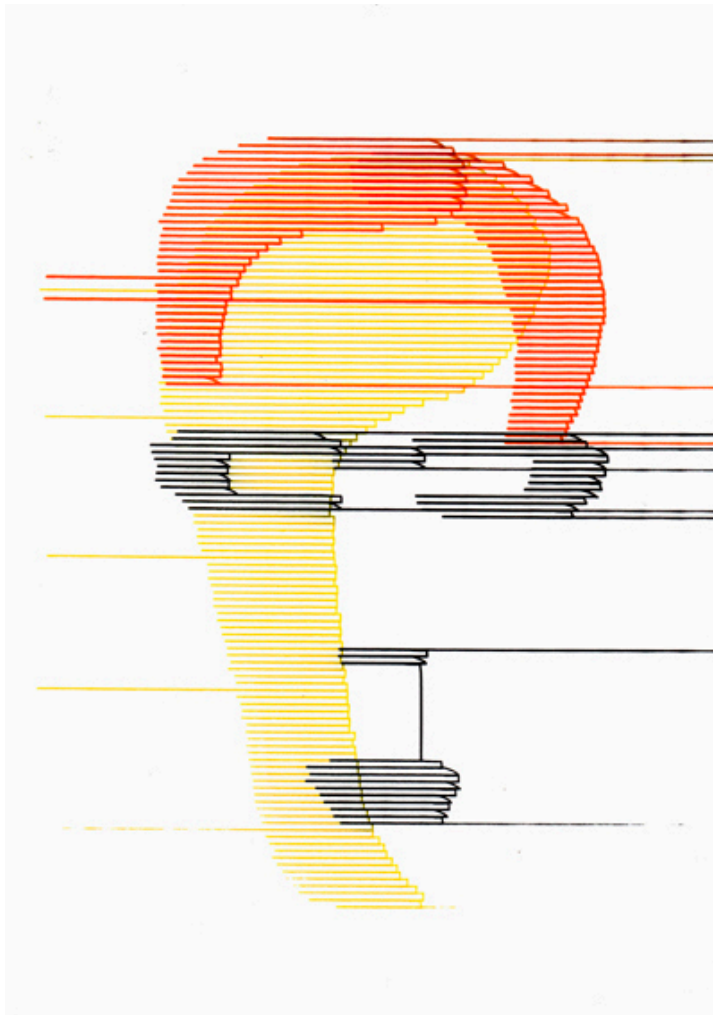




Jaan Evart, Julian Hagen and Daniël Maarleveld, Penjet



Jaan Evart, Julian Hagen and Daniël Maarleveld, Penjet



Jaan Evart, Julian Hagen and Daniël Maarleveld, Portraits made with Penjet





Jaan Evart, Julian Hagen and Daniël Maarleveld, WT at NEON

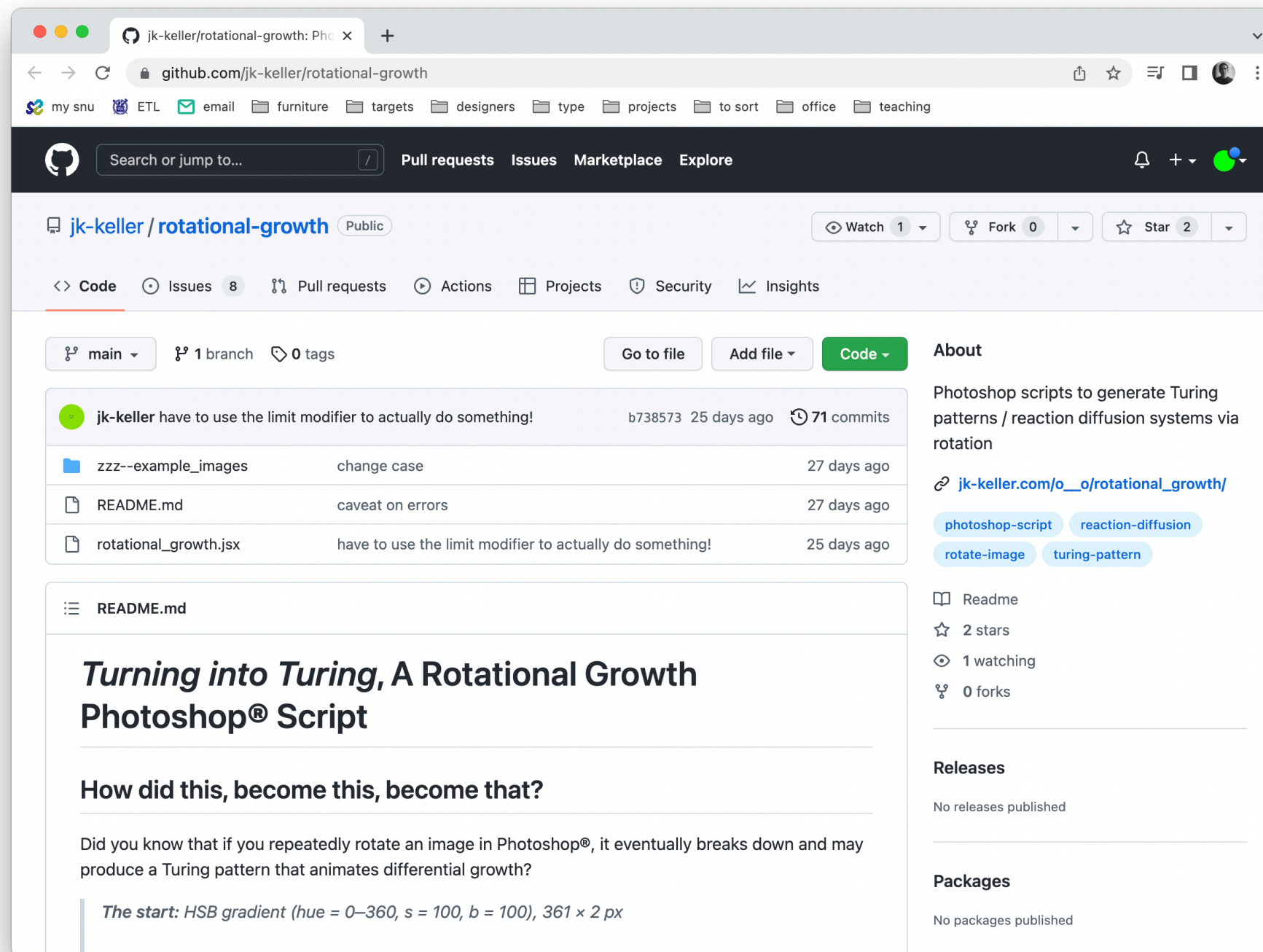


Stelarc, Third Hand







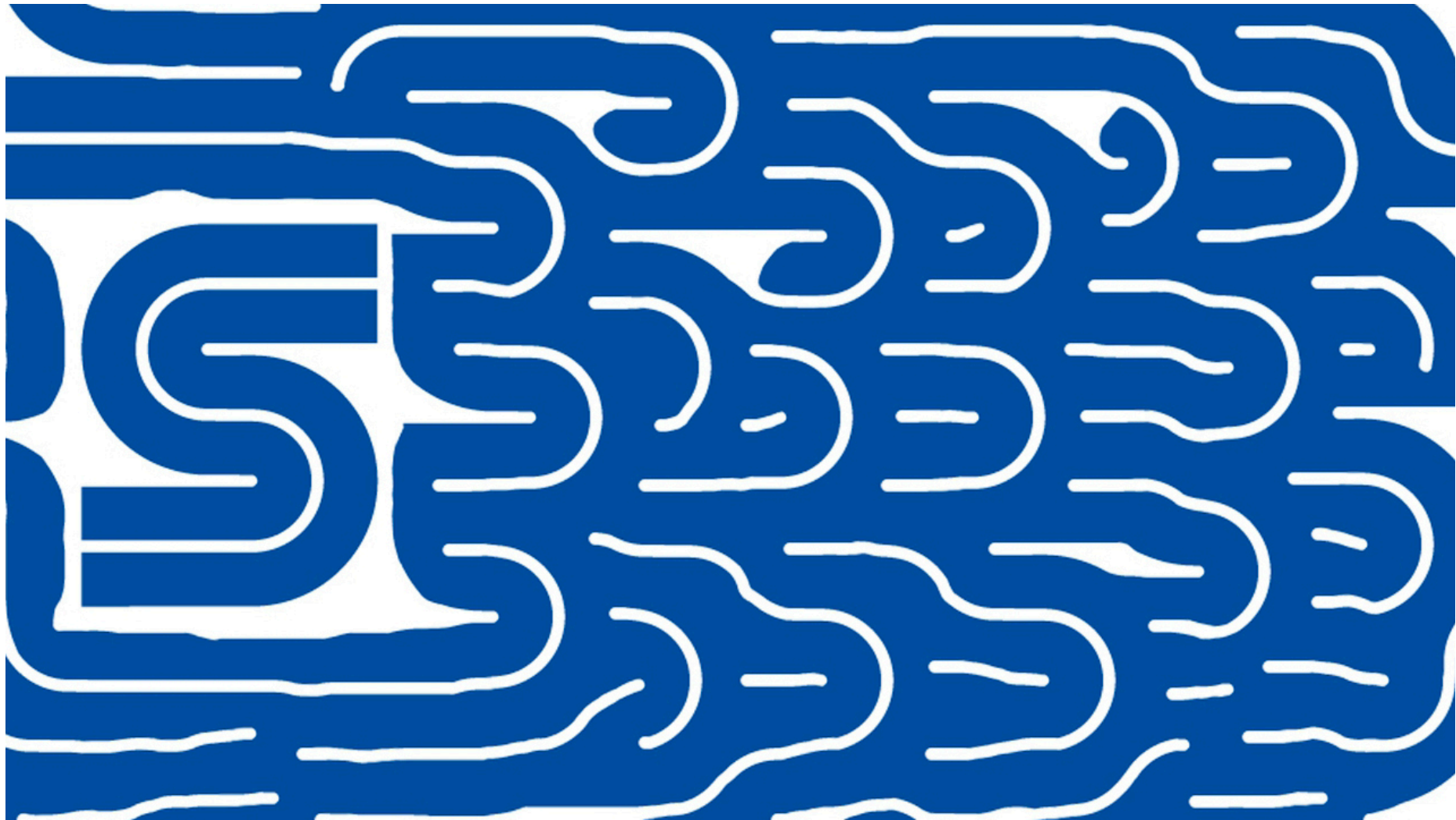


JK Keller, Rotational Growth

I initiated a tumblog called Content Aware Typography. The rules are simple:

1. Choose a picture with some typography in it;
2. Select an area that is close to the letters;
3. Apply Photoshop's Content-Aware Fill;
4. Submit.

