

Design Studio 22: Unproductive Products

Design Studio 22
Unproductive Tools
Fall 2022
Thurs 10am-1:50pm
Building 49 Rm 115

products.designing.tools

Instructor
chris hamamoto
chamamoto@snu.ac.kr

Office Hours
Tues 10am-2pm
Building 49 Rm 207

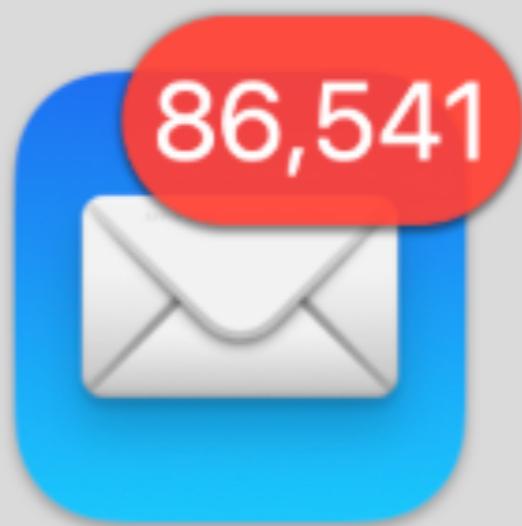
Teaching Assistant
Kyungtae Lee
kyungtaelee@snu.ac.kr

Name, Major, Year

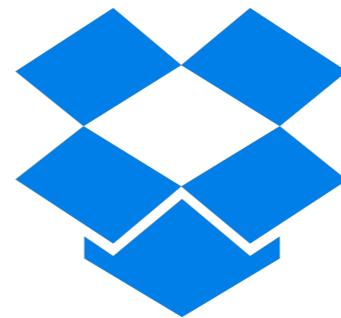
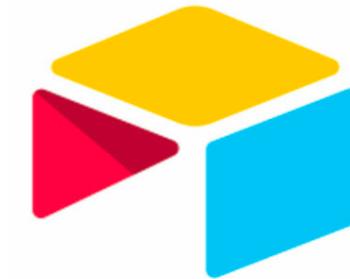
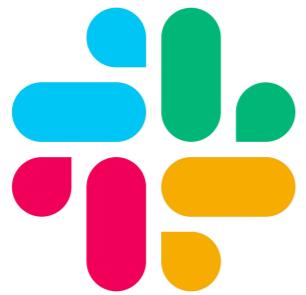
Summer highlight

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

@nataliaucedo



nataliaucedo



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.

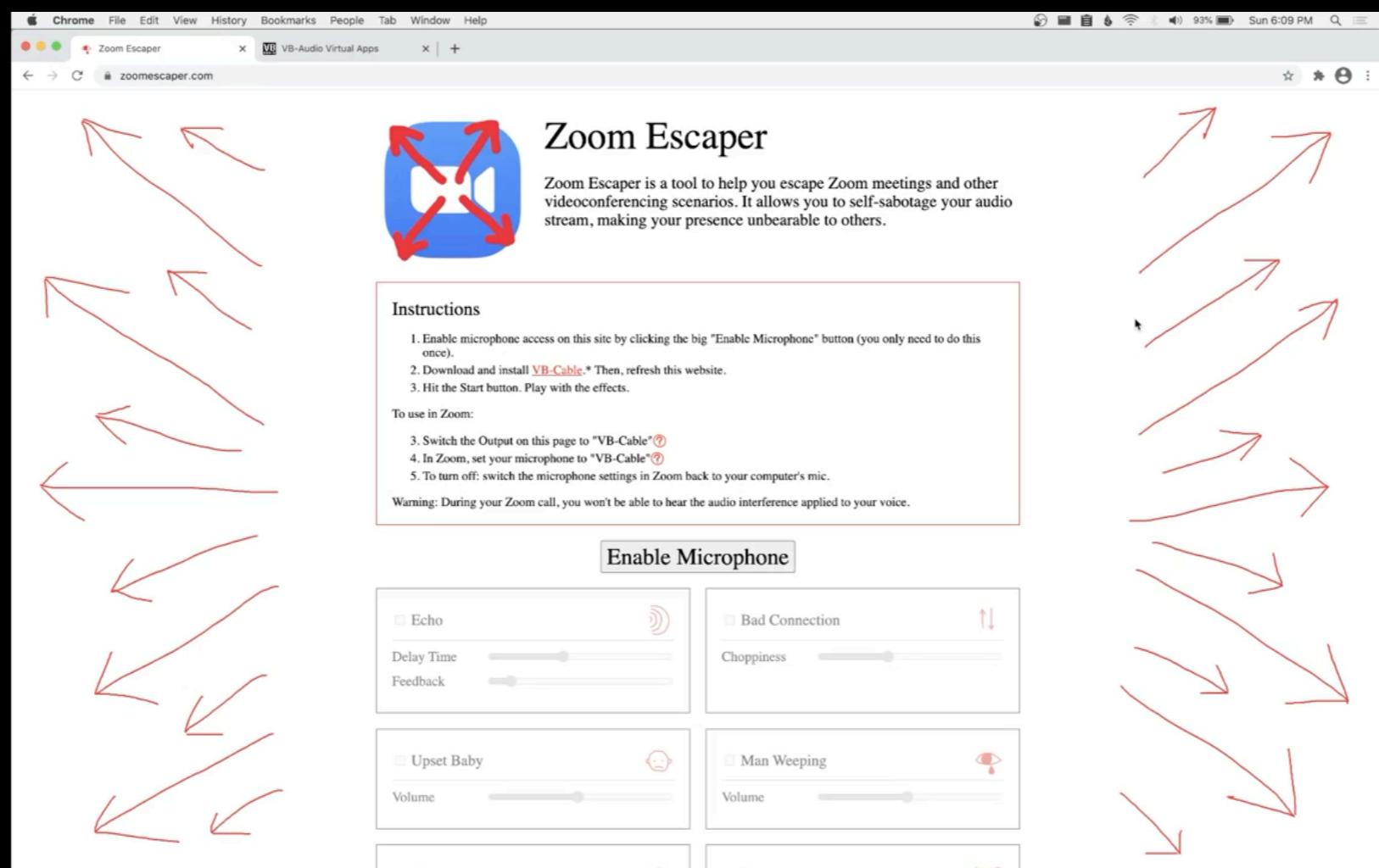
To use in Zoom:

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.

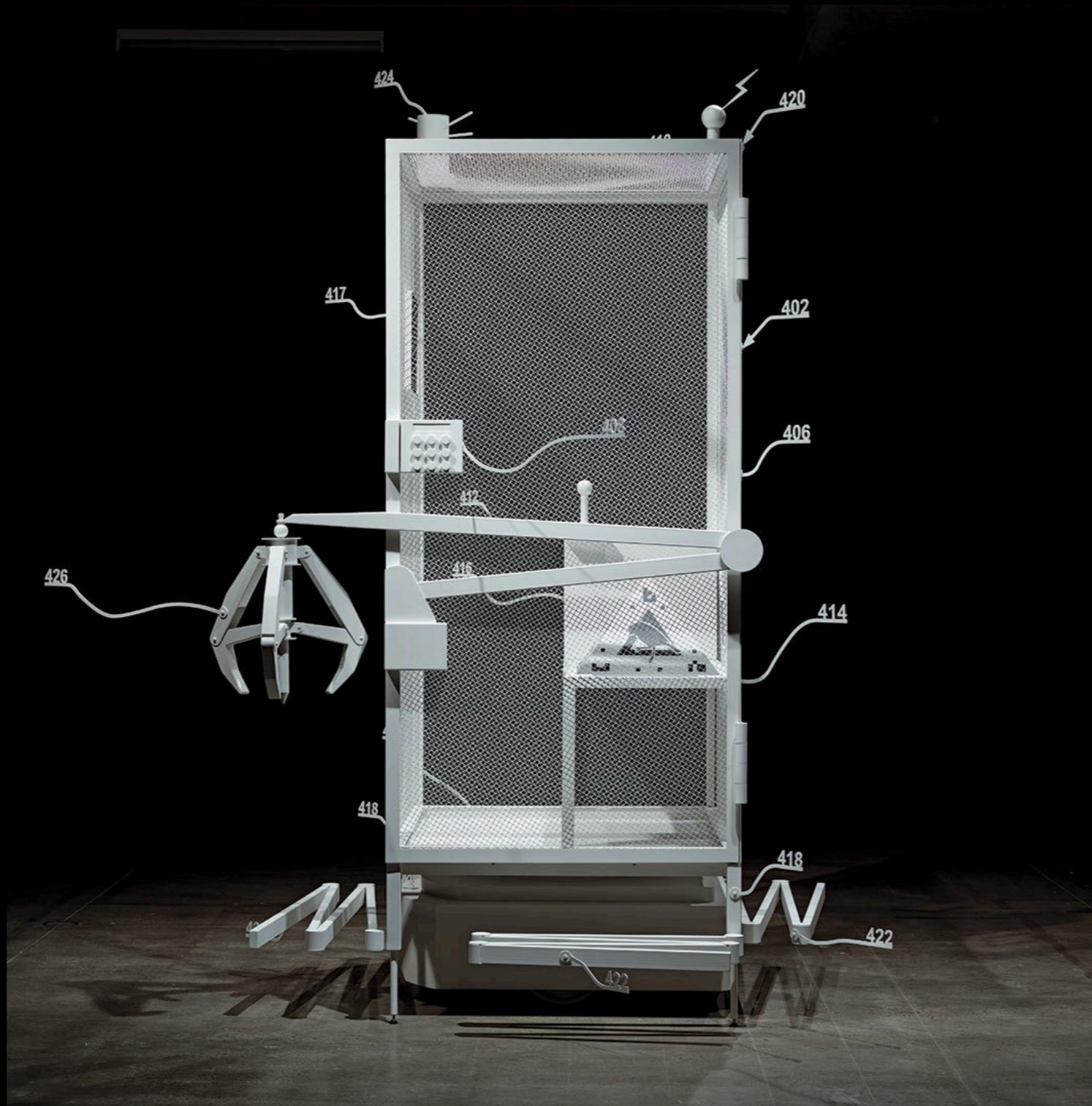
Enable Microphone

<input type="checkbox"/> Echo	<input type="checkbox"/> Bad Connection
Delay Time <input type="range"/>	Choppiness <input type="range"/>
Feedback <input type="range"/>	
<input type="checkbox"/> Upset Baby	<input type="checkbox"/> Man Weeping
Volume <input type="range"/>	Volume <input type="range"/>
<input type="checkbox"/> Wind	<input type="checkbox"/> Dogs
Volume <input type="range"/>	Volume <input type="range"/>





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:



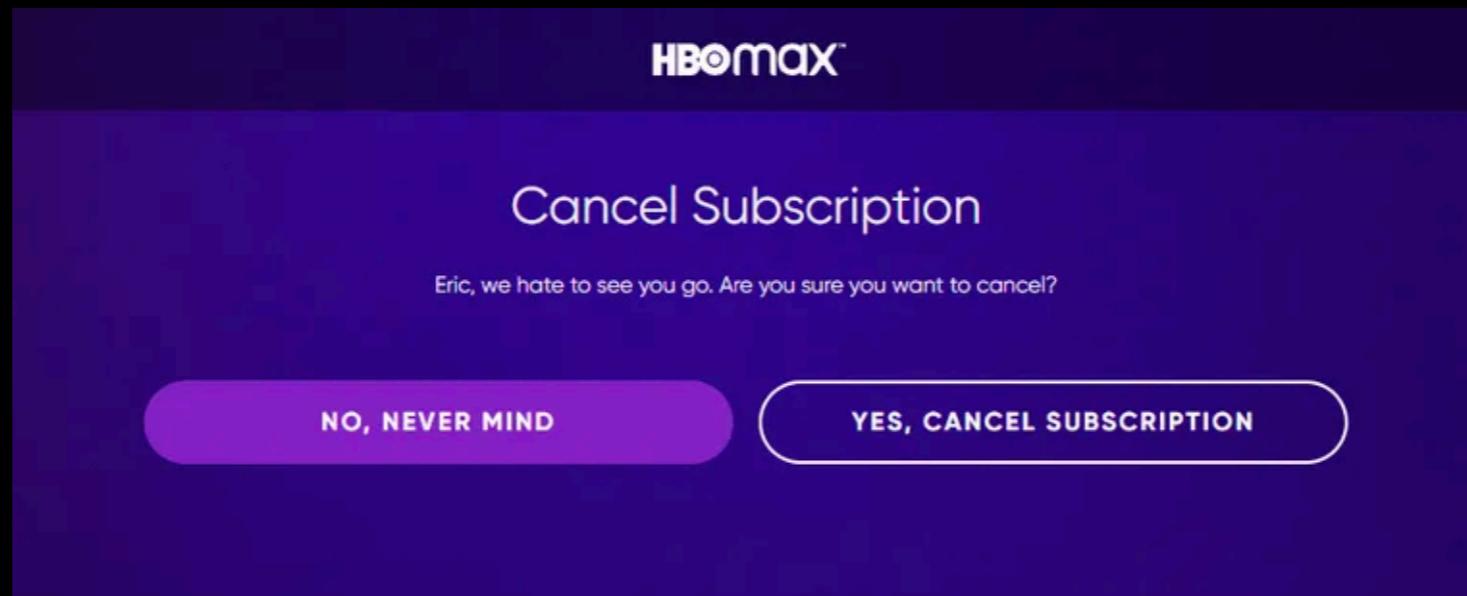
fastcompany.com

Google's Marissa Mayer Assualts 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

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Corporate Memphis

From Wikipedia, the free encyclopedia

Corporate Memphis is a term used (often disparagingly) to describe a [flat](#), geometric [art style](#), widely used in [Big Tech](#) illustrations in the late 2010s^[1] and early 2020s.^[2] It is often criticized as seeming uninspired and dystopian.^[1]

Contents [\[hide\]](#)

- [1 Origins](#)
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Origins [\[edit\]](#)

Corporate Memphis is considered to be rooted in a style which has been dubbed *flat art*- a broad category of illustrative styles characterized by flat shapes and exaggerated proportions.^[2] However, the inception of Corporate Memphis as its own style is often attributed to Alegria, an illustration system commissioned by Facebook from design agency Buck Studios in 2017.^[3][\[better source needed\]](#)

The style's title, which has been colloquially assigned, is a reference to the [Memphis Group](#), an Italian architecture group from the 1980s known for its designs that are often thought to be [garish](#).^[2] It is also known as the [Alegria style](#),^[1] or [Big Tech art style](#).^[4] Illustrators working in this style often refer to it as [flat art](#).^[2]

Visual characteristics [\[edit\]](#)

Common [motifs](#) are flat human characters in action, with disproportionate features such as long and bendy limbs,^[2] small torsos,^[5] minimal facial features, and bright colors without any blending. Skin tones are often depicted in a non-representational manner, with colors such as blues and purples being employed in order to create a sense of inclusivity.^[6]

Reception [\[edit\]](#)

The style has since been criticized for being generic,^[7] overused, and attempting to sanitize public perception by presenting [human interaction](#) in [utopian optimism](#).^[1] Criticism of the art style has also been thought to be rooted in critiques of [capitalism](#).^[5]

References [\[edit\]](#)

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

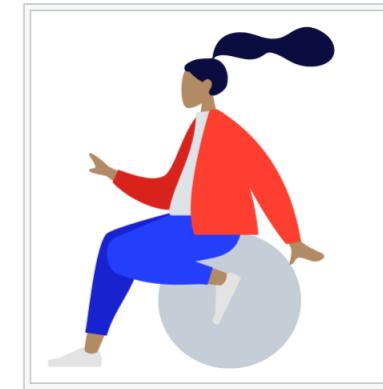
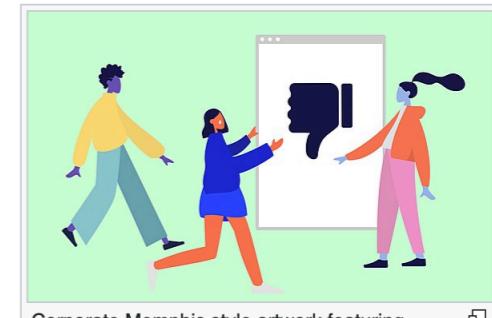
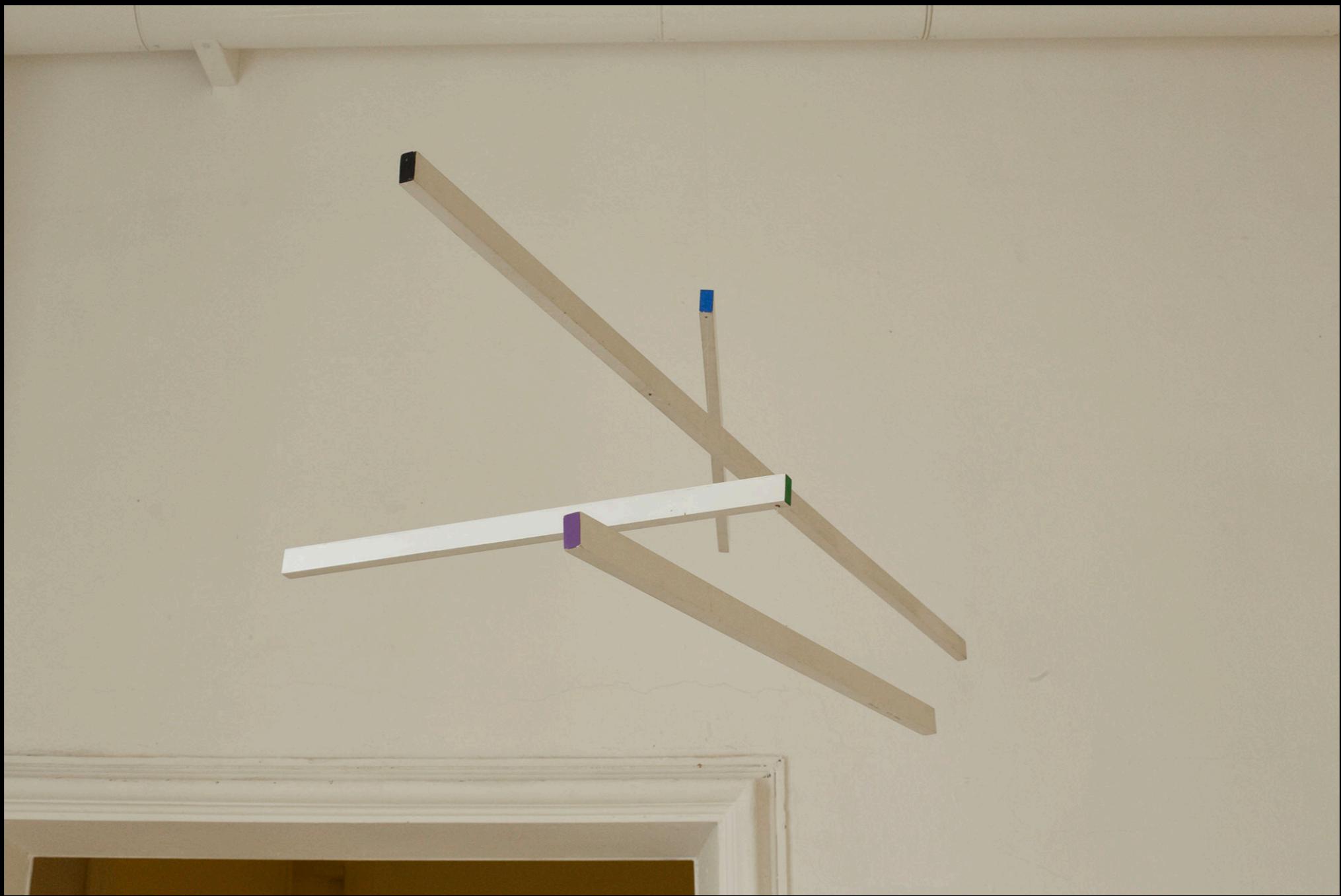