One good description of the project came from Matt Duhamel on Twitter: "Algorithms, human psychology, consumerism, gestalt, art standards, and memes all rolled into one giant bundle"



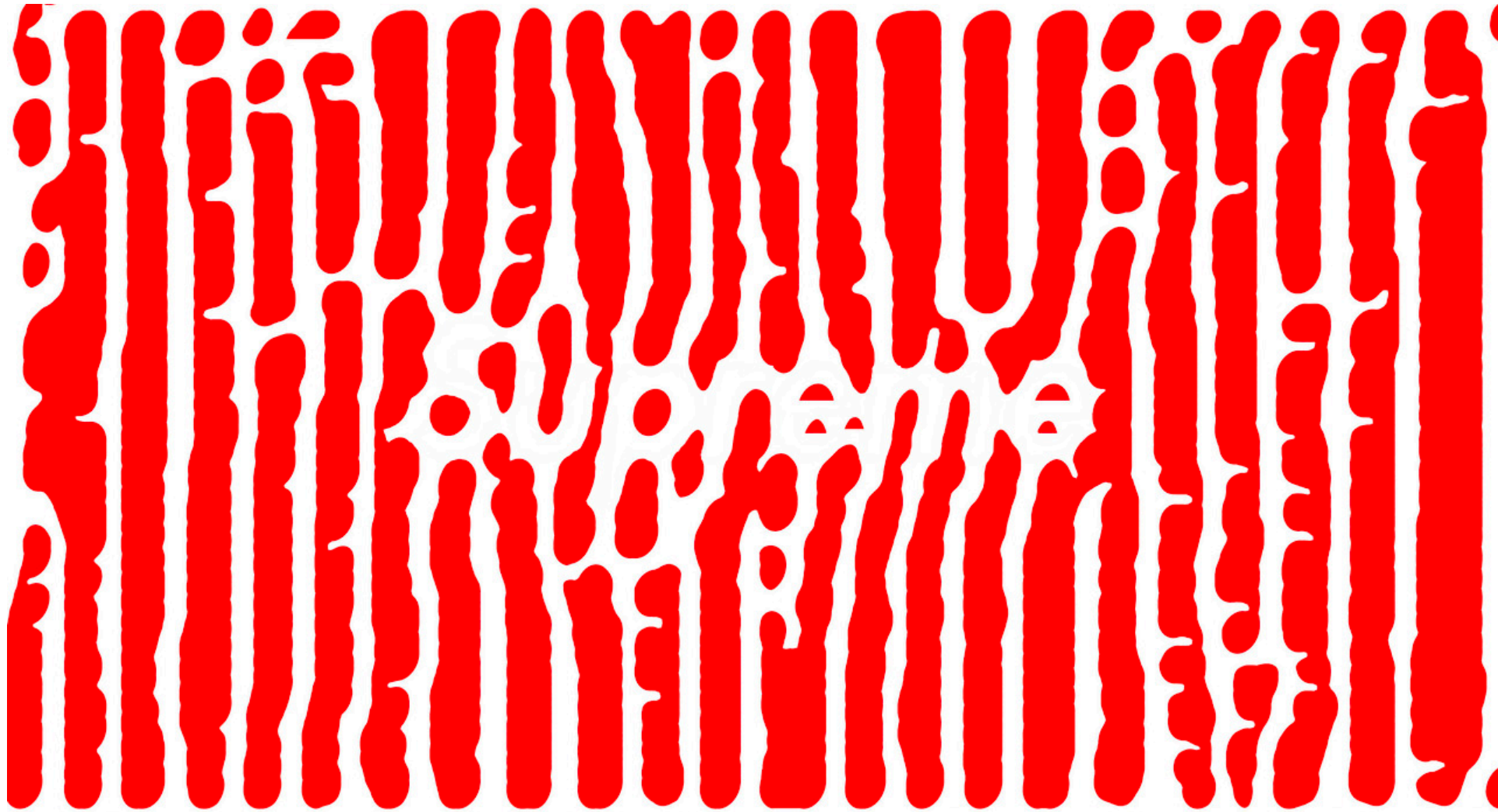






Silvio Lorusso, Content Aware Typography







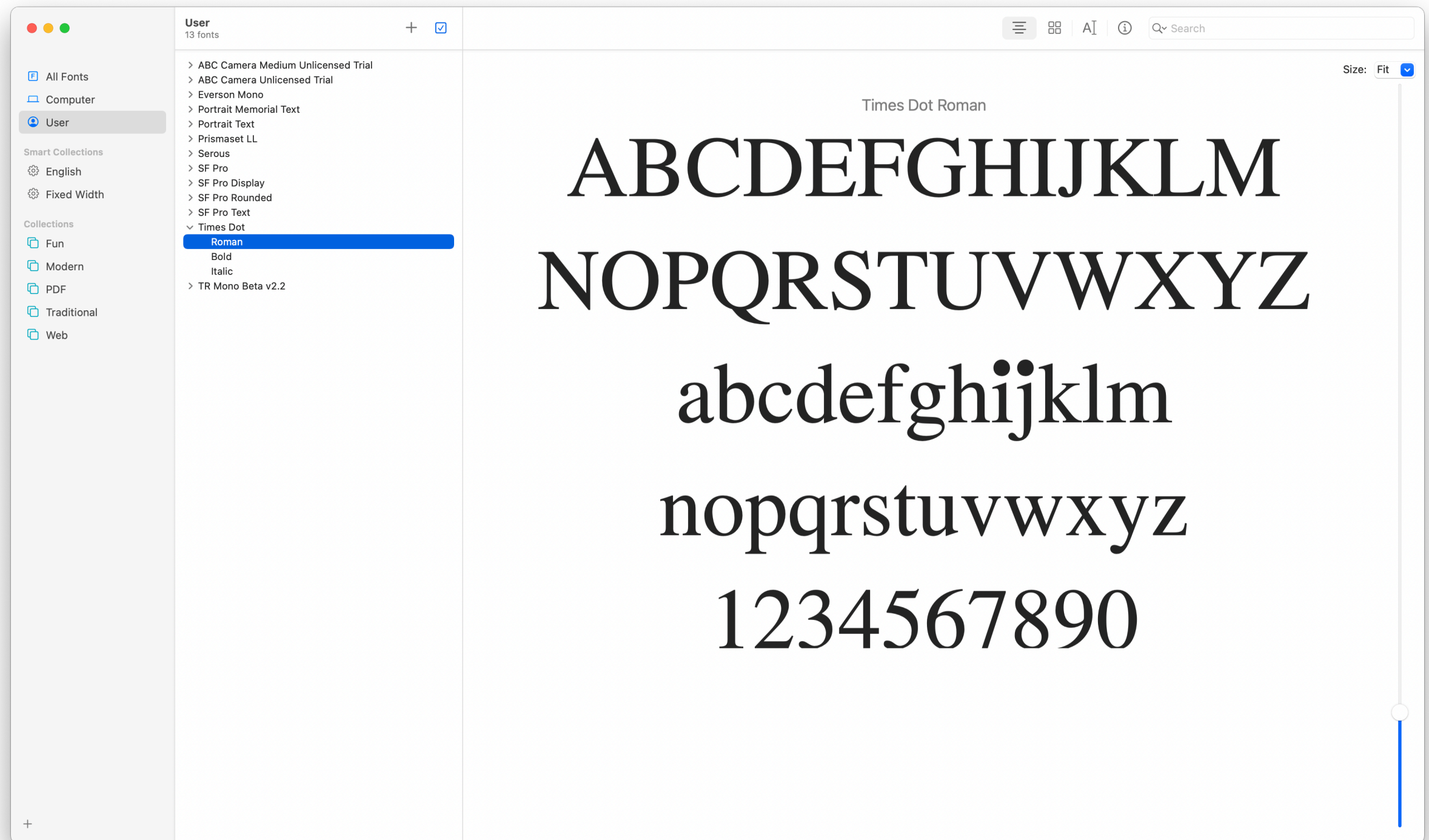
We are human beings!  
There is a time when the operation  
of the machine becomes so odious,  
makes you so sick at heart, that you  
can't take part; you can't even  
passively take part, and you've got to put  
your bodies upon the gears  
and upon the wheels, upon the  
levers, upon all the apparatus,  
and you've got to make it stop.  
And you've got to indicate to the  
people who run it, to the  
people who own it, that  
unless you're free, that  
machine will be prevented  
from working at all.

Mario Soria December 3, 1964



Natasha Jen, Mit Architecture Lecture Series Spring 2011





Laurel Schwulst, Times Dot



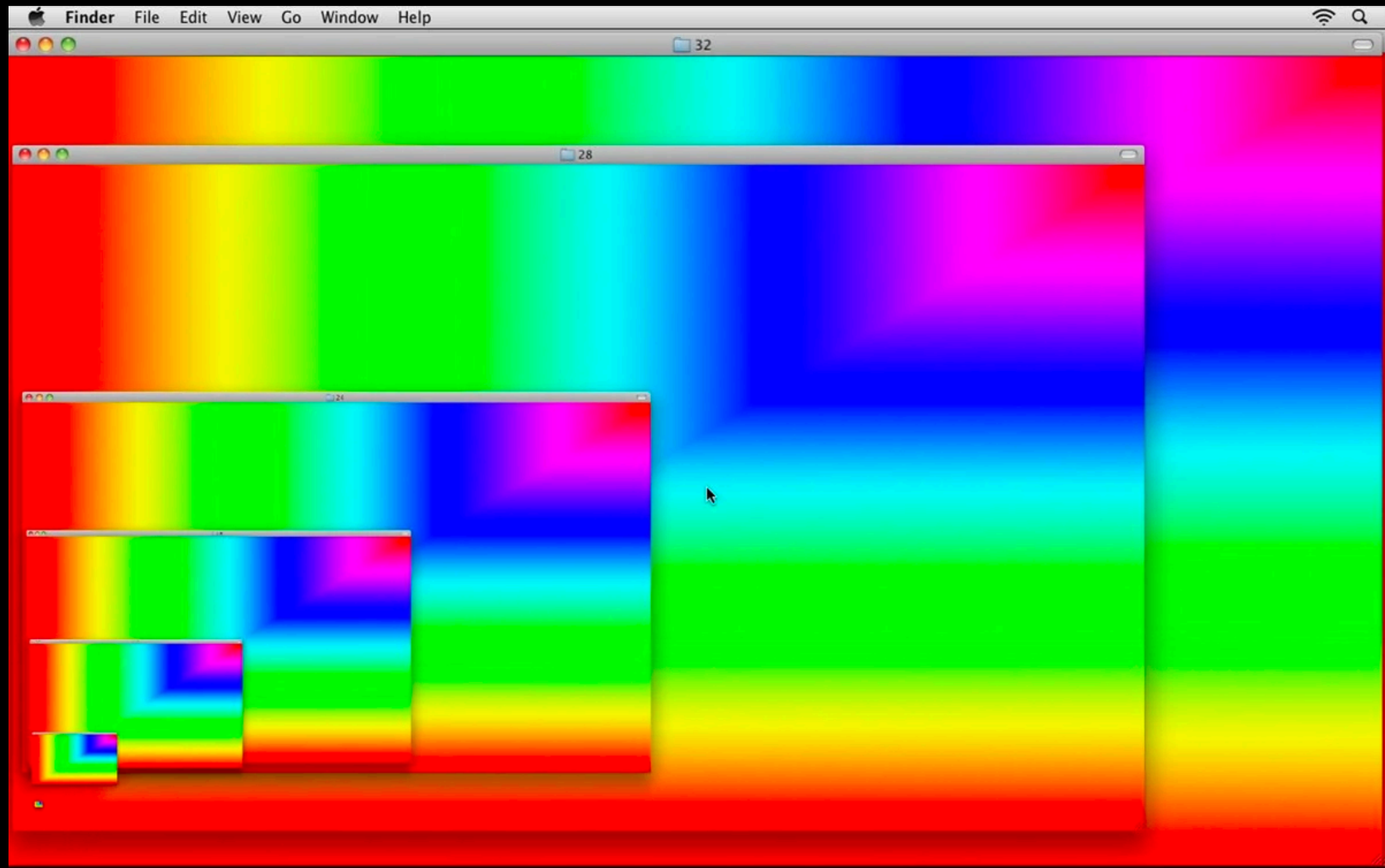
hi

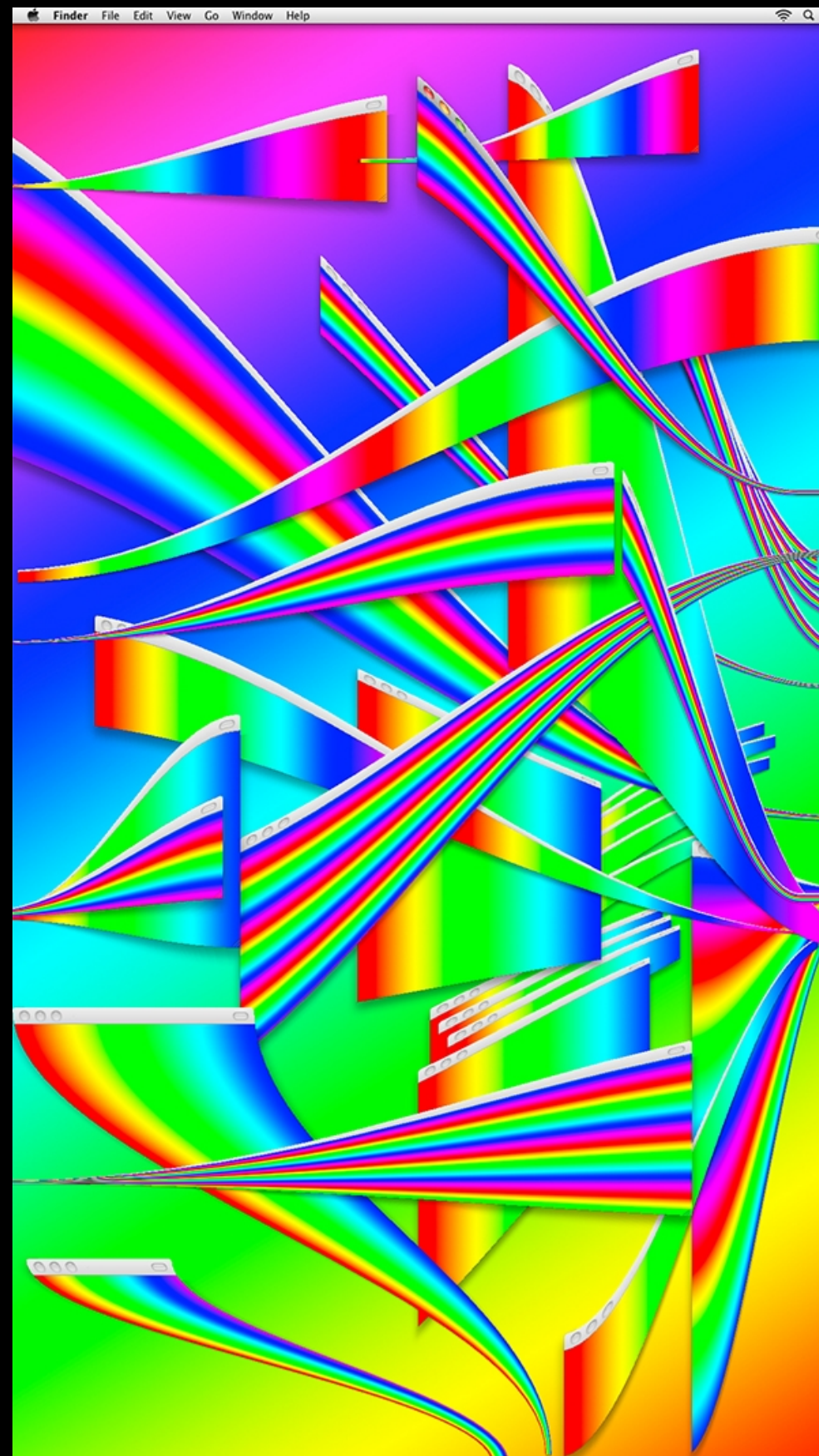
# Courier Sans

*Peter Sloterdijk, Stéphane Haber,*  
*Olivetti, Thomas Kuhn, **Vassilis***  
***Vitsaxis, Wilhelm Dilthey,** Nadia*  
*Taibi, Rudolf Carnap, **Wolfgang***  
***Harich,** Walter Benjamin, Suzanne*  
*Bachelard, Theodor W. Adorno,*  
*Pascal Engel, **Slavoj Žižek, Olivier***  
**Dekens**