Illustration in Corporate Memphis style from *humaaans* design library



Corporate Memphis style artwork featuring characters with blue and purple skintones

Revolut	»	Revolut
facebook.	»	FACEBOOK
Google	»	Google
Microsoft	»	Microsoft
airbnb	»	airbnb
Spotify™	»	Spotify®
Pinterest	»	Pinterest
ebay	»	ebay

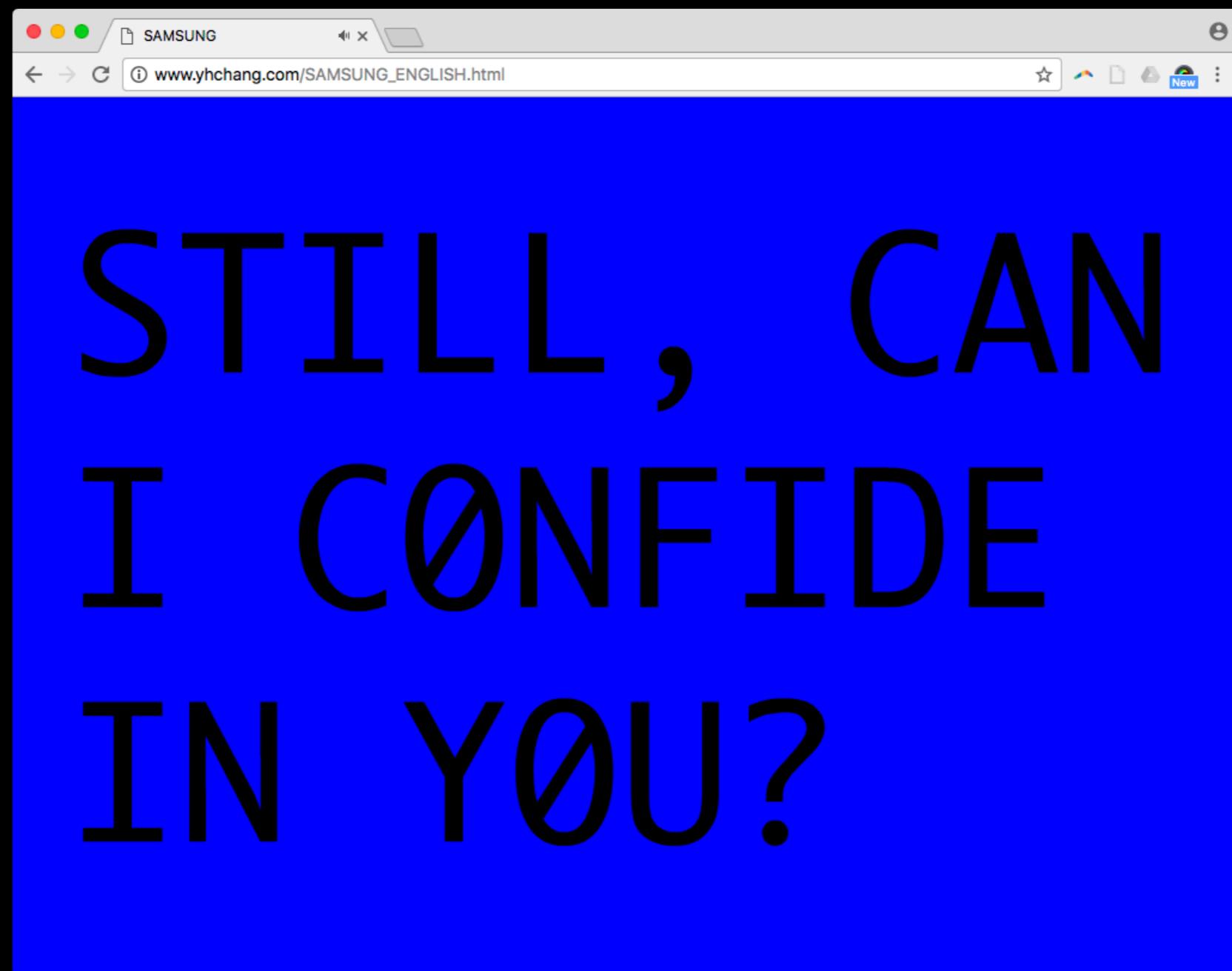


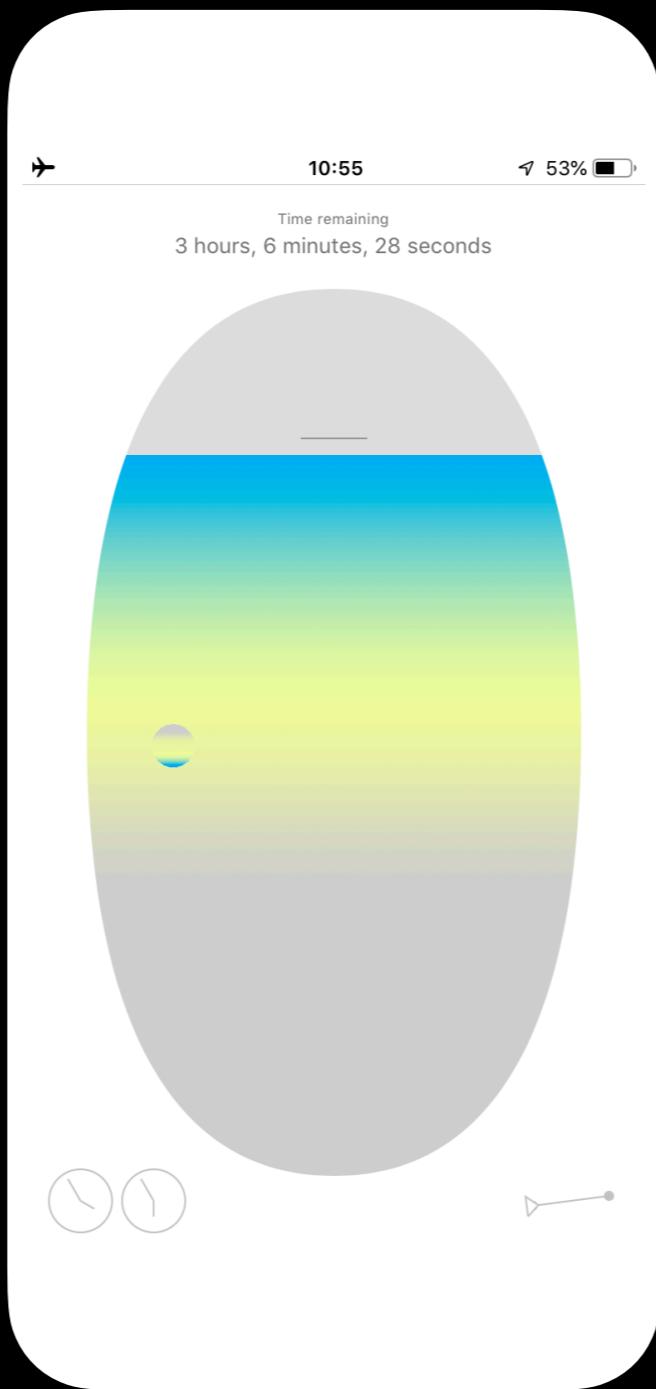
Useless Machine by Bruno Munari. 1945 – 1980

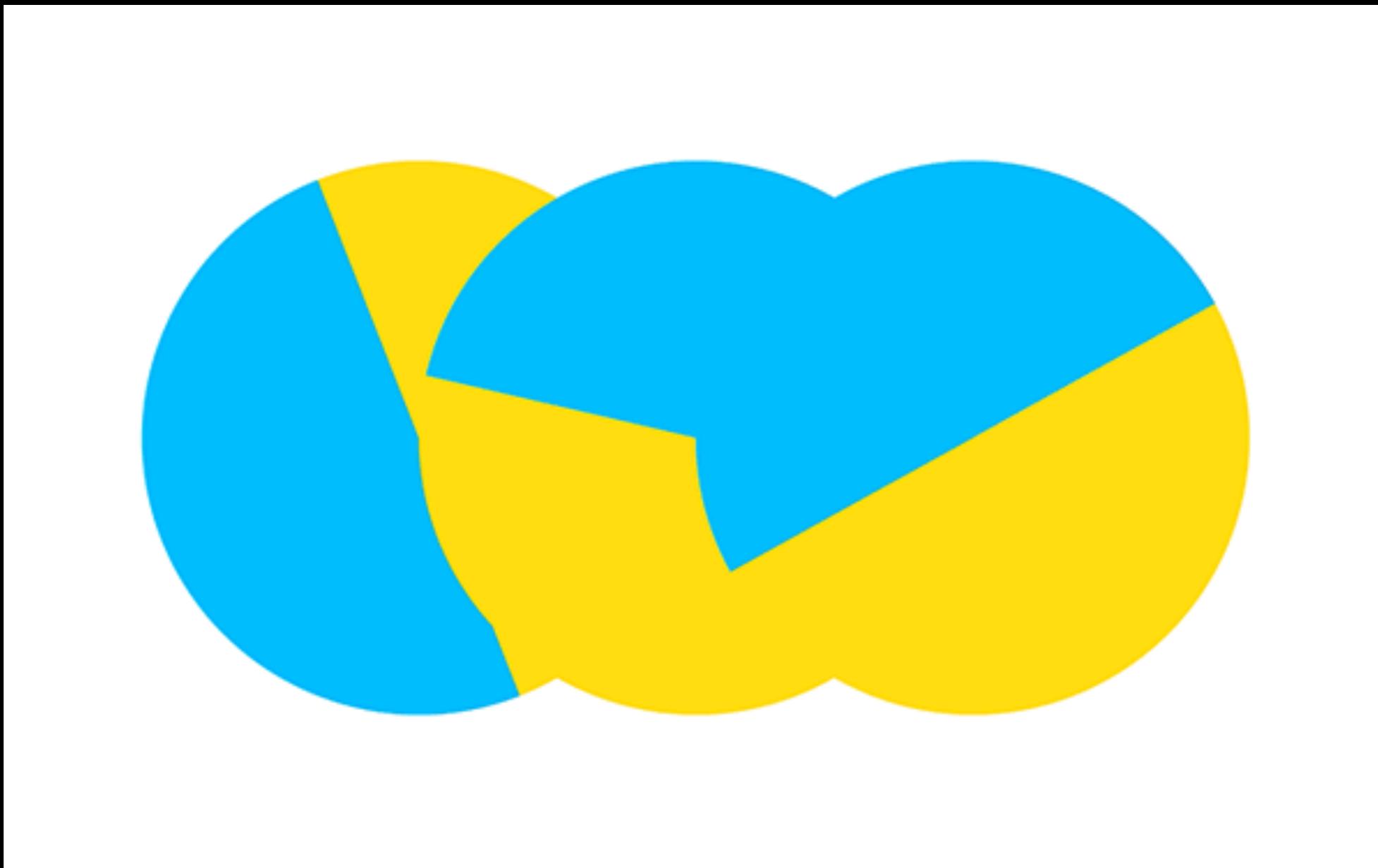


Libri Illeggibili (unreadable books) by Bruno Munari. 1949

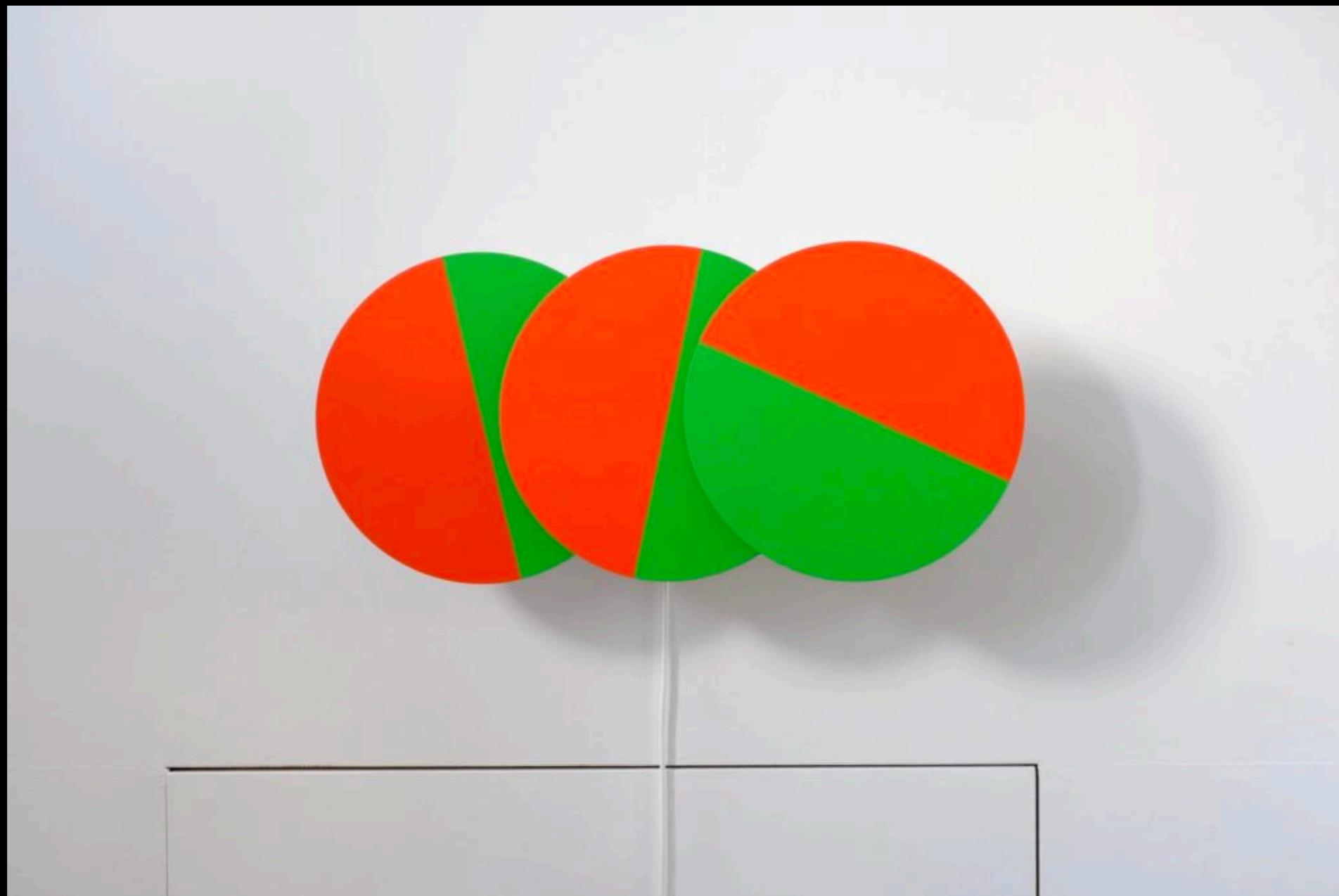
“using techniques deriving from industrial mass production...
[Munari’s] Useless machines highlighted their purely aesthetic
function disconnected from any kind of useful functionality.”