Herdimas Anggara



pq\_\_qop\_\_pq - YouTube

youtube.com/watch?v=HVVT00Xicw&list=PLHINYw3MbOxTExigTgfnfyDQVmbSc015A&index=1

Search

**BABI NGEPET**  
Private Herdimas Anggara · 82 / 82

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2. \_xop\_\_ll\_cox\_\_xox\_\_ll\_cox\_\_  
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10. \_p\_\_  
Herdimas Anggara 0:01

pq\_\_qop\_\_pq  
Private  
No views · Nov 28, 2021

Herdimas Anggara

ANALYTICS EDIT VIDEO

Wanderlust - An Indie/Folk/Pop Playlist | Vol. III  
alexrainbirdMusic  
620K views · 3 months ago

New Country Music 2021 | Chris Stapleton, Kane Brown, Luke...

Music Forever  
728K views · 4 months ago

https://www.youtube.com/watch?v=HVVT00Xicw&list=PLHINYw3MbOxTExigTgfnfyDQVmbSc015A&index=1&app=sAQ8

Herdimas Anggara



Yasmeen Khaja, Jared Kitade, and Jimmy Don, Align Text

[Home](#) > [Extensions](#) > Abstract Browsing



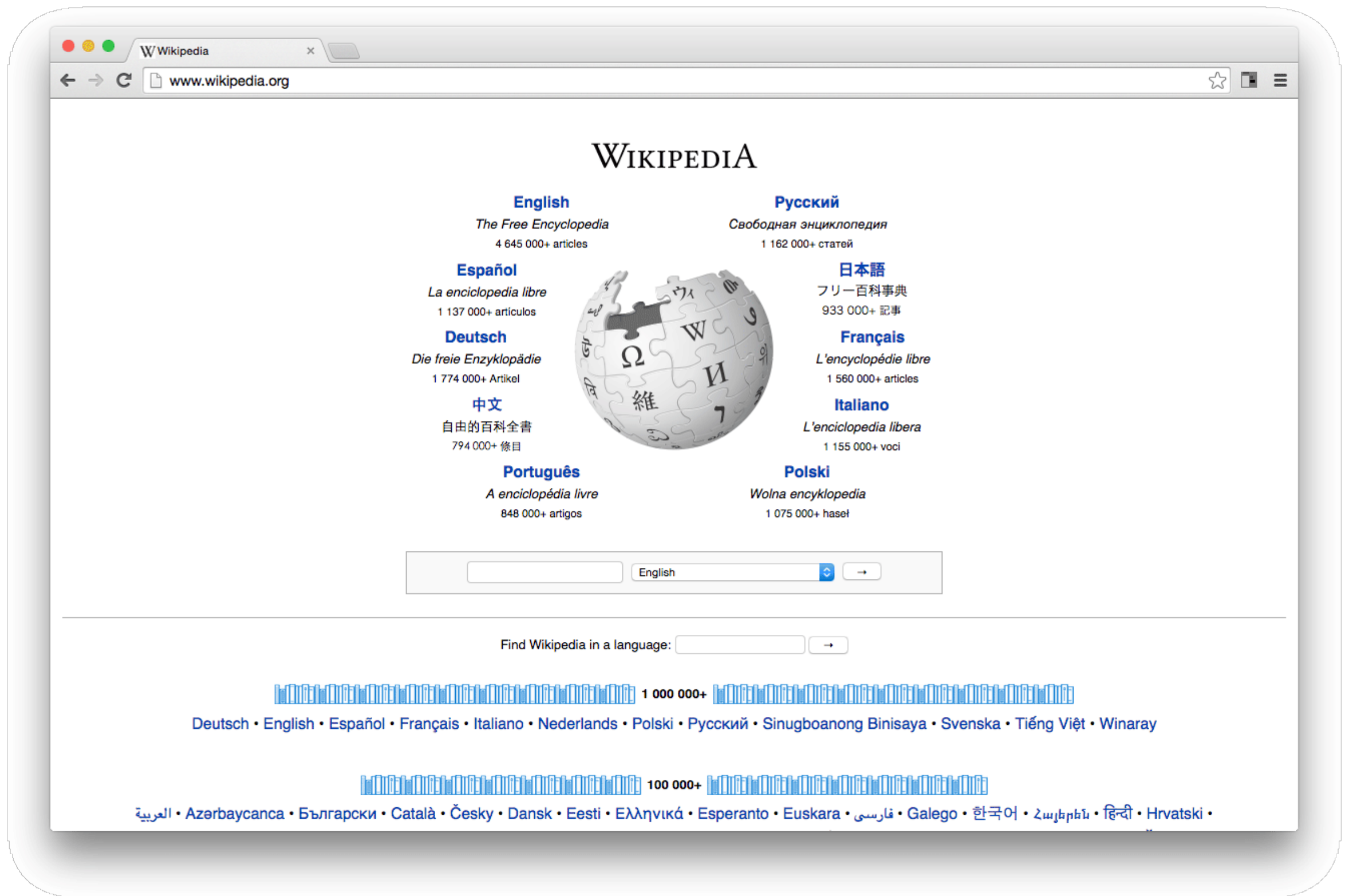
## Abstract Browsing

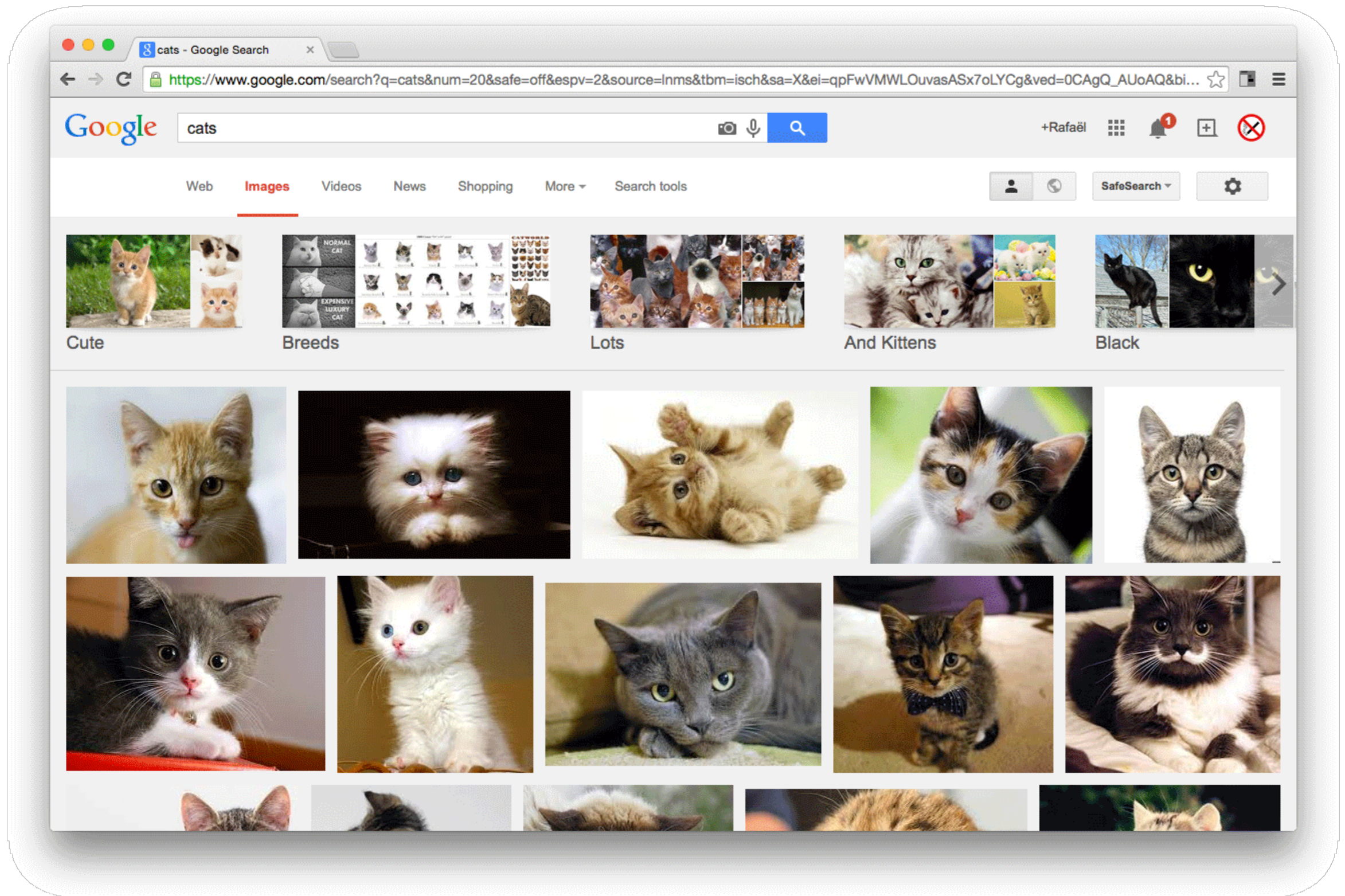
 [www.newrafael.com](http://www.newrafael.com)