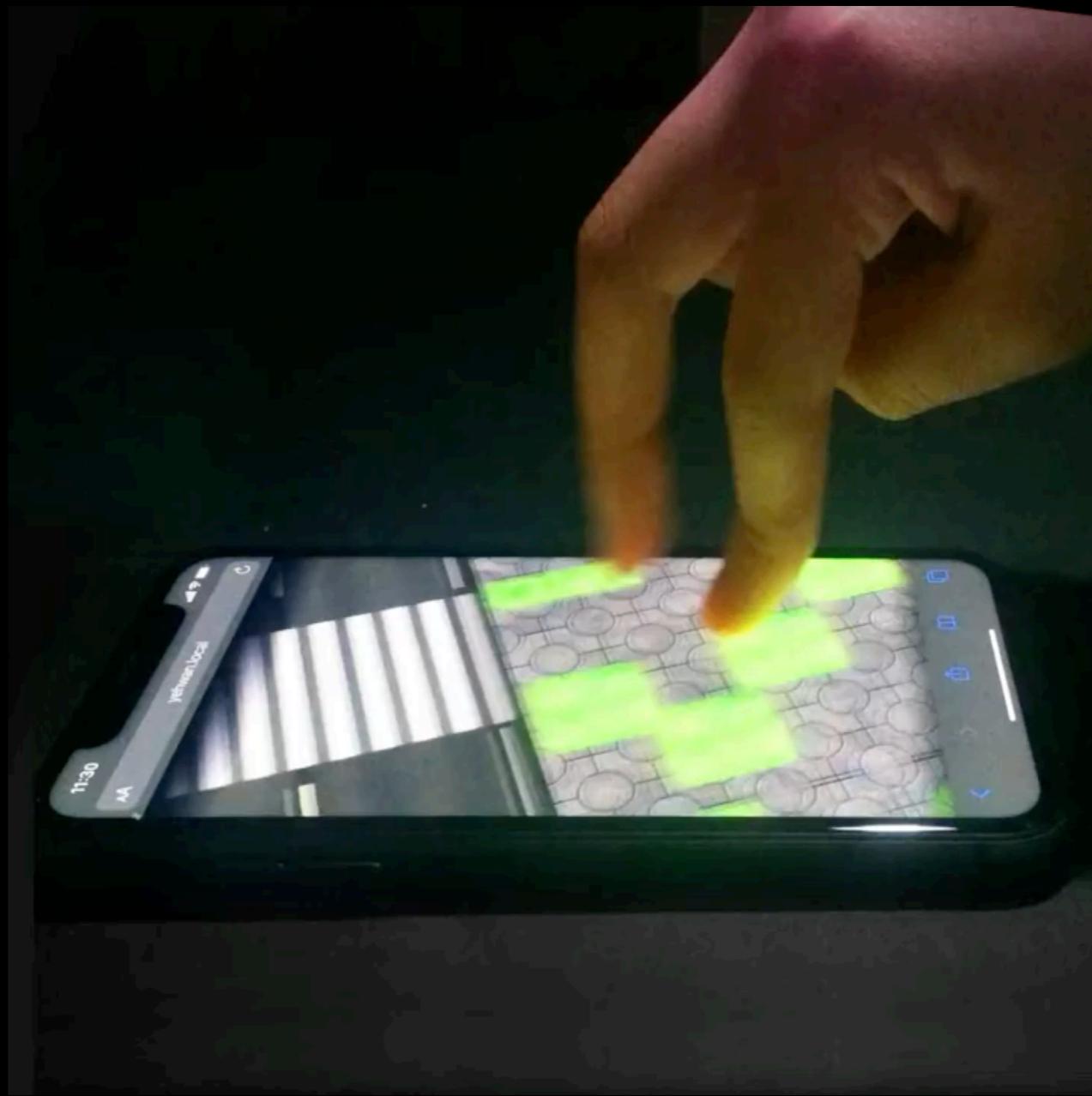






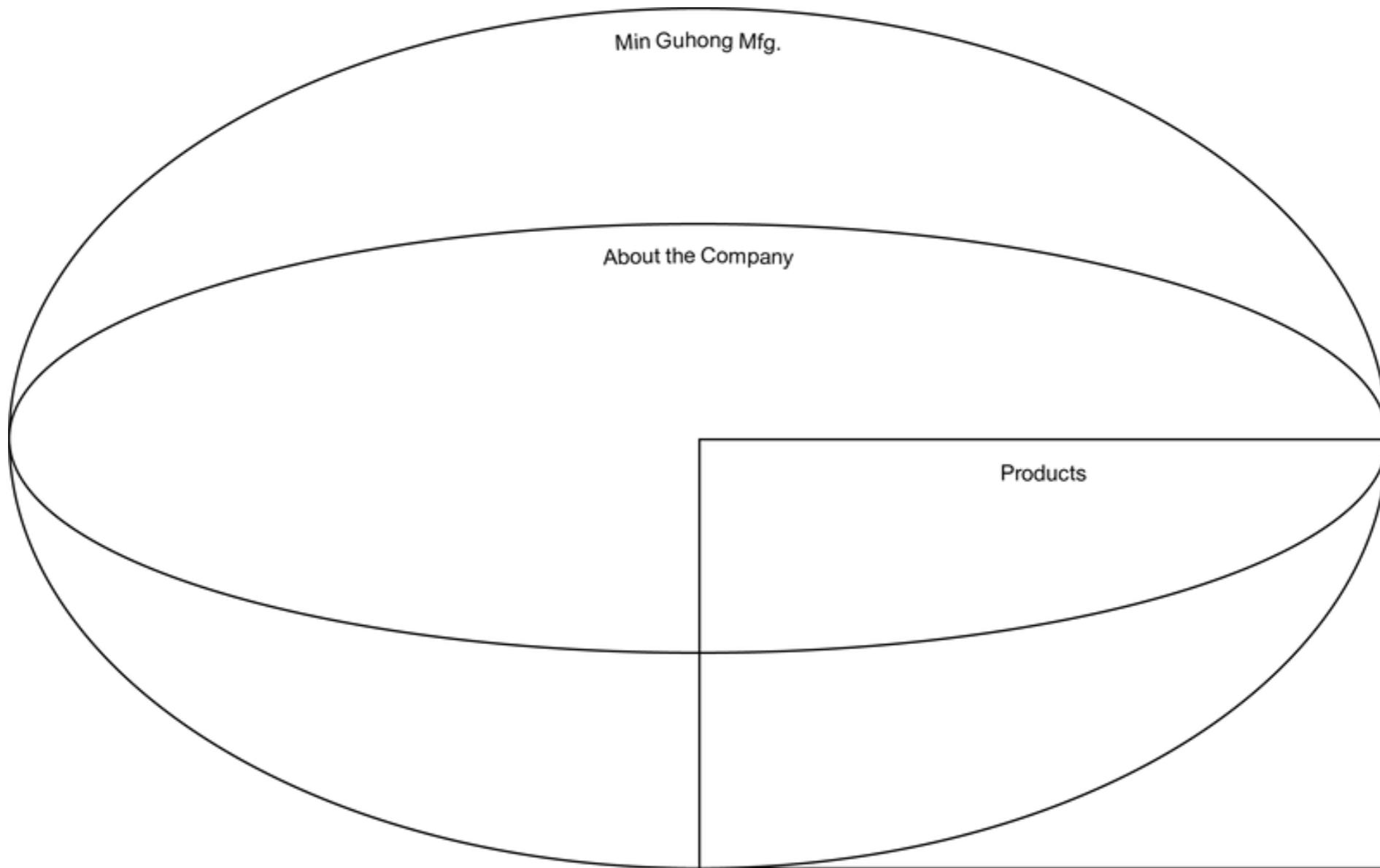
Three Times (in Blue and Yellow), Karel Martens and O-R-G



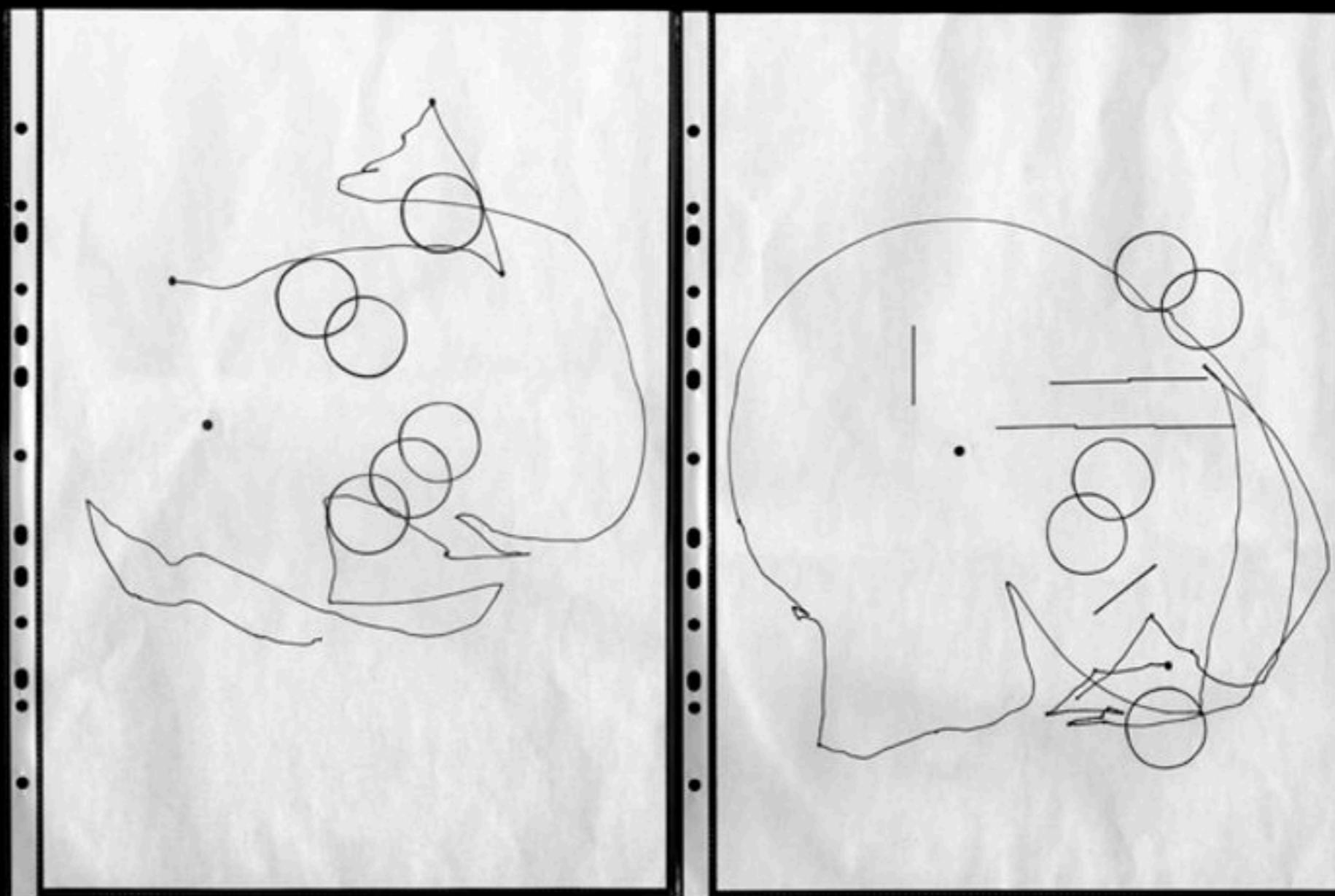


Today I walked, Yehwan Song







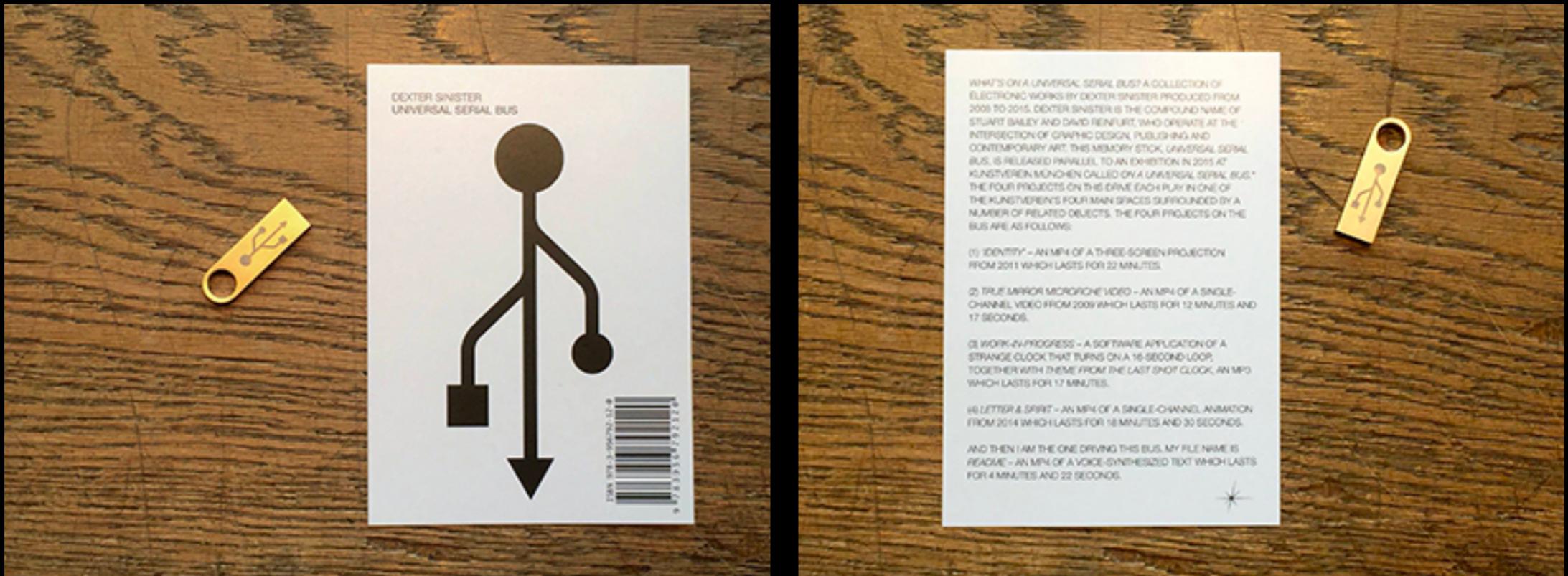




Silver Cell, Aram Bartholl



Baudrillard Gloves by Boot Boyz Biz



Universal Serial Bus (USB card), Dexter Sinister

products.designing.tools

Exercise 1: Modified Tool

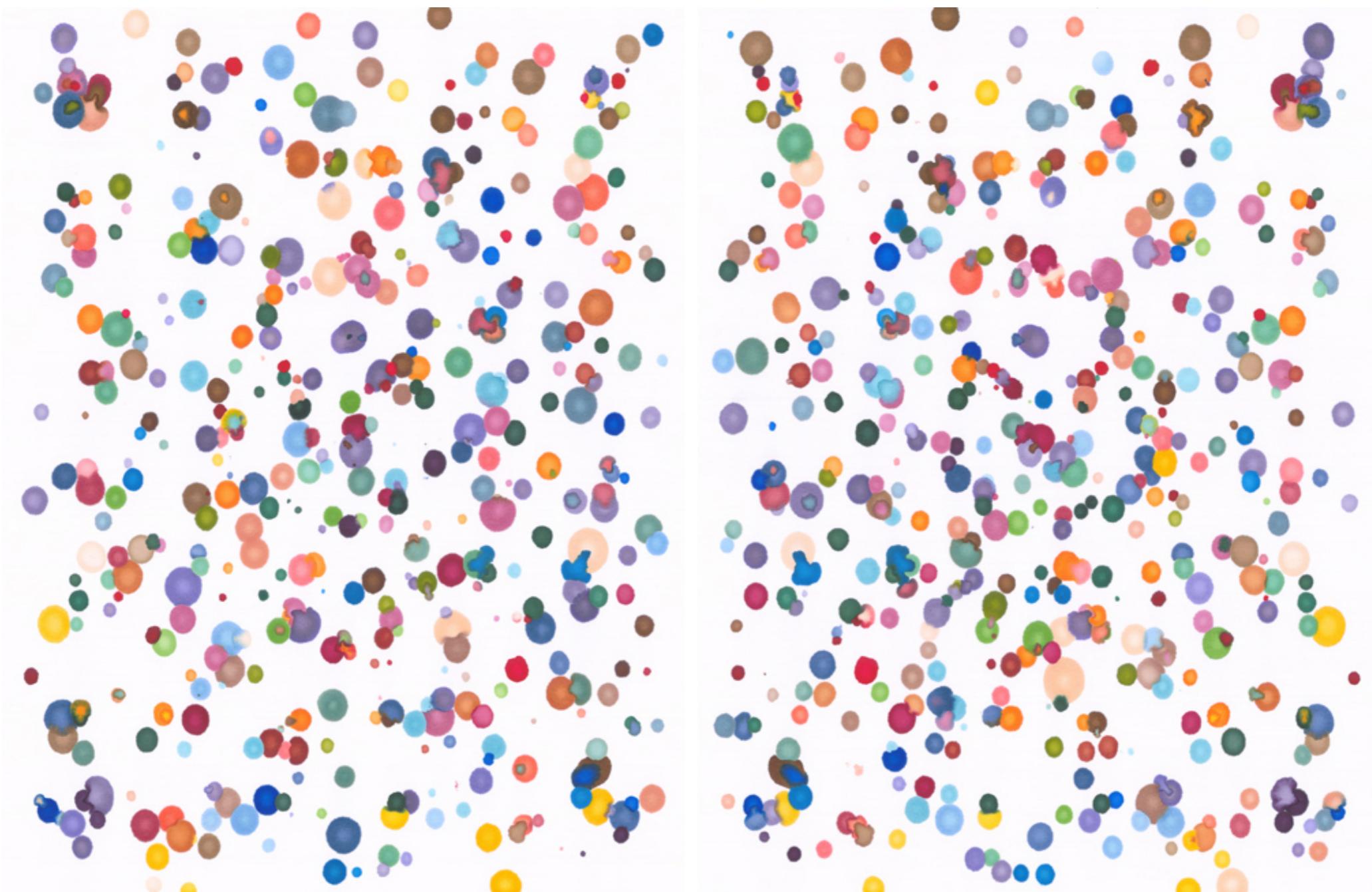
What is the potential to create graphic outcomes by altering or "mis-using" a commercial products?



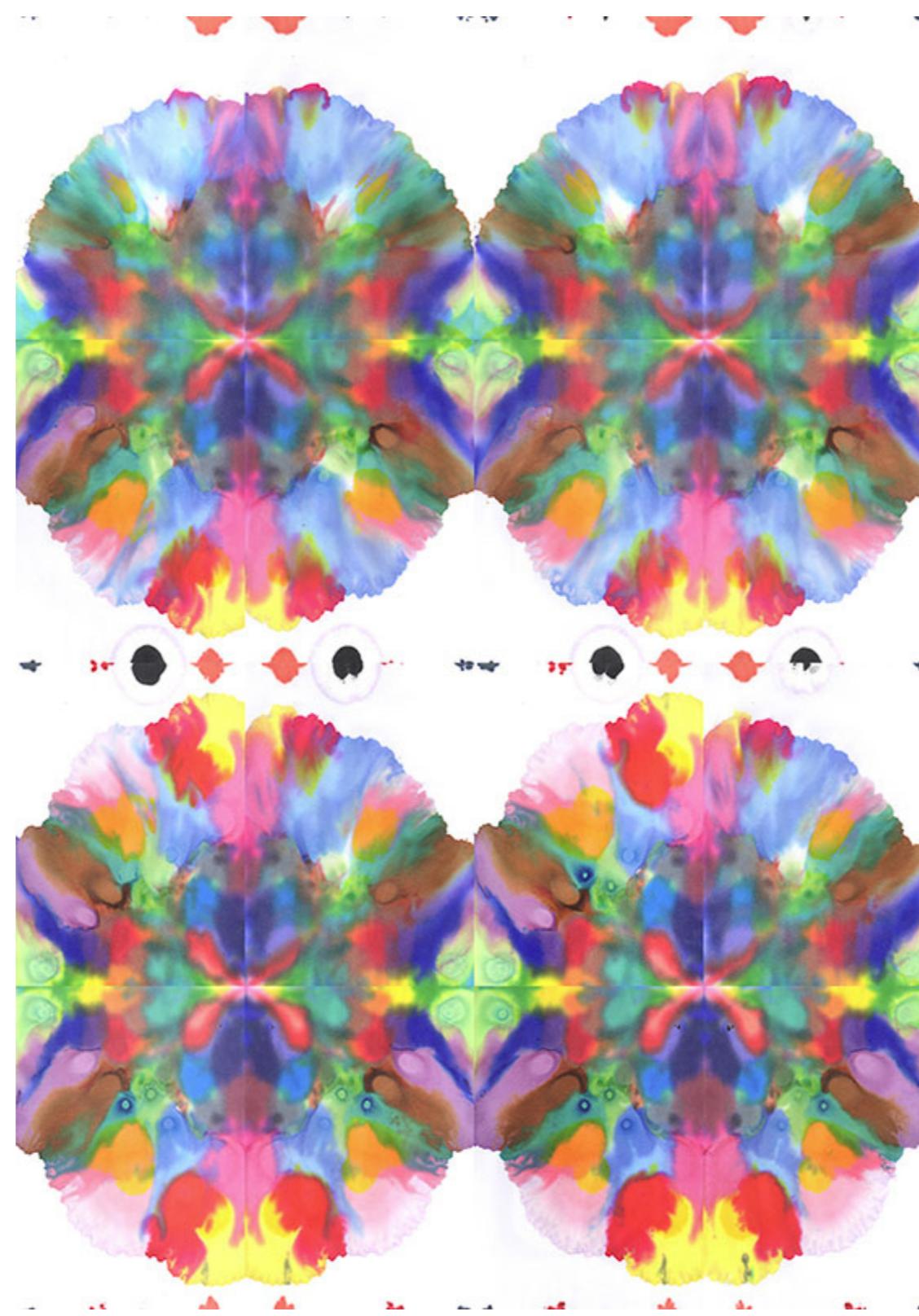
Daniel Eatock, Prismacolor Pen Print



Daniel Eatock, Prismacolor Pen Print



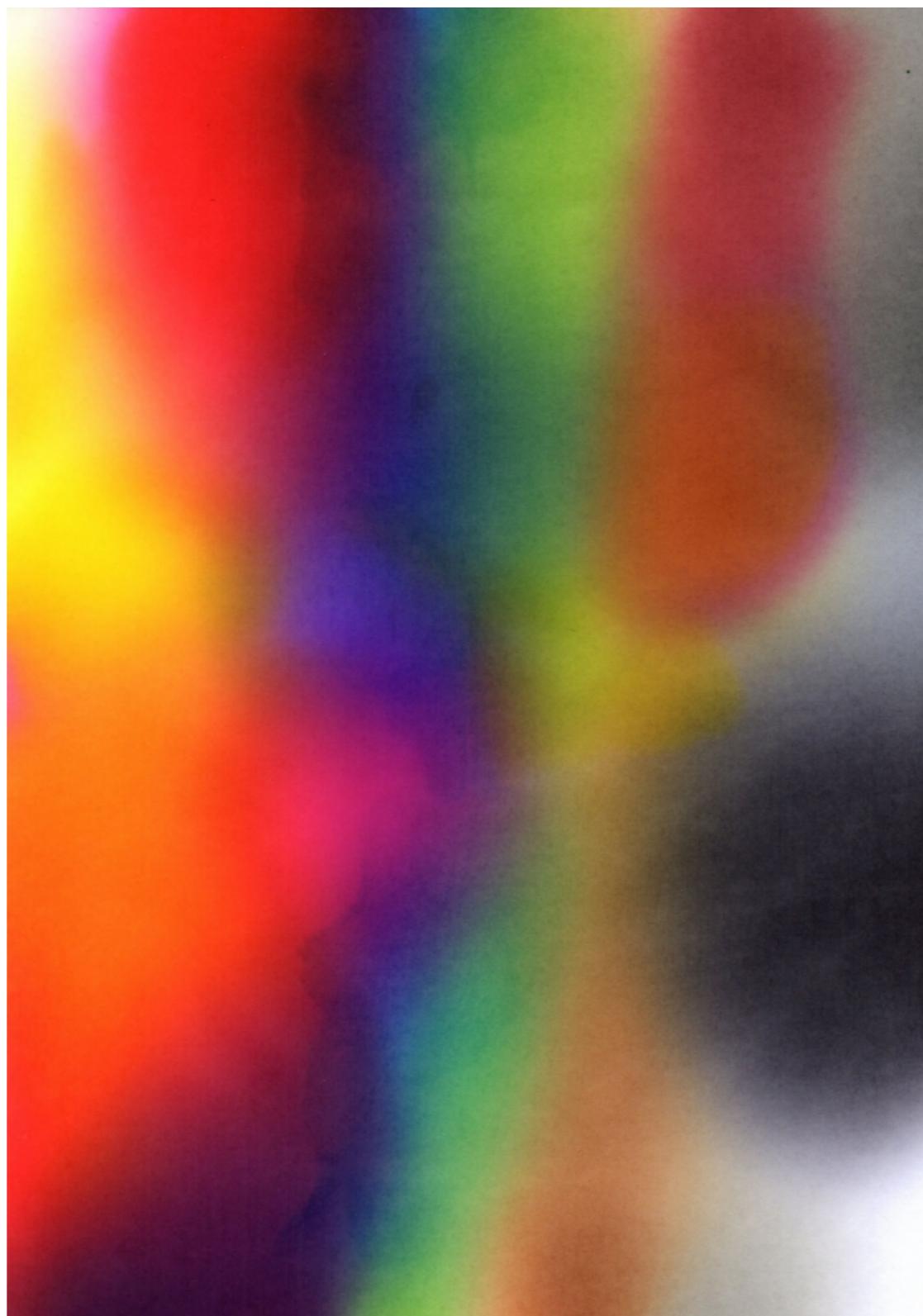
Daniel Eatock, Felt-Tip Print (diptych)



Daniel Eatock, Pen Paintings



Daniel Eatock, Pen Paintings



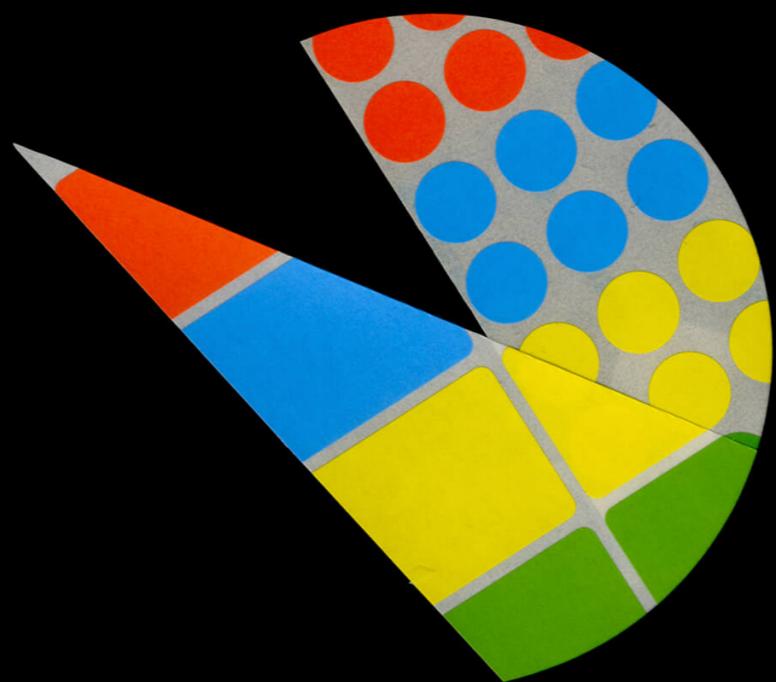
Daniel Eatock, Super Spectrum Felt-Tip Print



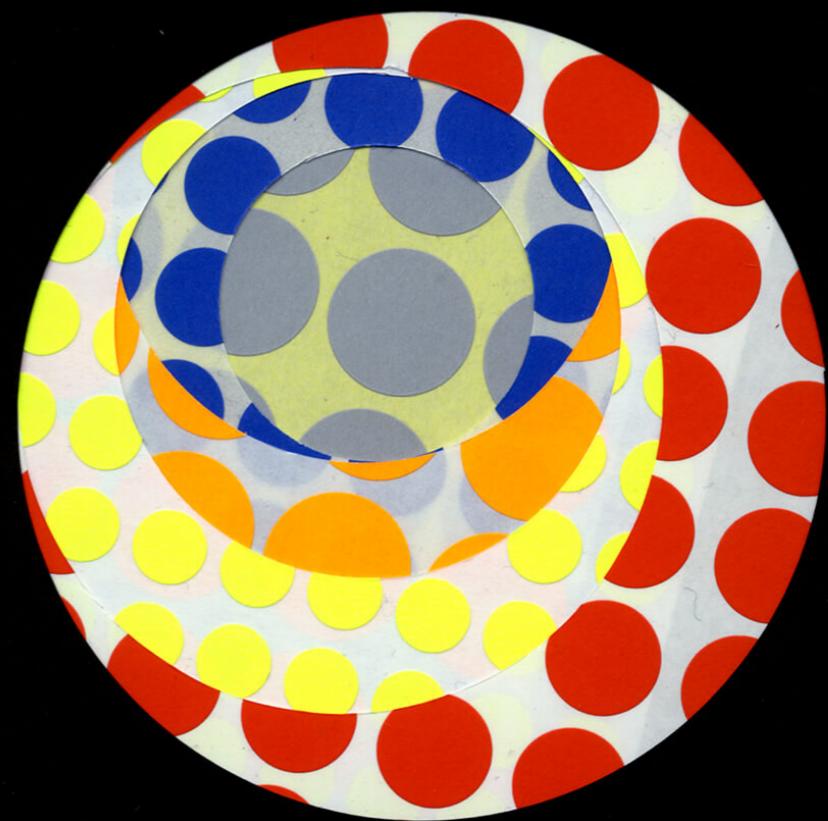
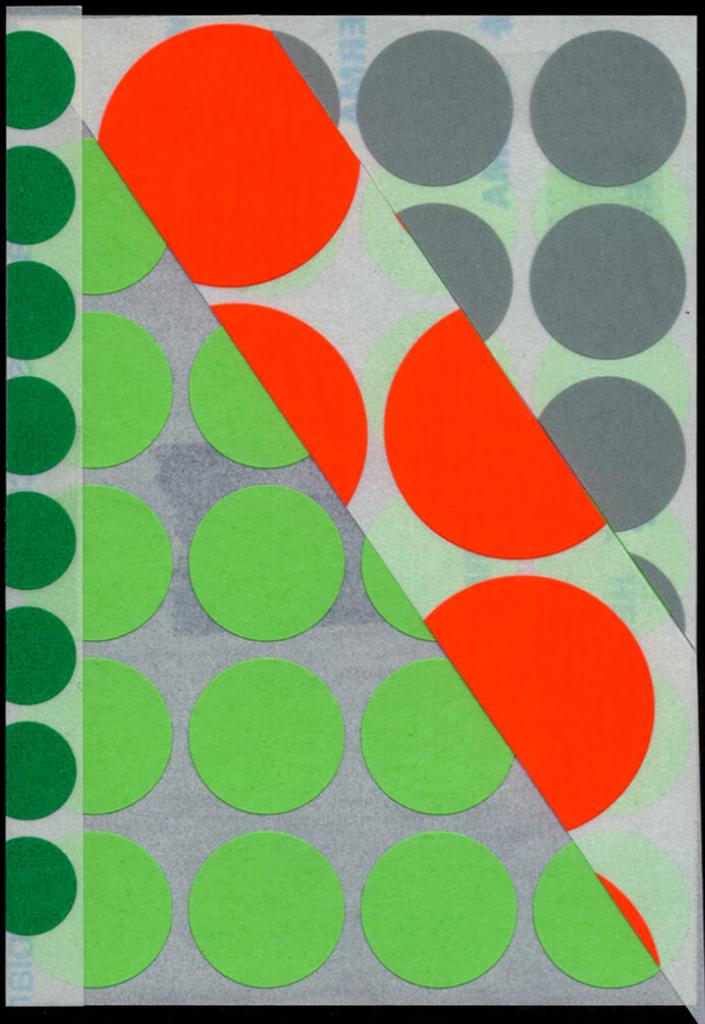
Daniel Eatock, Rolling Pin Painting



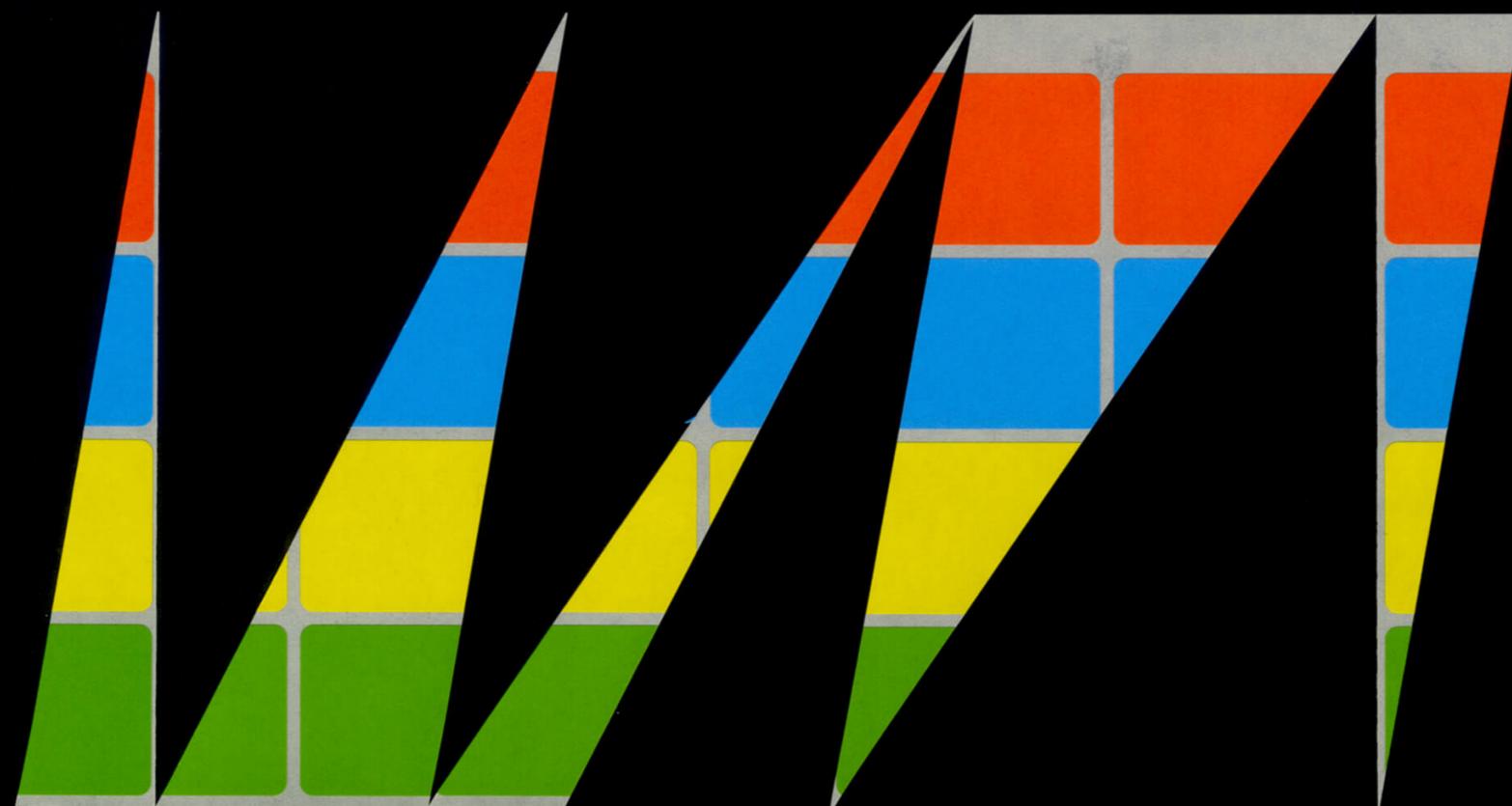
Daniel Eatock, Large Paintings



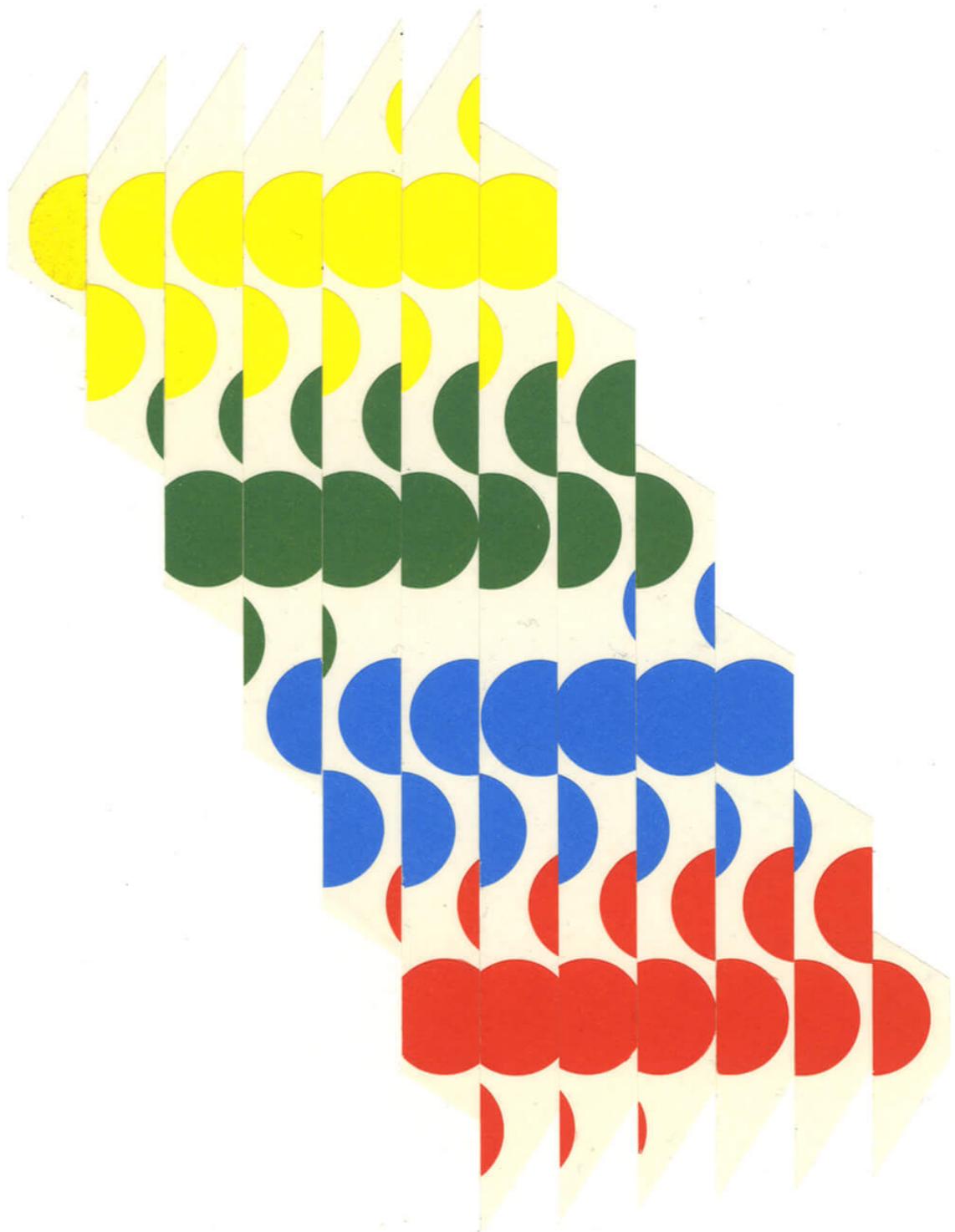
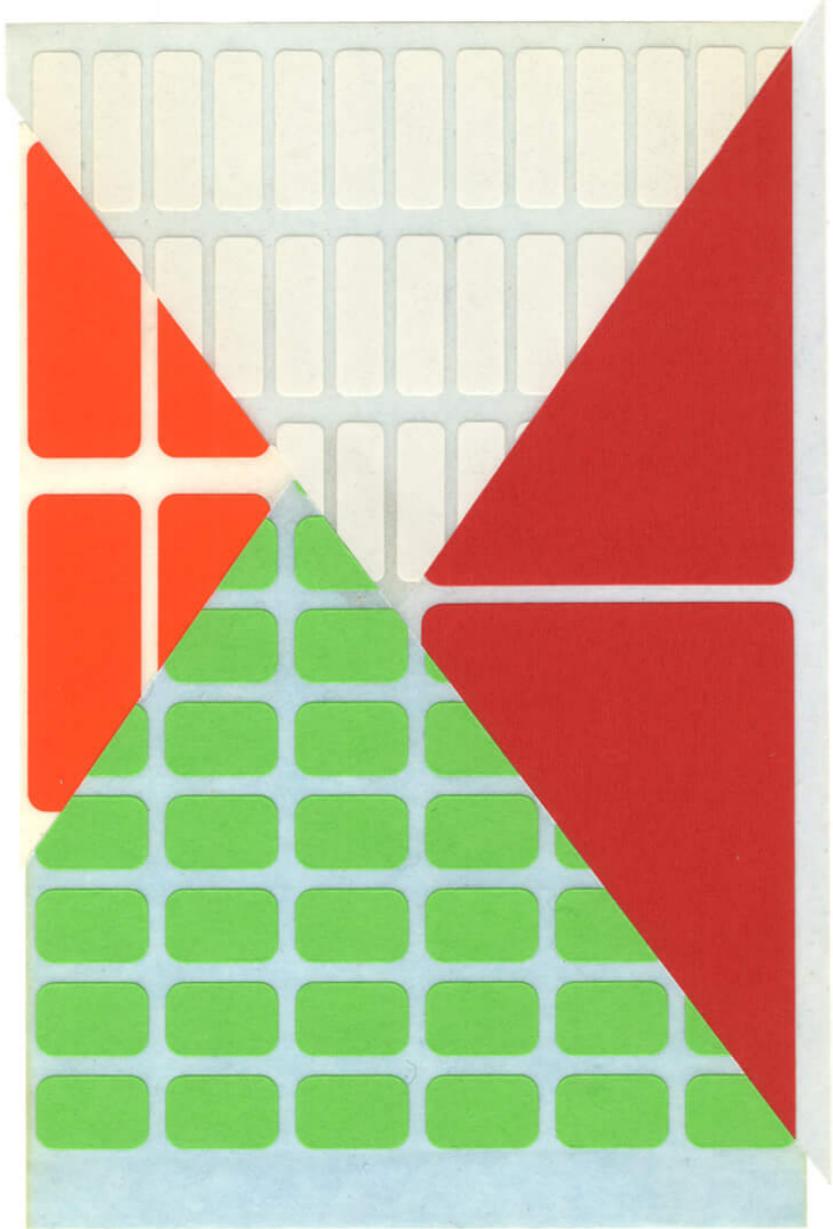
Na Kim, Mono