★★★★★ 27 ⓘ | [Fun](#) | 2,000+ users

Add to Chrome

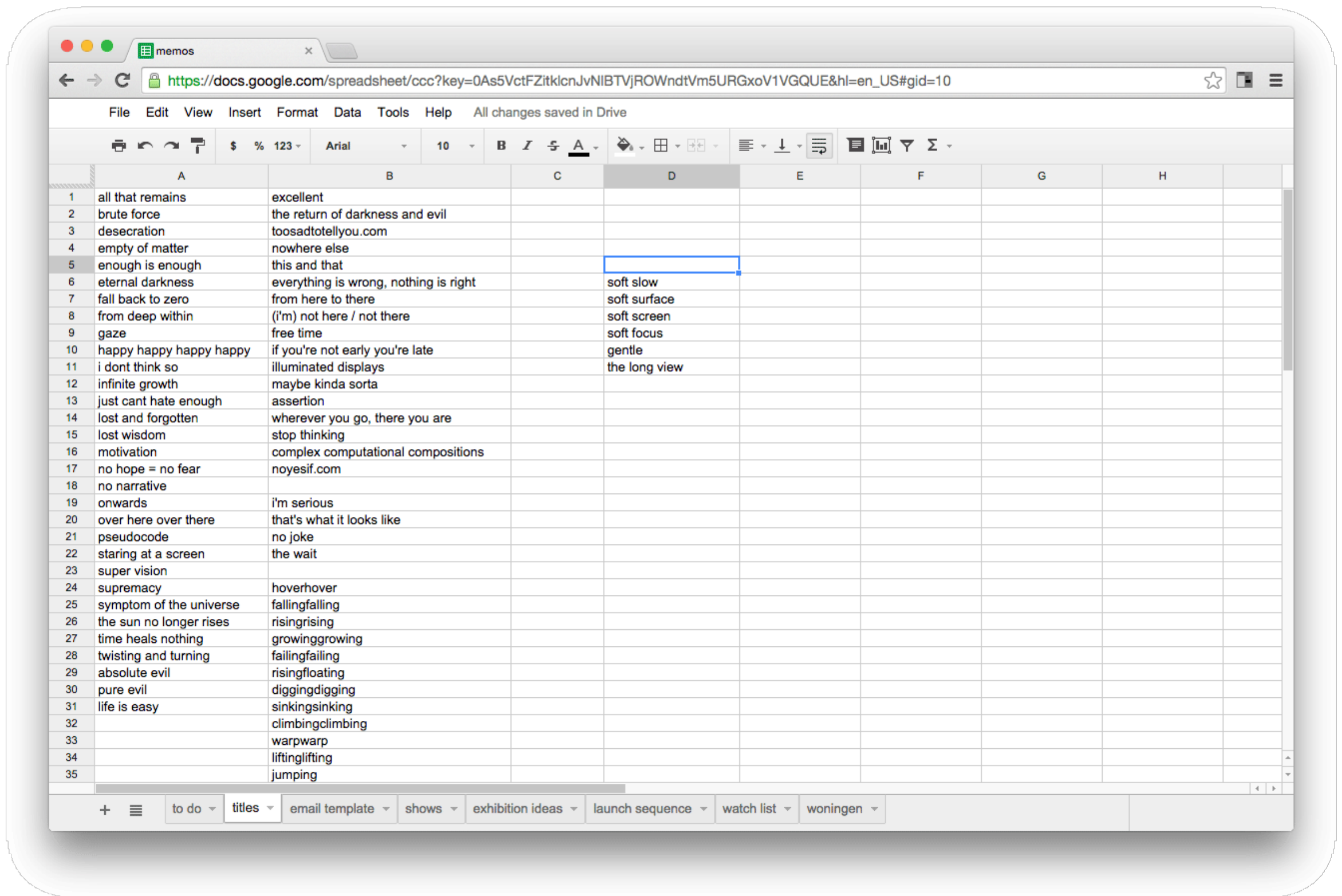






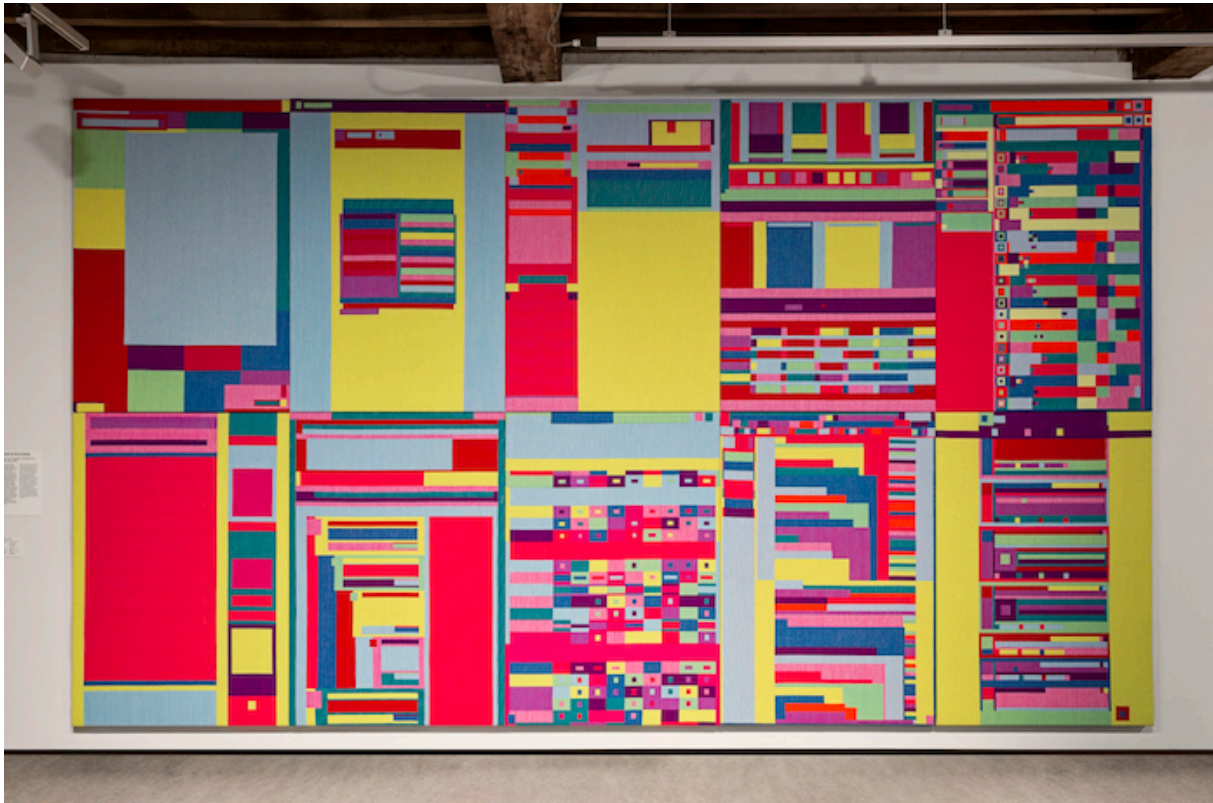
Abstract Browsing, Rafaël Rozendaal



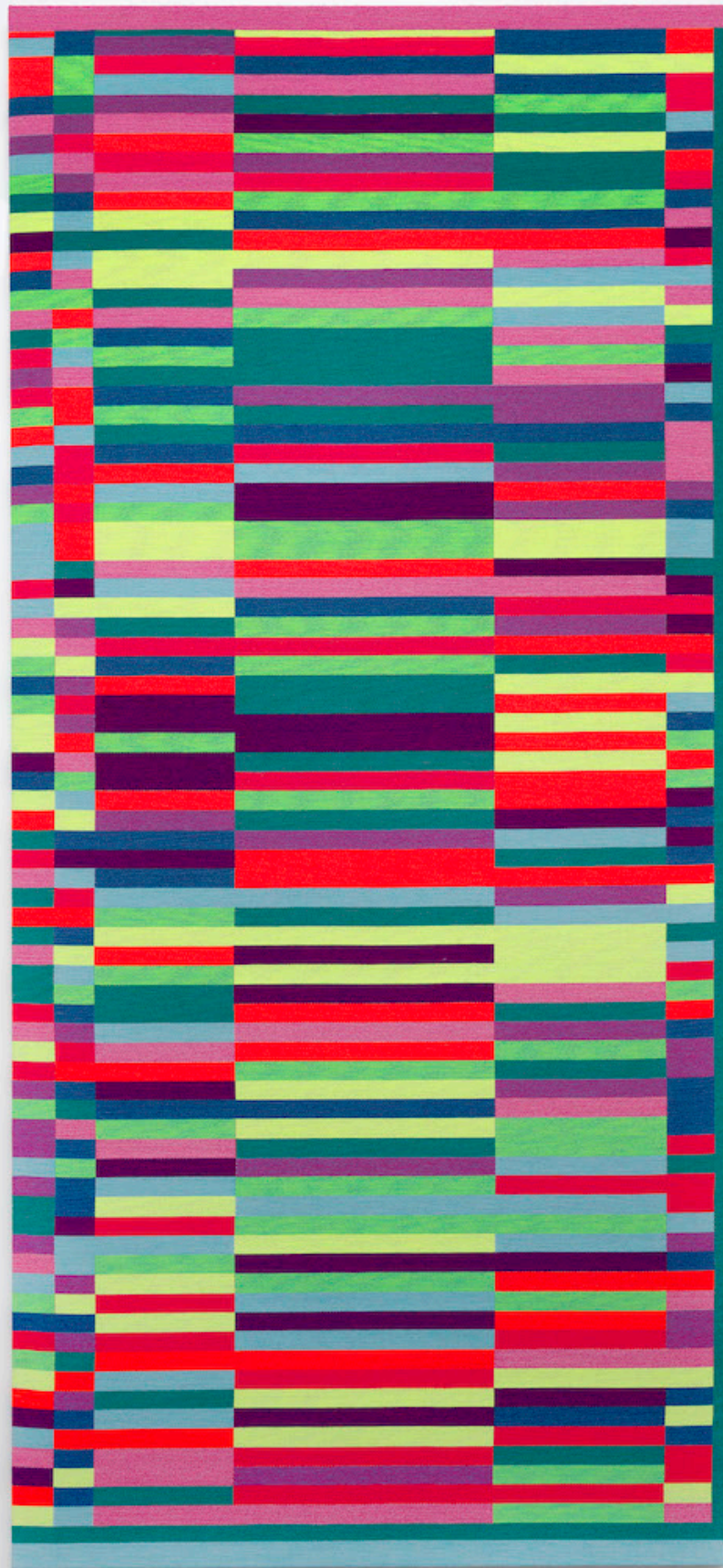


Abstract Browsing, Rafaël Rozendaal