Na Kim, Found Compositions



Na Kim, Found Compositions



Na Kim, Found Compositions



Maximage, Acid Print Test



Maximage, Acid Print Test

Prix de design
de la Confédération suisse
19 oct 2011–12 fév 2012

Une exposition du mudac et
de l'Office fédéral de la culture

2011

mudac

Prix de design
de la Confédération suisse
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Une exposition du mudac et
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2011

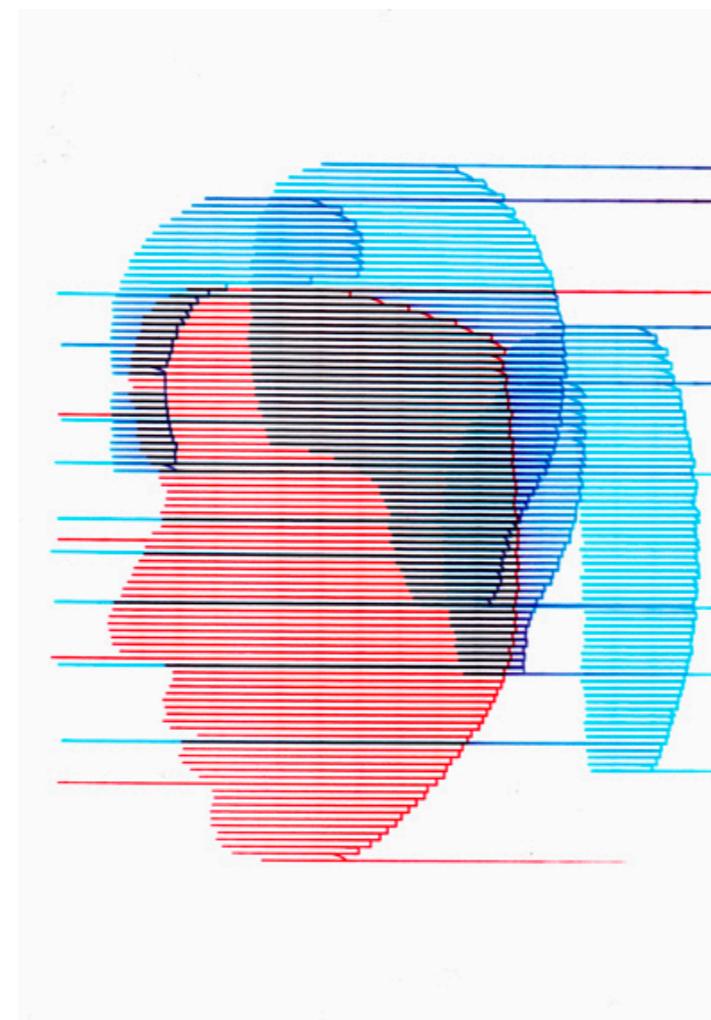
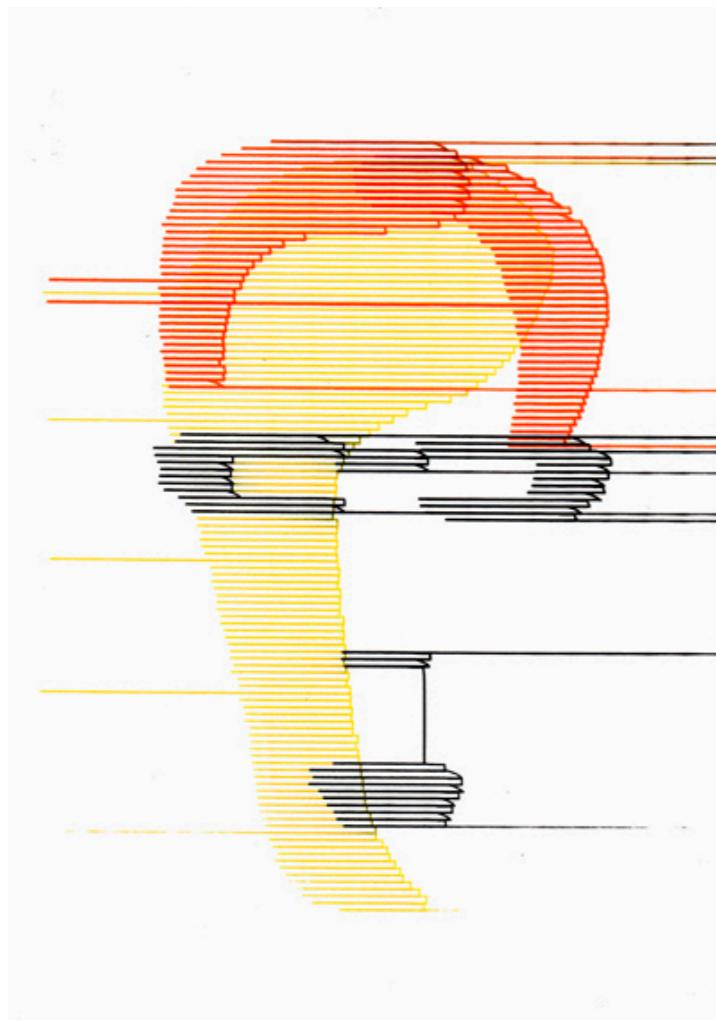
mudac



Jaan Evart, Julian Hagen and Daniël Maarleveld, Penjet



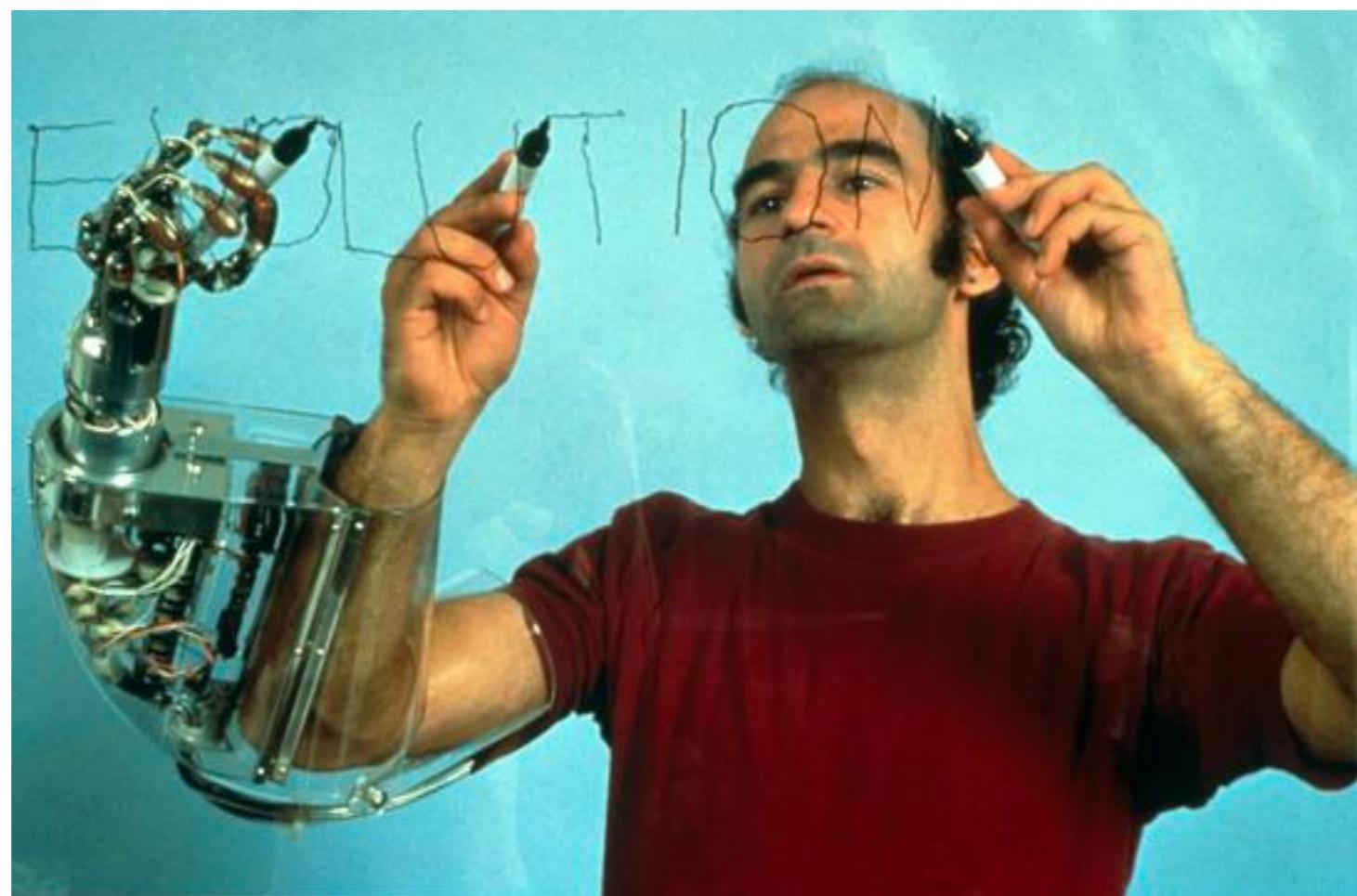
Jaan Evart, Julian Hagen and Daniël Maarleveld, Penjet



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



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



Stelarc, Third Hand



INVOLUNTARY BODY / THIRD HAND



A screenshot of a GitHub repository page for 'jk-keller/rotational-growth'. The repository is public and contains 71 commits. The README.md file is displayed, featuring a section titled 'Turning into Turing, A Rotational Growth Photoshop® Script' and a question 'How did this, become this, become that?'. The page also shows a list of files and commits, and a sidebar with repository statistics and links to releases and packages.

jk-keller / rotational-growth Public

Code Issues 8 Pull requests Actions Projects Security Insights

main 1 branch 0 tags Go to file Add file Code

jk-keller have to use the limit modifier to actually do something! b738573 25 days ago 71 commits

zzz--example_images change case 27 days ago

README.md caveat on errors 27 days ago

rotational_growth.jsx have to use the limit modifier to actually do something! 25 days ago

README.md

Turning into Turing, A Rotational Growth Photoshop® Script

How did this, become this, become that?

Did you know that if you repeatedly rotate an image in Photoshop®, it eventually breaks down and may produce a Turing pattern that animates differential growth?

The start: HSB gradient (hue = 0–360, s = 100, b = 100), 361 × 2 px

About

Photoshop scripts to generate Turing patterns / reaction diffusion systems via rotation

jk-keller.com/o_o/rotational_growth/

photoshop-script reaction-diffusion
rotate-image turing-pattern

Readme 2 stars 1 watching 0 forks

Releases

No releases published

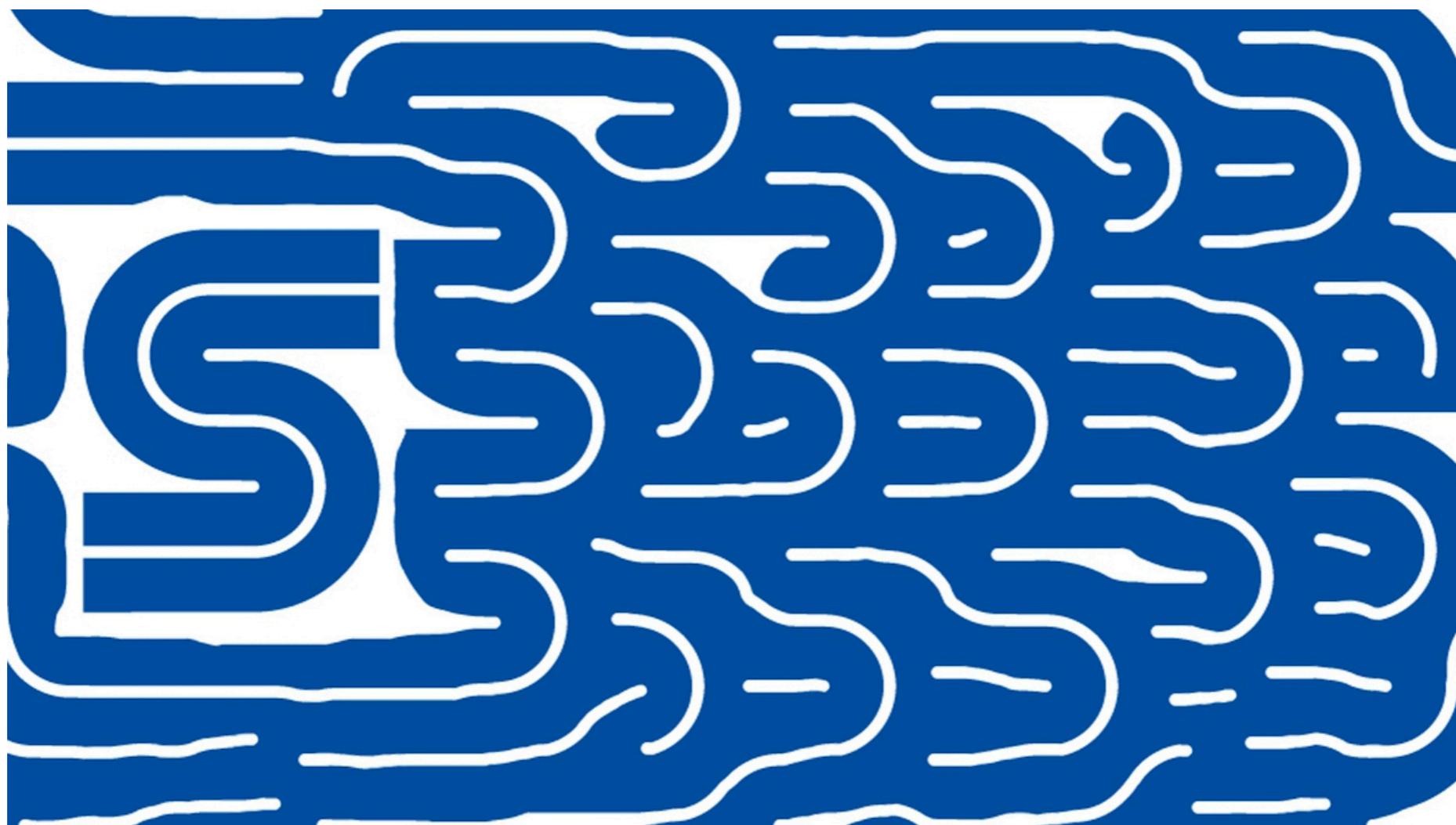
Packages

No packages published

I initiated a tumblr 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.

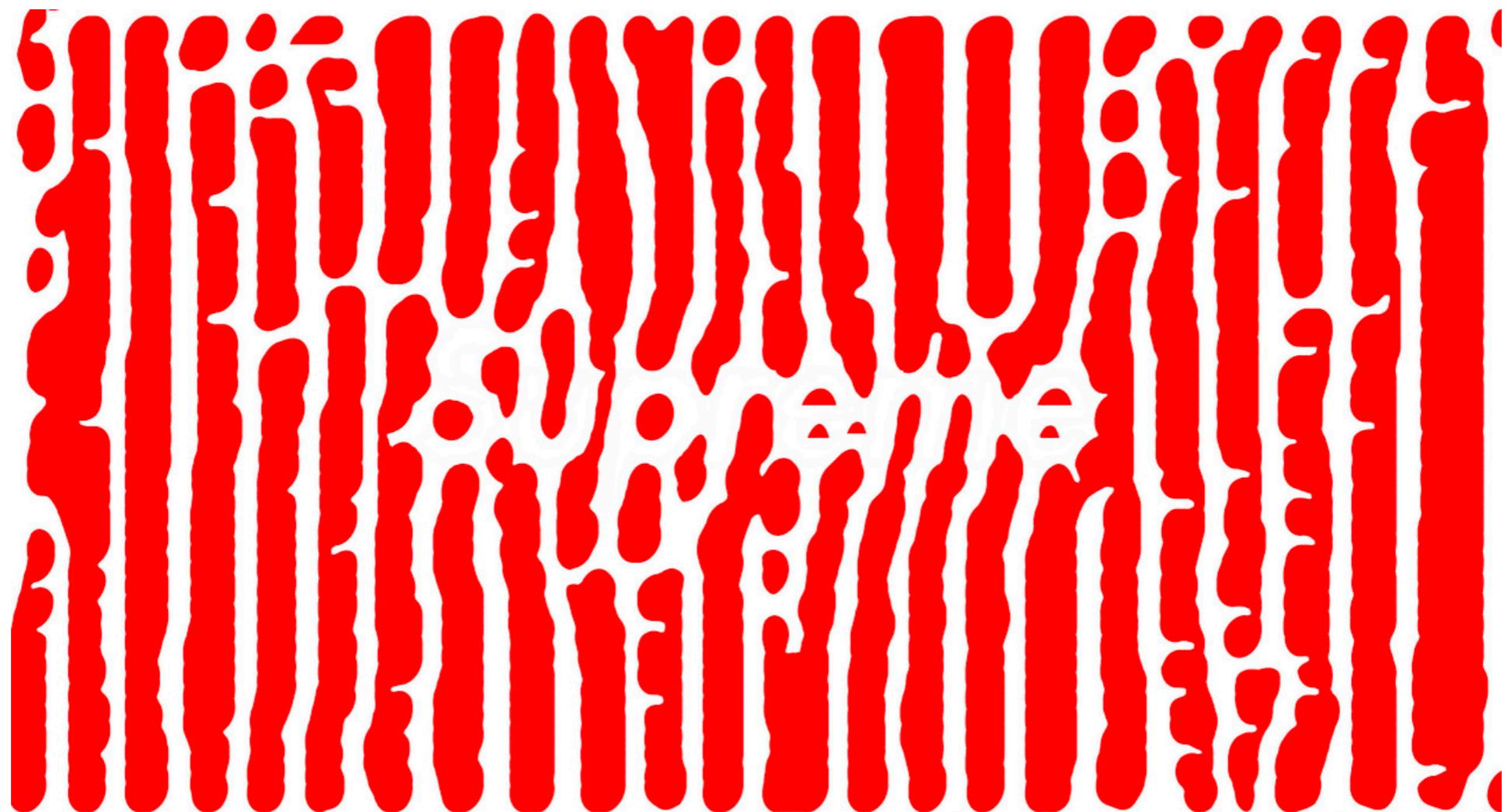
One good description of the project came from Matt Duhamel on Twitter: "Algorithms, human psychology, consumerism, gestalt, art standards, and memes all rolled into one giant bundle"







Silvio Lorusso, Content Aware Typography

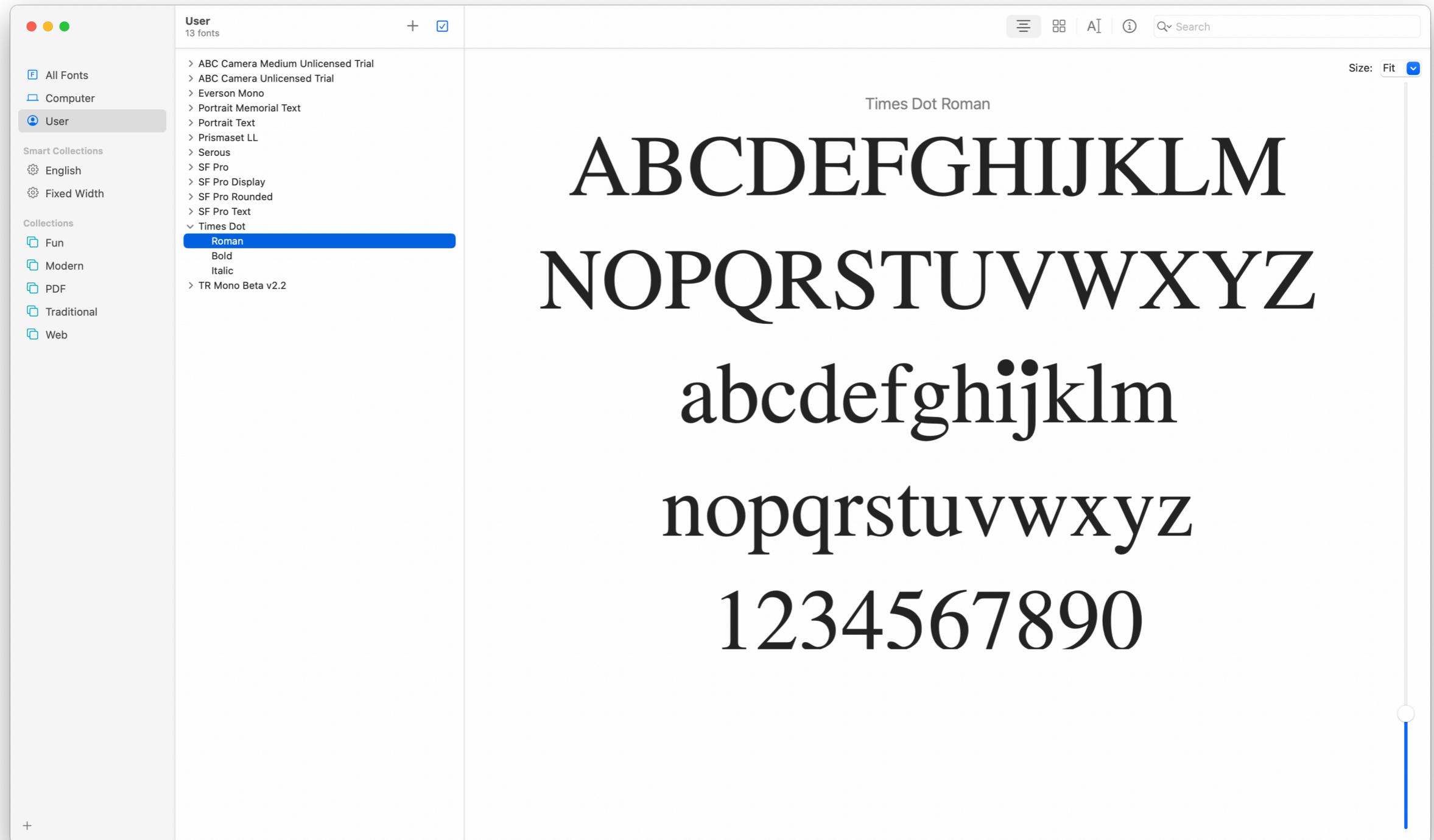


We are human beings!
There is a time when the operation
of the machine becomes so obvious,
makes you ~~sick~~ at heart, that you
can't take part, you can't even
passively take part, and you've gotta put
your bodies upon the gears
and upon the wheels, upon the
levers, upon all the apparatus,
and you've gotta 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, a
machine will be prevented
from working at all.

Mark Sano December 3, 1964



Natasha Jen, Mit Architecture Lecture Series Spring 2011

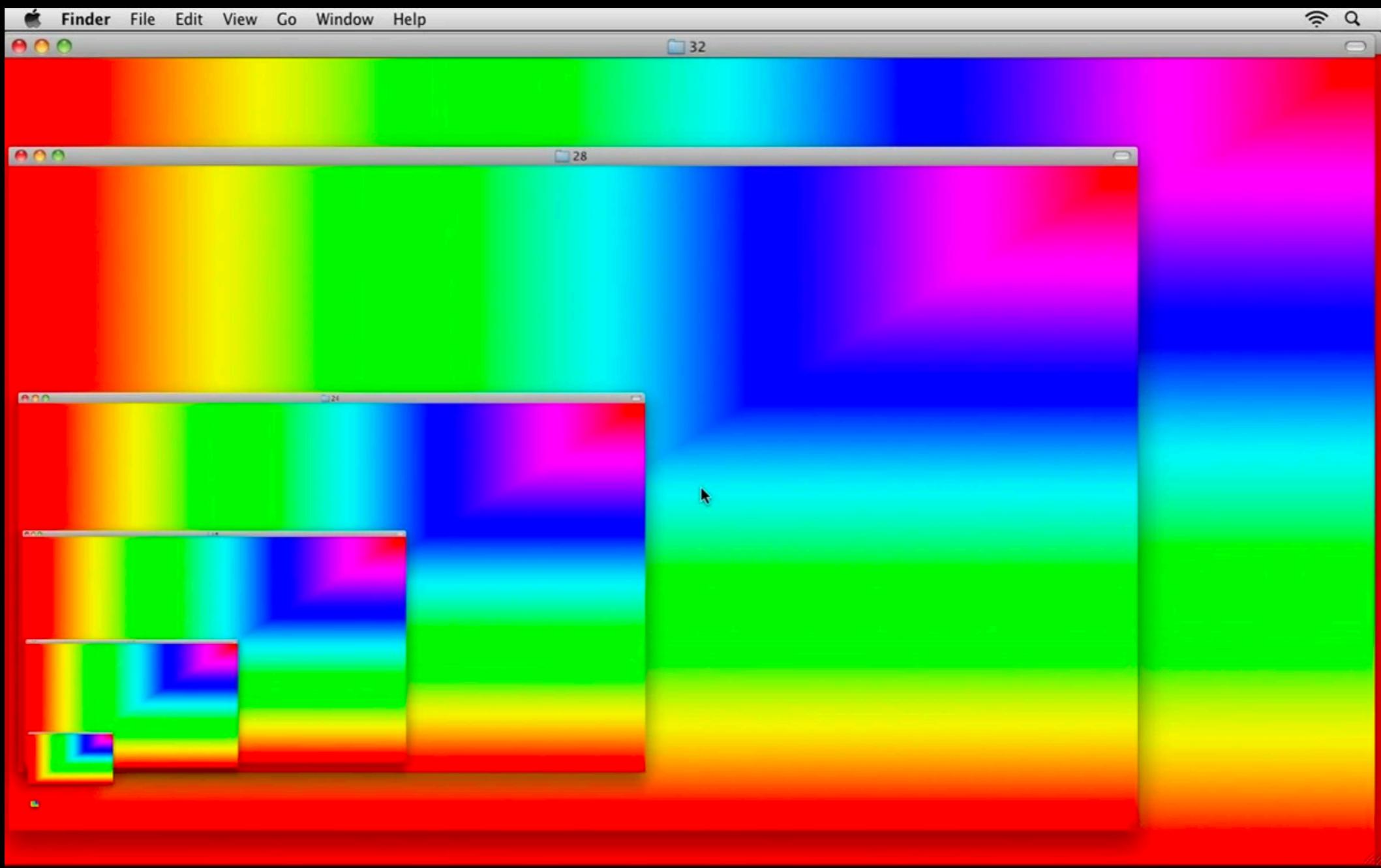


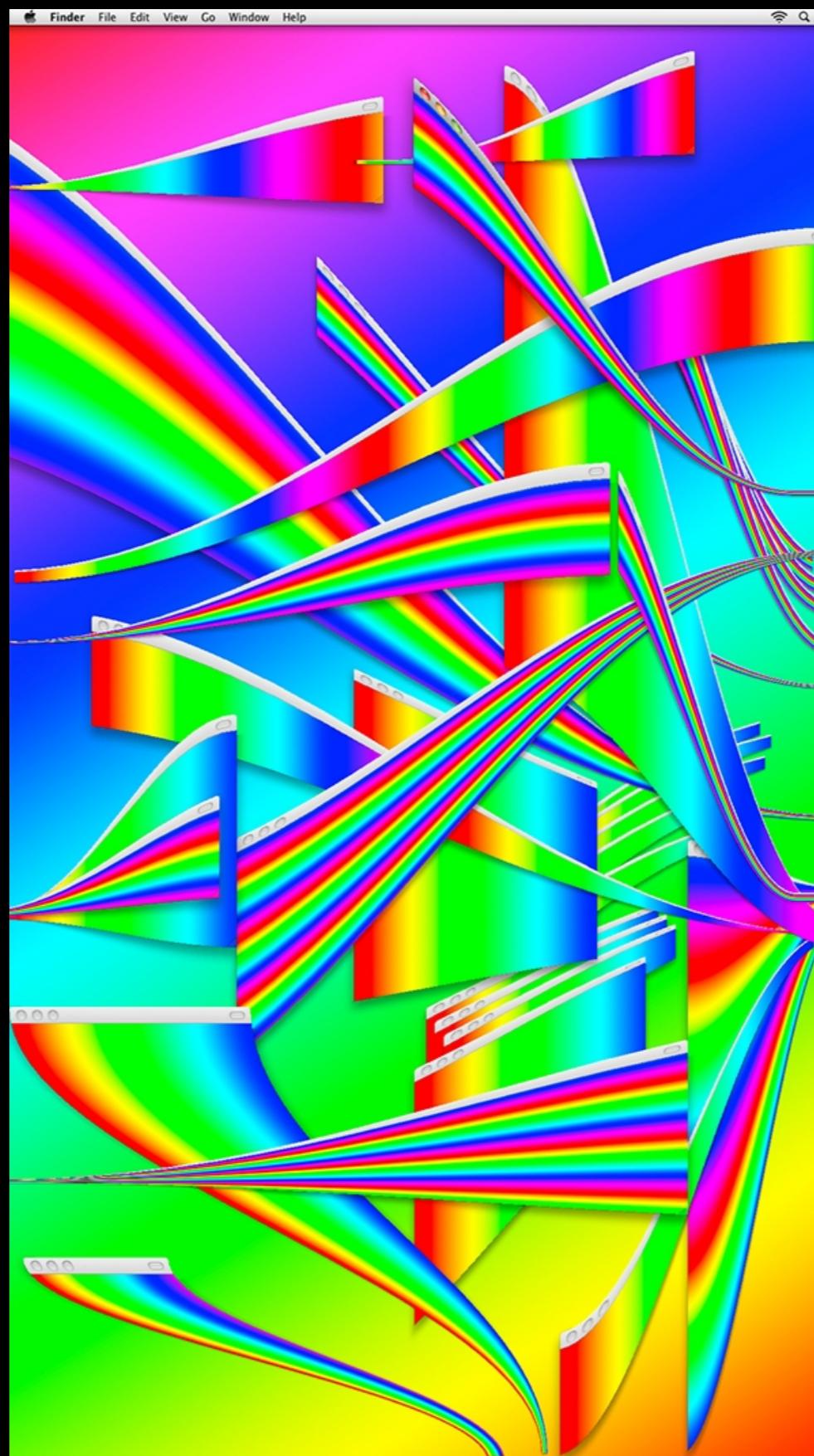
hi

Courier Sans

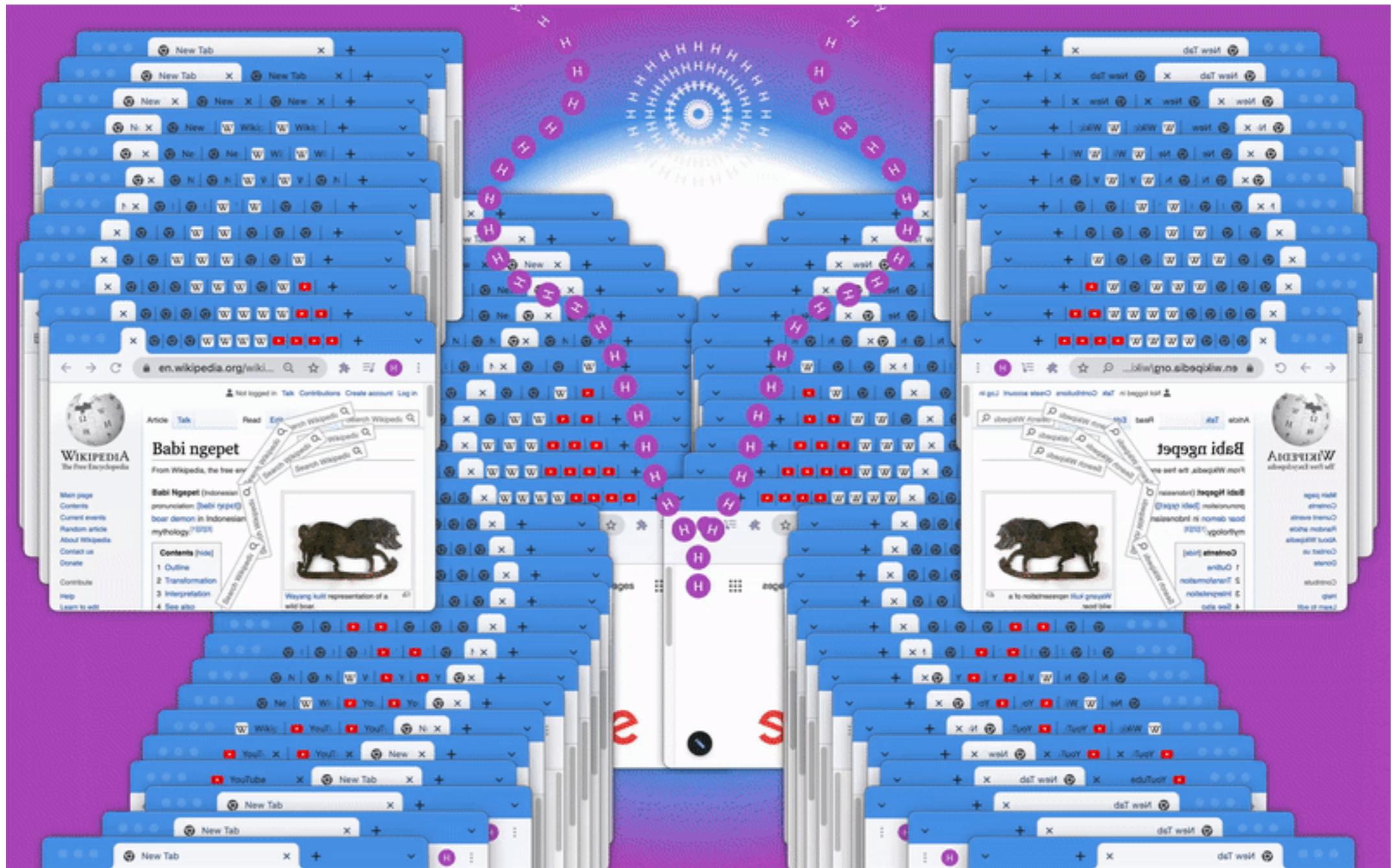
*Peter Sloterdijk, Stéphane Haber,
Olivetti, Thomas Kuhn, **Vassilis
Vitsaxis, Wilhelm Dilthey, Nadia
Taibi, Rudolf Carnap, Wolfgang
Harich, Walter Benjamin, Suzanne
Bachelard, Theodor W. Adorno,
Pascal Engel, Slavoj Žižek, Olivier
Dekens***