Abstract Browsing, Rafaël Rozendaal



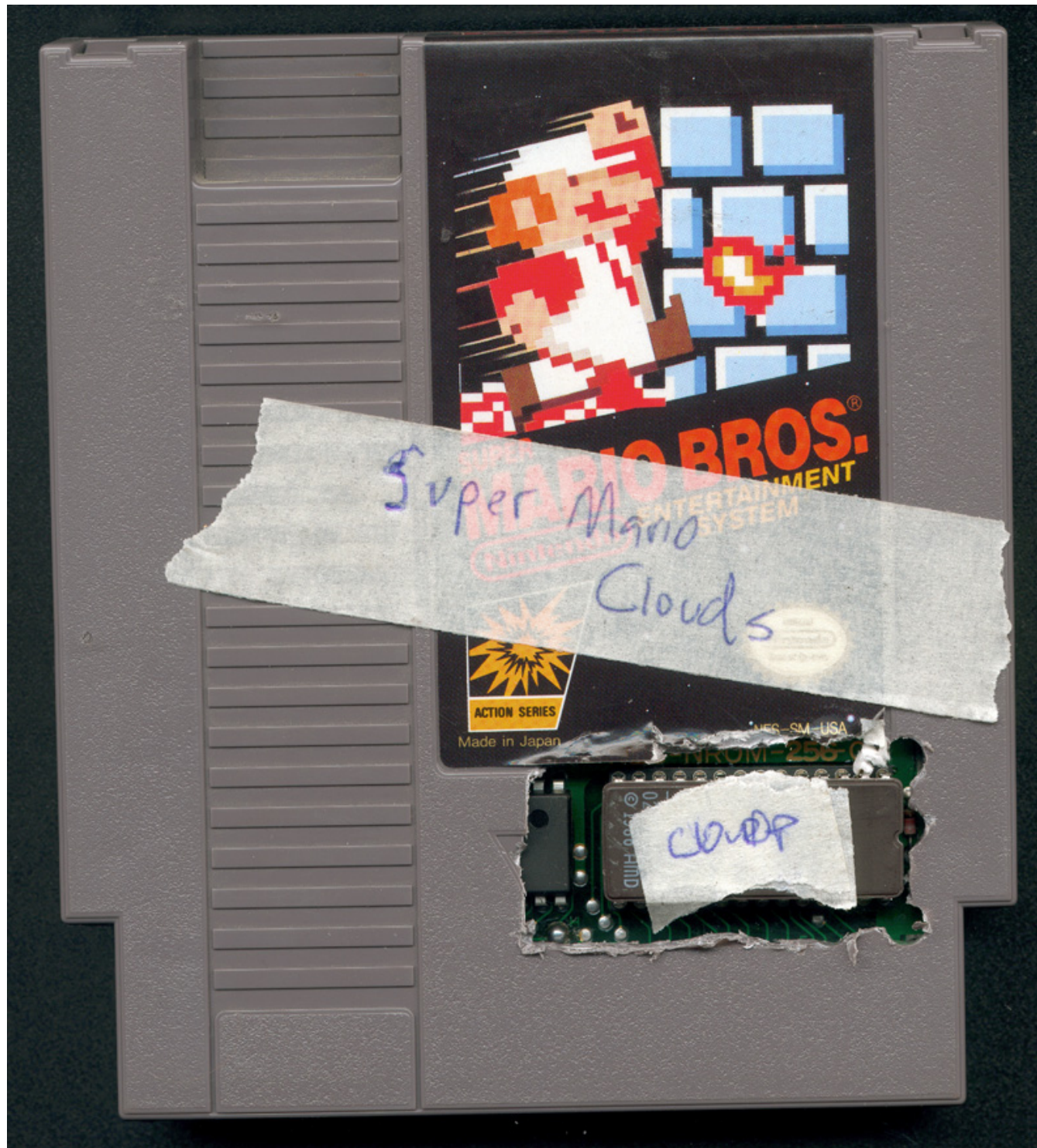
Abstract Browsing, Rafaël Rozendaal





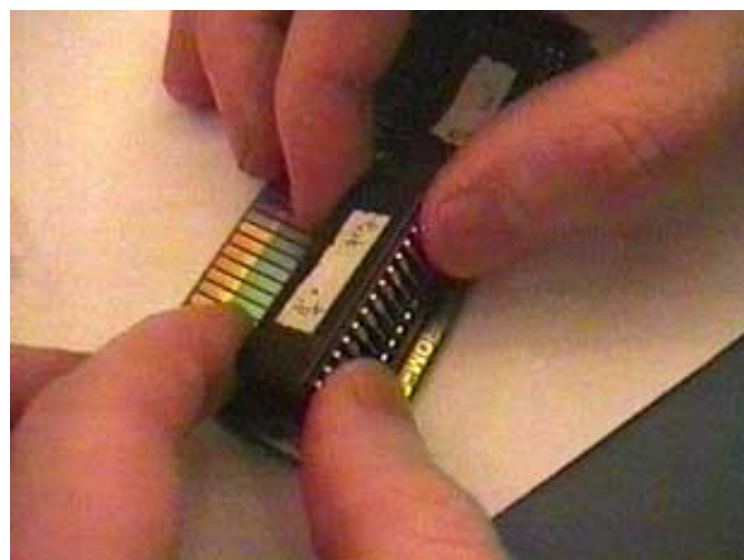
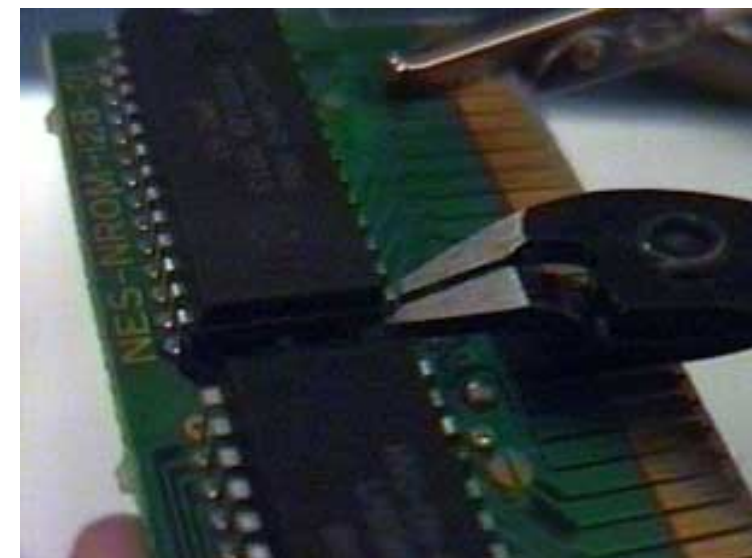
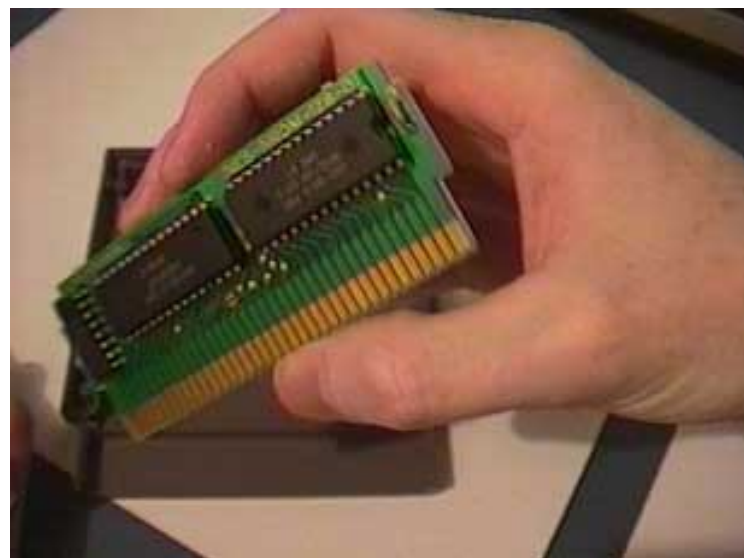
Abstract Browsing, Rafaël Rozendaal