Emilio Gomariz



YouTube

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bd..._dob..._bd
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ANALYTICS EDIT VIDEO

pq...qop...pq

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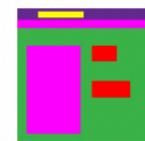
Herdimas Anggara

https://www.youtube.com/watch?v=HVVT00Xlicw&list=PLHtNYw3MbOxTExigTrgfnyDQVmBc015A&index=1&utm_source=AOE



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

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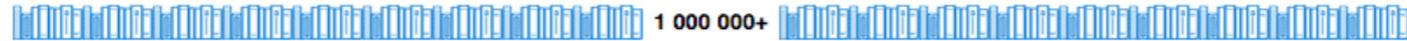
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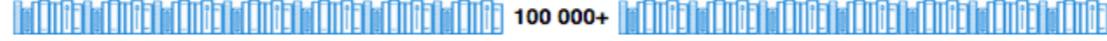
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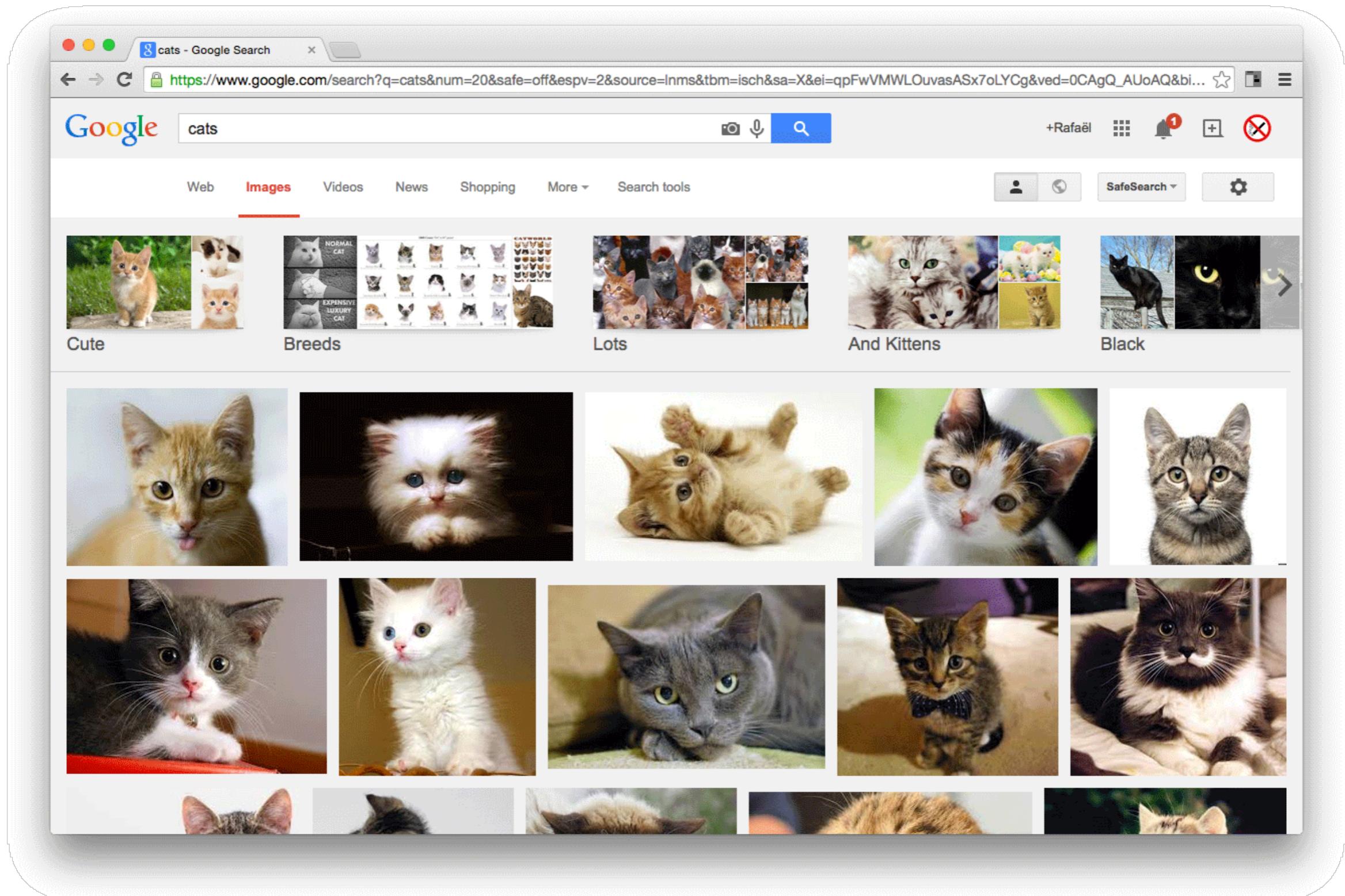
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memos

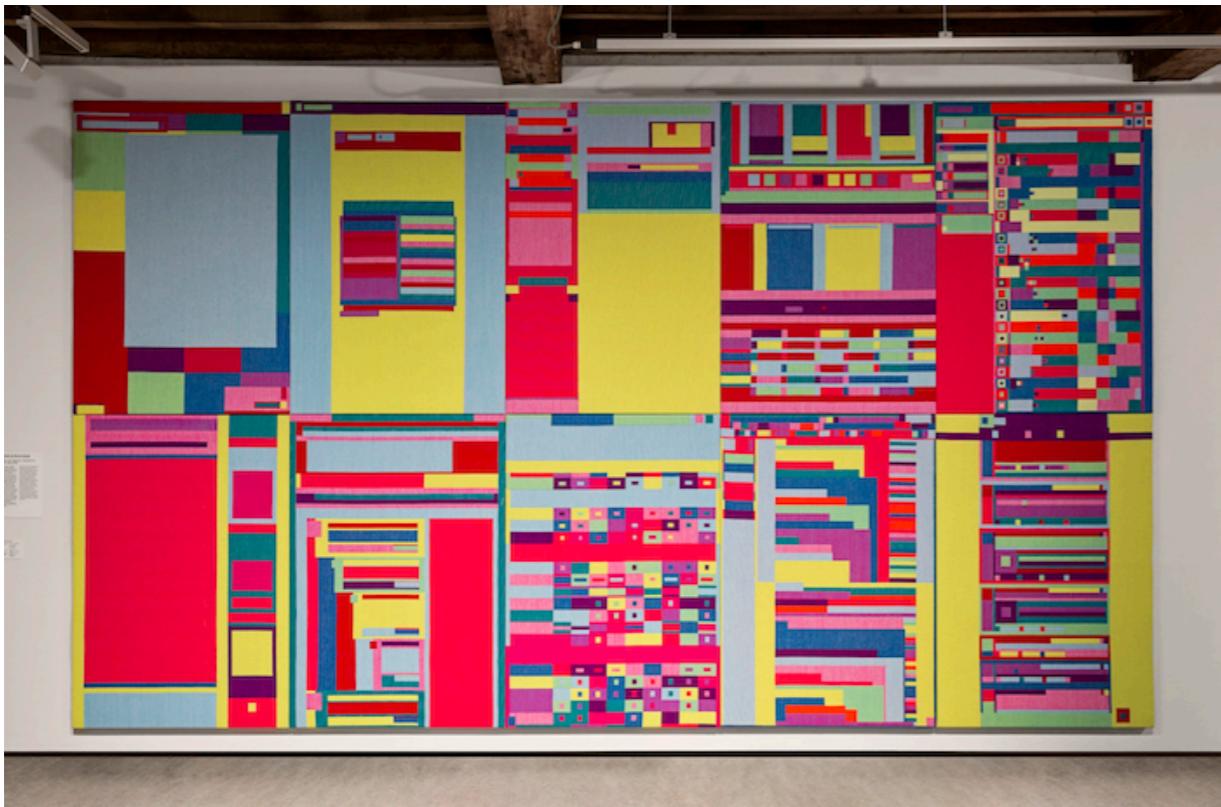
https://docs.google.com/spreadsheet/ccc?key=0As5VctFZitkcnJvNIBTVjROWndtVm5URGxoV1VGQUE&hl=en_US#gid=10

File Edit View Insert Format Data Tools Help All changes saved in Drive

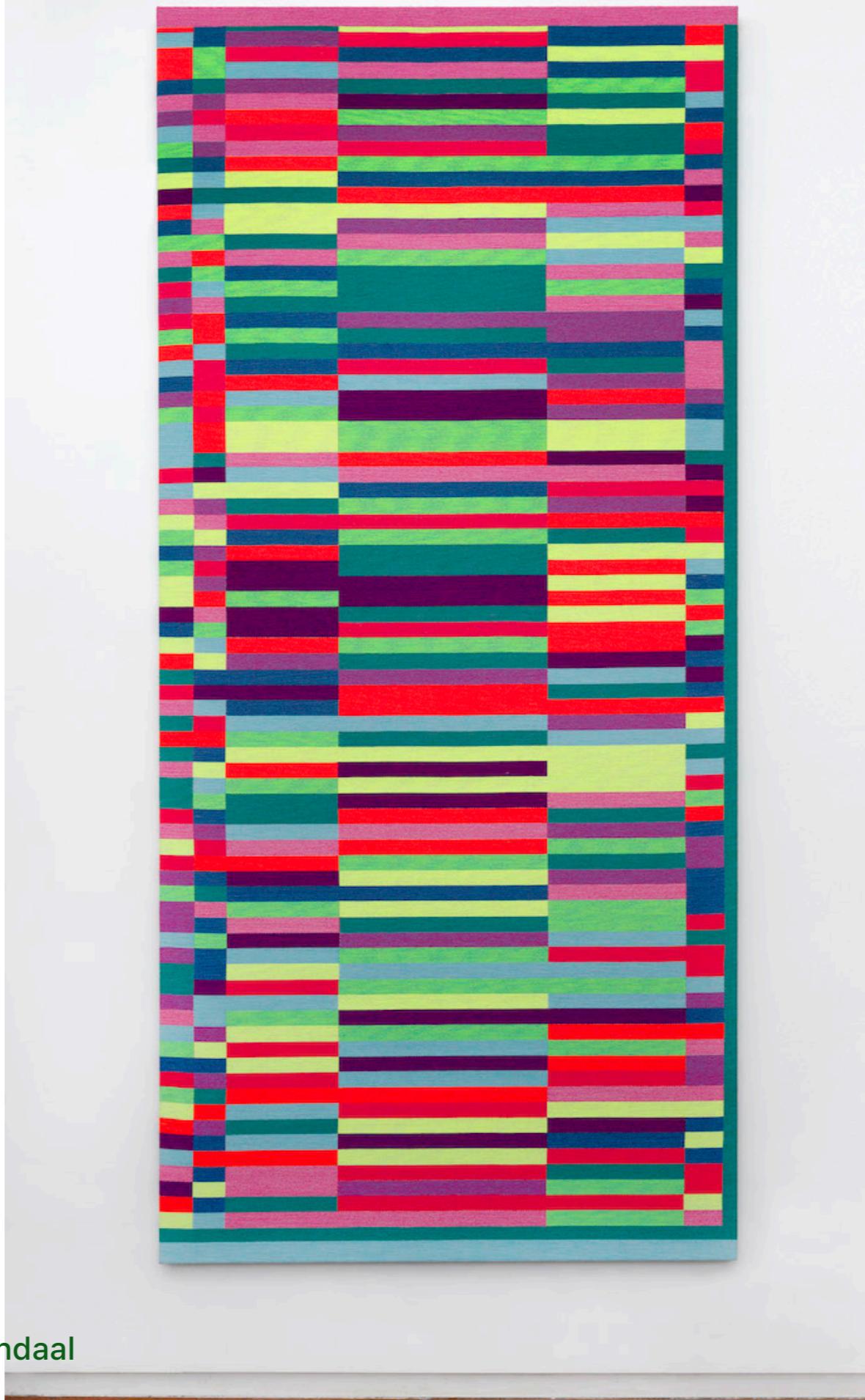
A B C D E F G H

	A	B	C	D	E	F	G	H
1	all that remains	excellent						
2	brute force	the return of darkness and evil						
3	desecration	toosadtotellyou.com						
4	empty of matter	nowhere else						
5	enough is enough	this and that						
6	eternal darkness	everything is wrong, nothing is right		soft slow				
7	fall back to zero	from here to there		soft surface				
8	from deep within	(I'm) not here / not there		soft screen				
9	gaze	free time		soft focus				
10	happy happy happy happy	if you're not early you're late		gentle				
11	i dont think so	illuminated displays		the long view				
12	infinite growth	maybe kinda sorta						
13	just cant hate enough	assertion						
14	lost and forgotten	wherever you go, there you are						
15	lost wisdom	stop thinking						
16	motivation	complex computational compositions						
17	no hope = no fear	noyesif.com						
18	no narrative							
19	onwards	i'm serious						
20	over here over there	that's what it looks like						
21	pseudocode	no joke						
22	staring at a screen	the wait						
23	super vision							
24	supremacy	hoverhover						
25	symptom of the universe	fallingfalling						
26	the sun no longer rises	risingrising						
27	time heals nothing	growinggrowing						
28	twisting and turning	failingfailing						
29	absolute evil	risingfloating						
30	pure evil	diggingdigging						
31	life is easy	sinkingsinking						
32		climbingclimbing						
33		warpwarp						
34		liftinglifting						
35		jumping						

+ to do titles email template shows exhibition ideas launch sequence watch list woningen



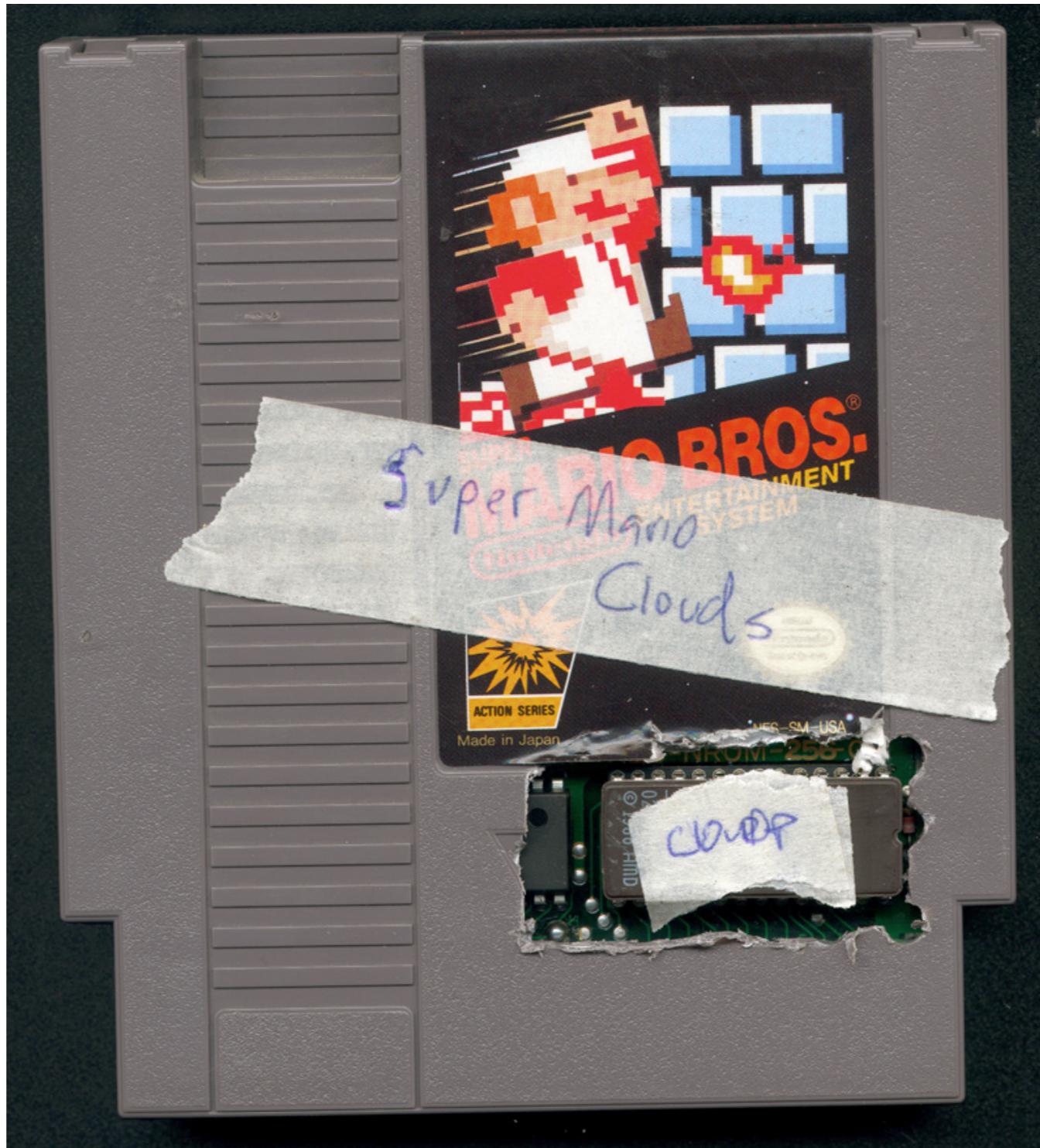
Abstract Browsing, Rafaël Rozendaal



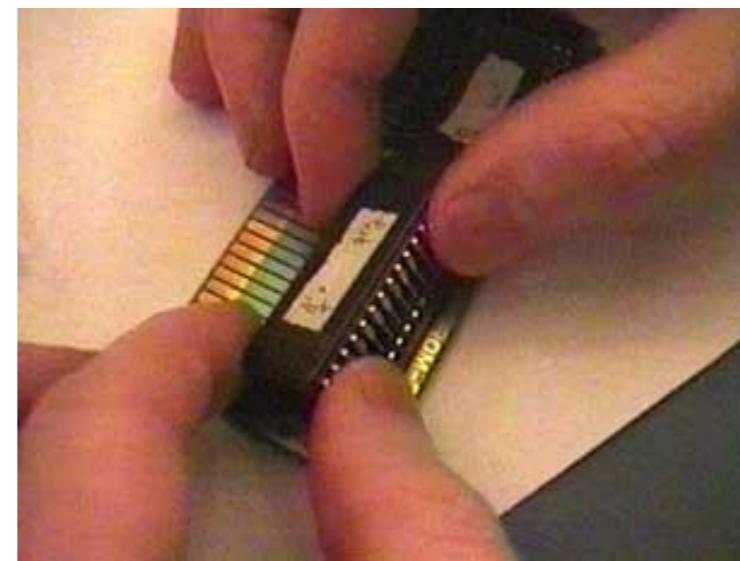
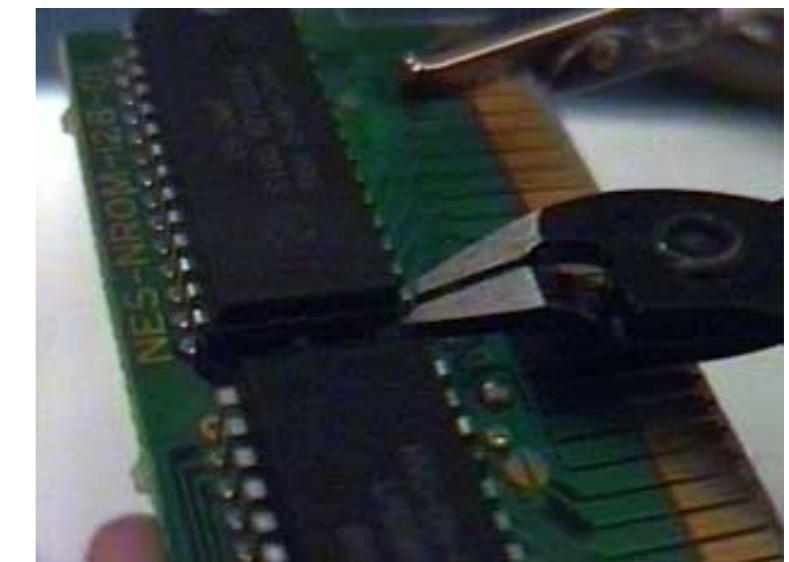
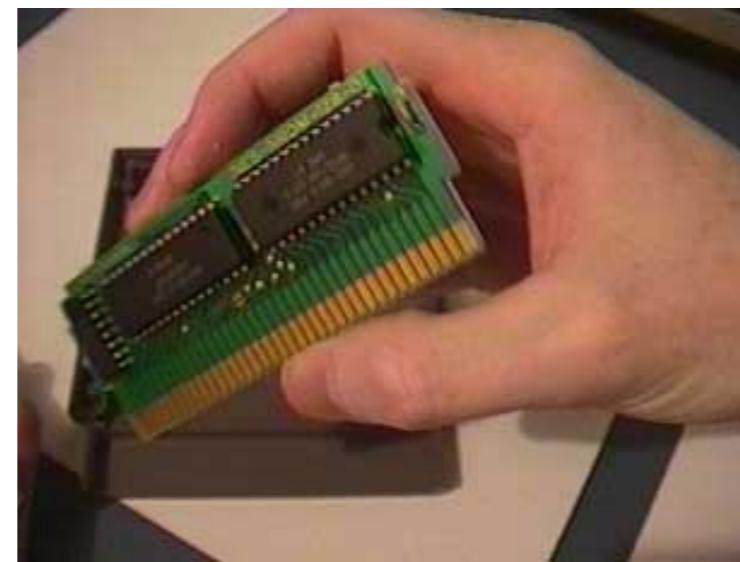
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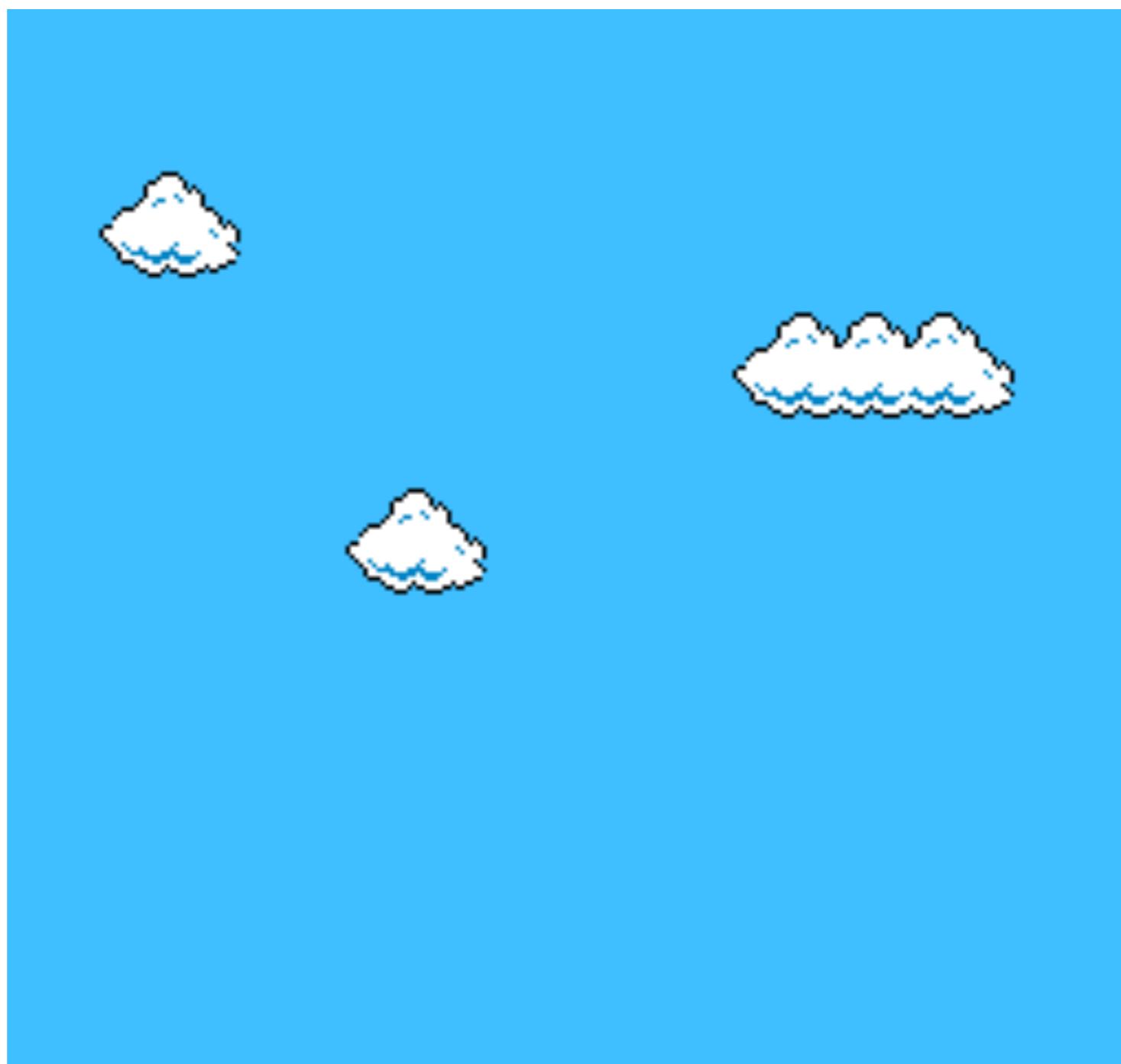
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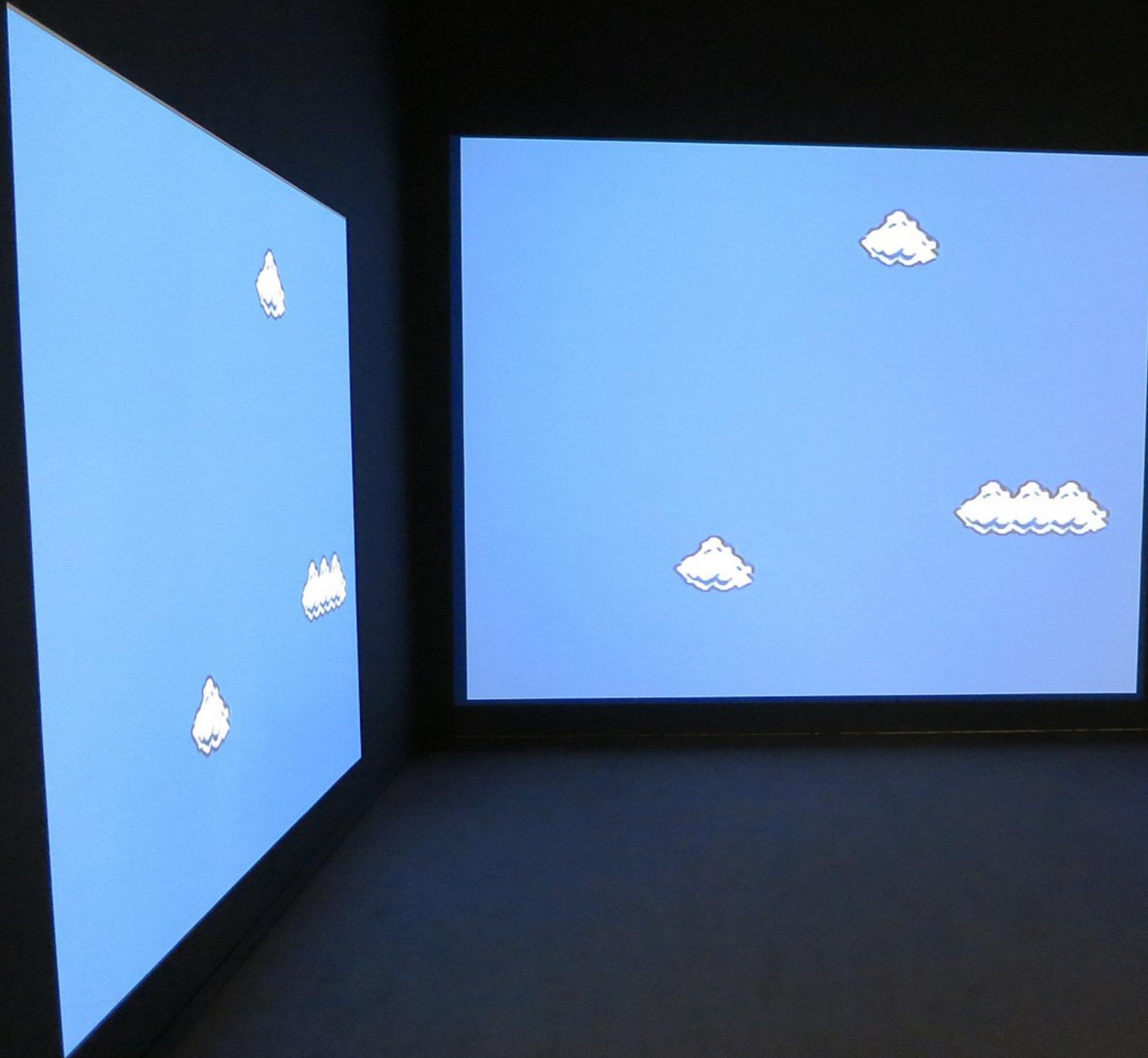
Cory Arcangel, Super Mario Clouds



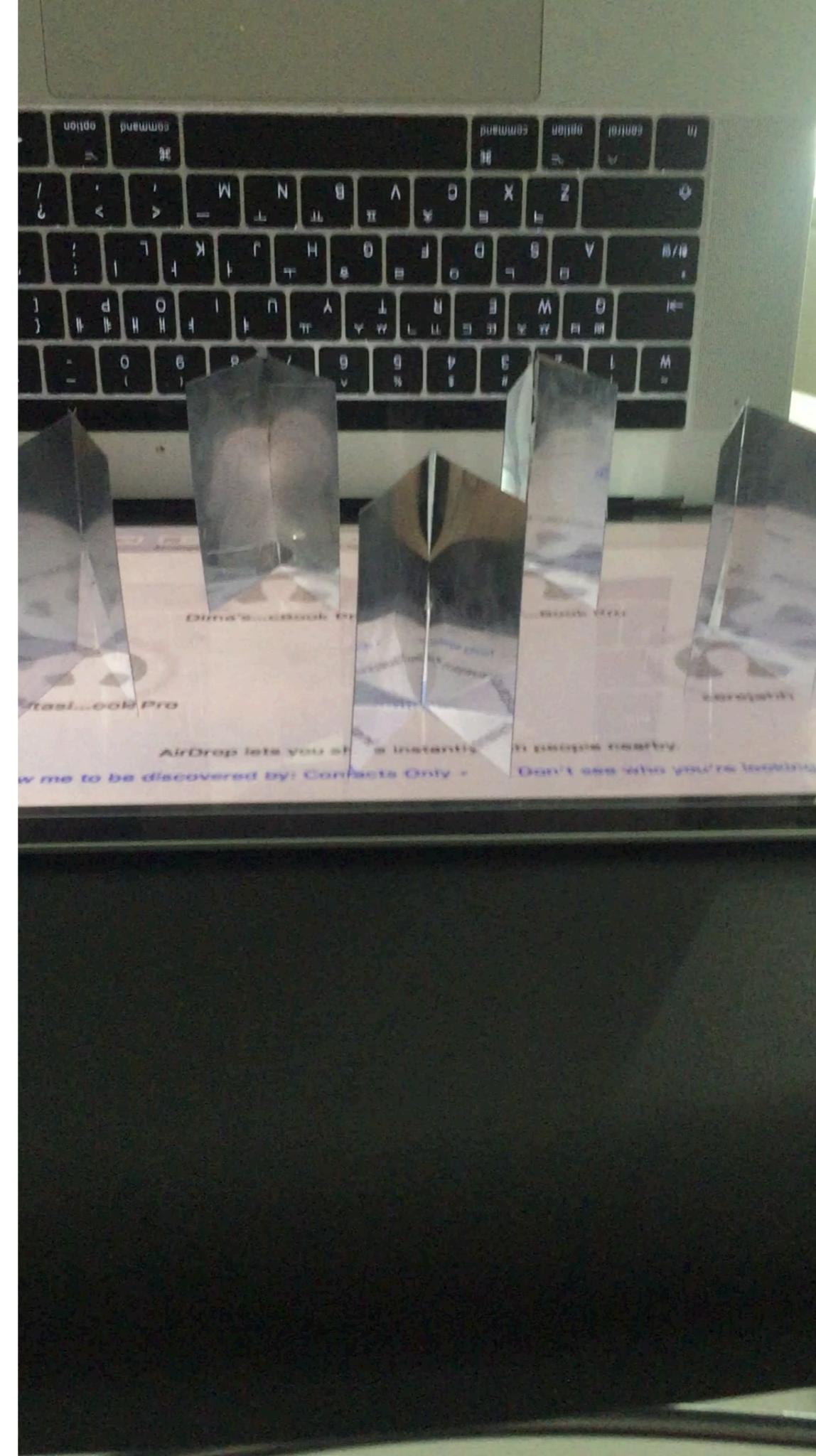
Cory Arcangel, Super Mario Clouds



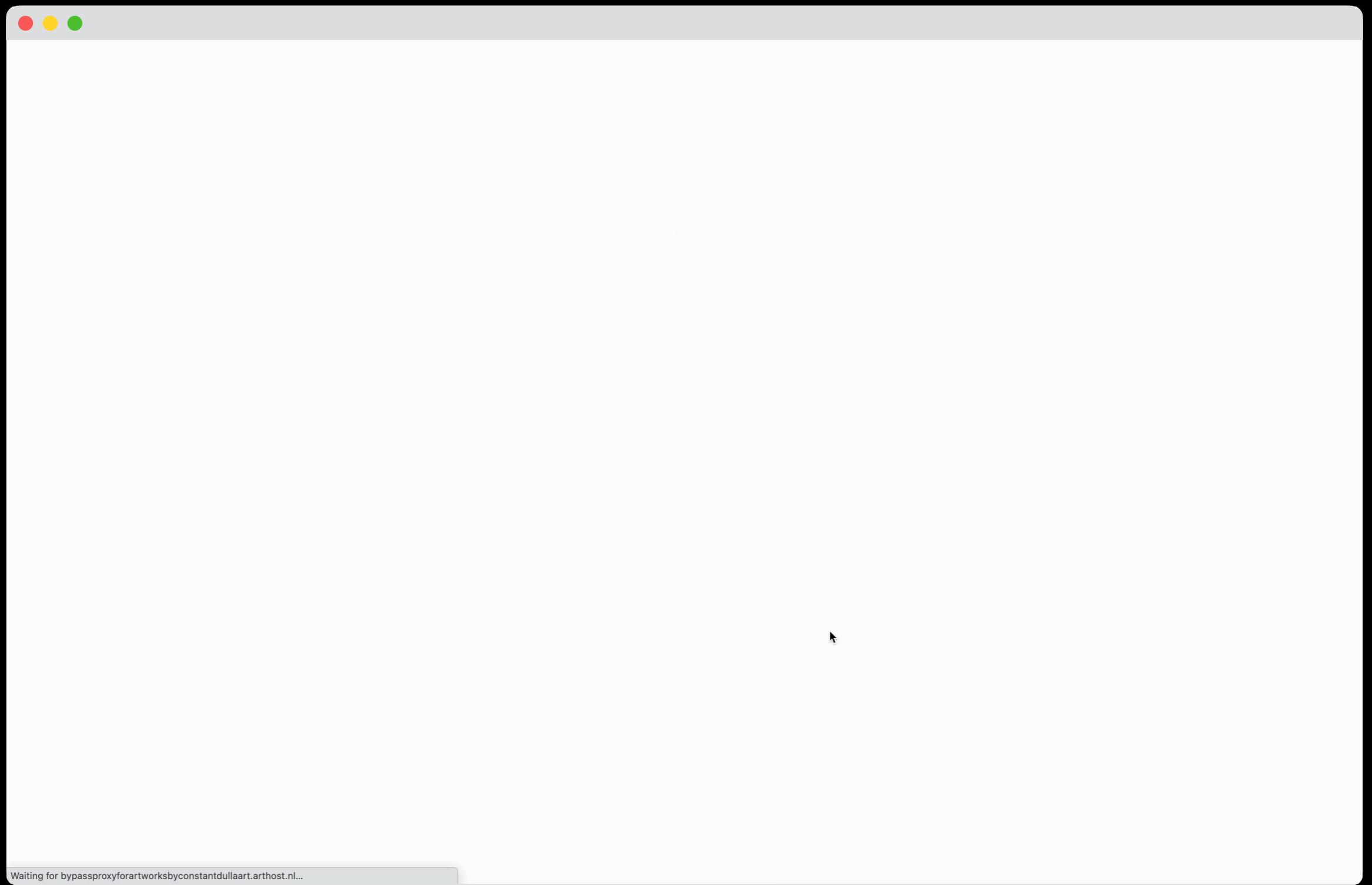
Cory Arcangel, Super Mario Clouds



Cory Arcangel, Super Mario Clouds



Yehwan Song





Constant Dullaart, DVD Guy

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In-Class Exercise