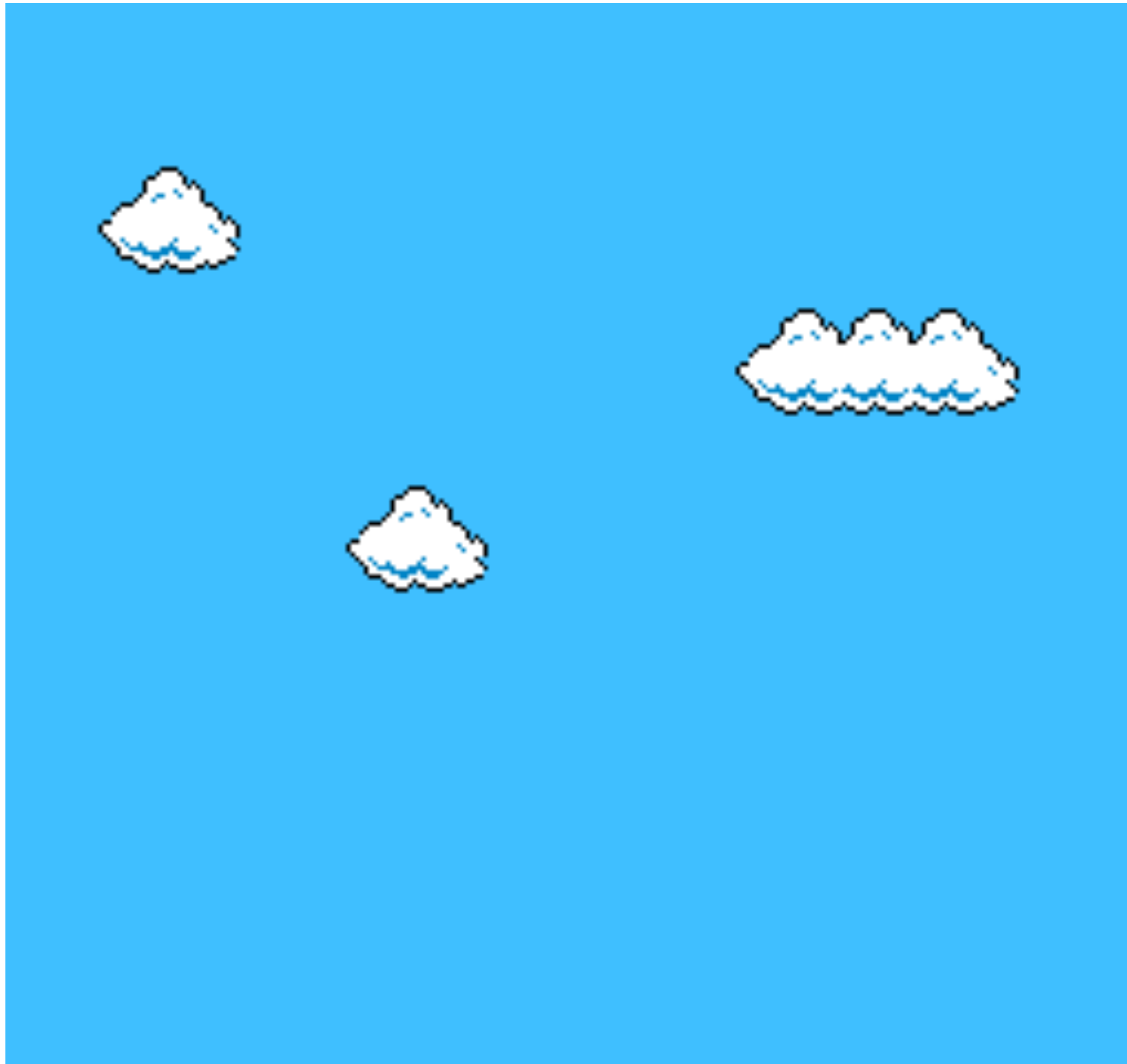


Cory Arcangel, Super Mario Clouds



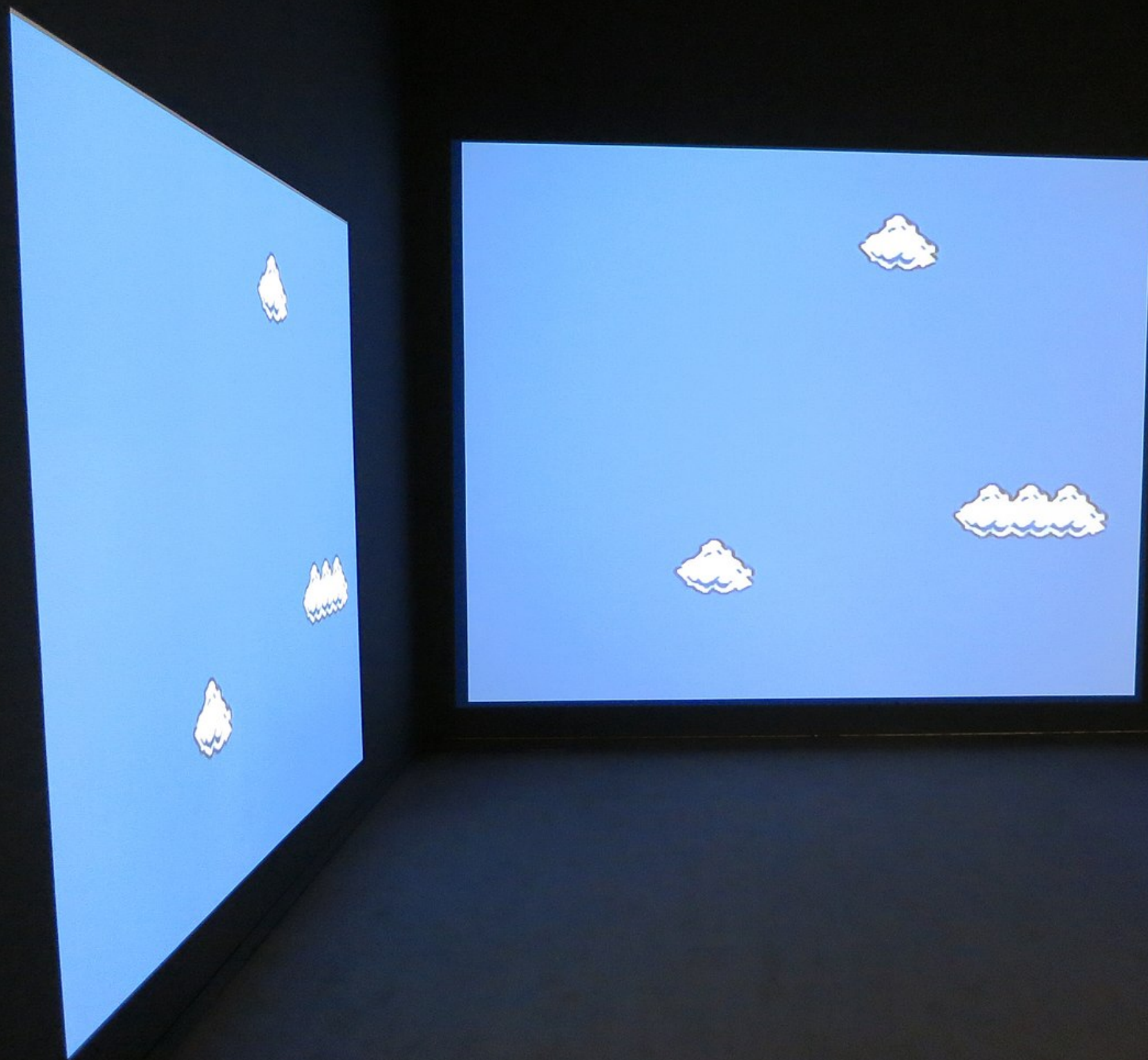


Cory Arcangel, Super Mario Clouds



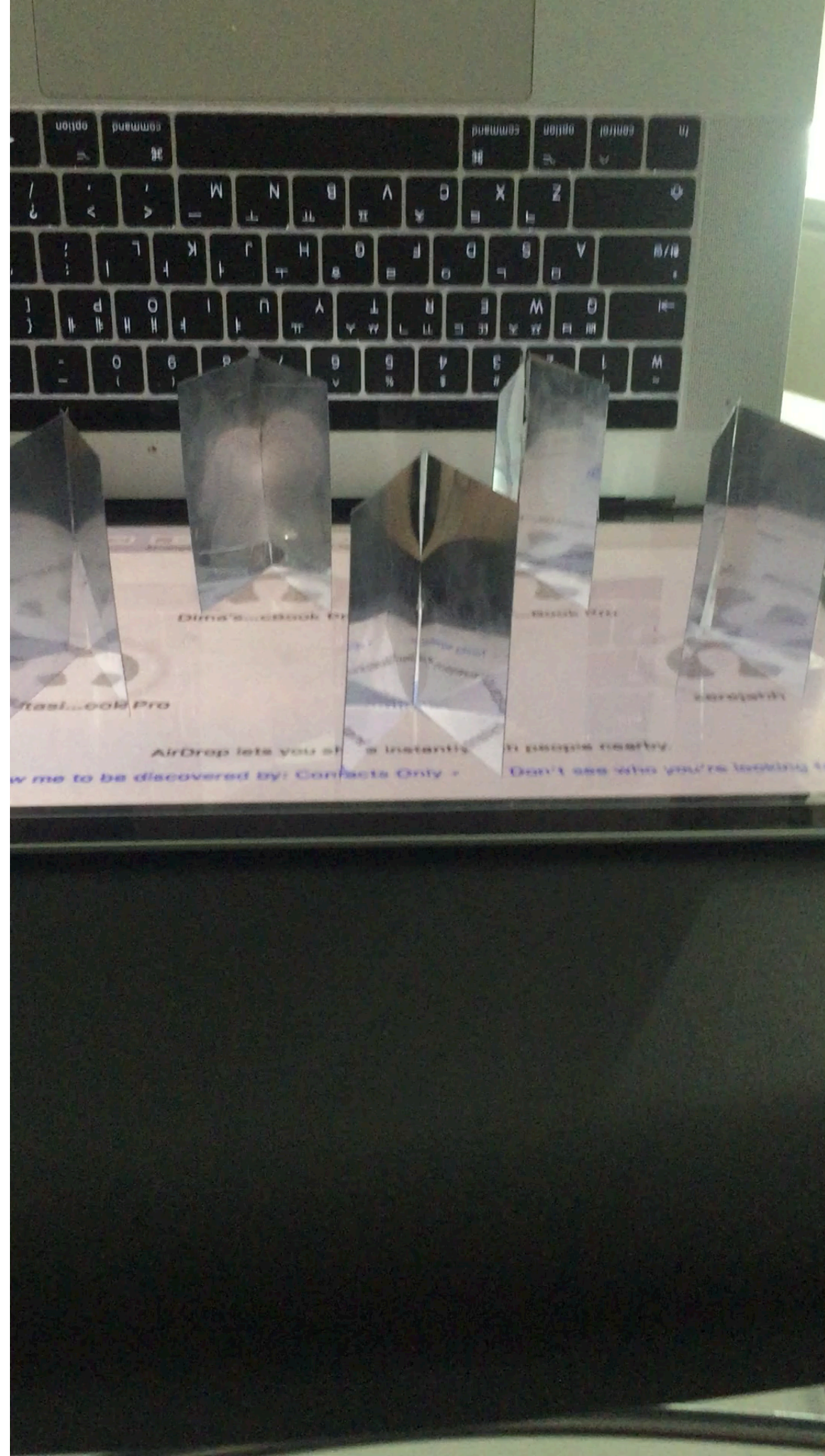
Cory Arcangel, Super Mario Clouds



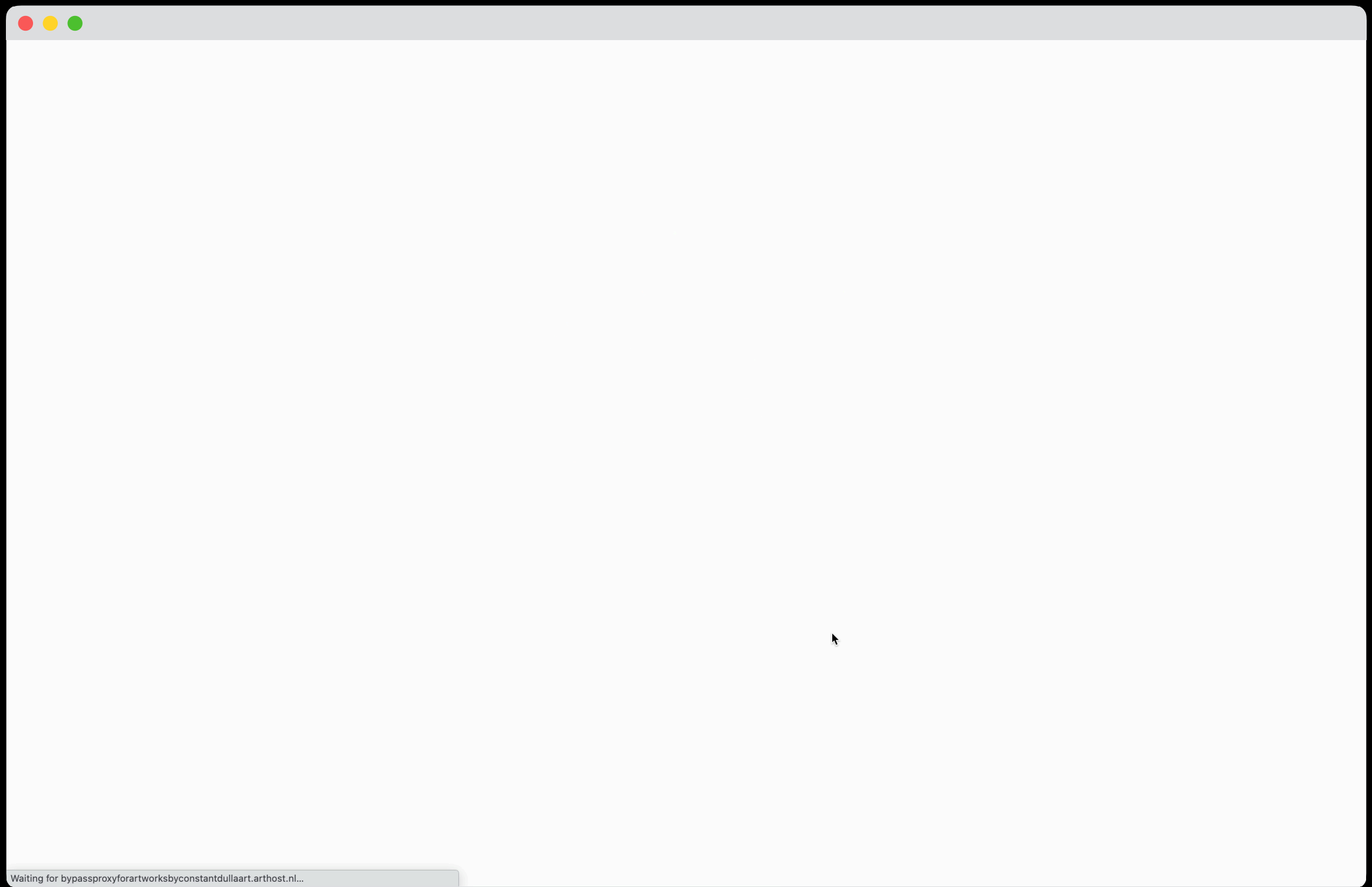


Cory Arcangel, Super Mario Clouds





Yehwan Song







Constant Dullaart, DVD Guy

**[products.designing.tools/projects/modified-tool](#)**

## In-Class Exercise