
design system

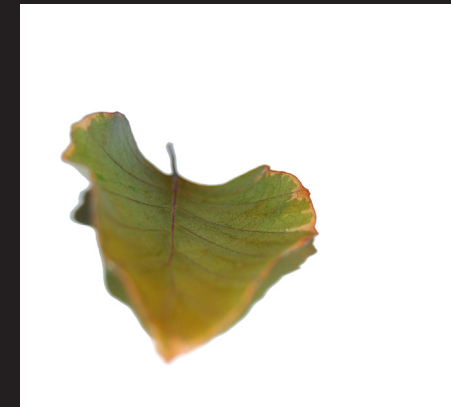
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Digital Design I
Andre Mūrnieks, Instructor
Autumn 2009

design system: visual research

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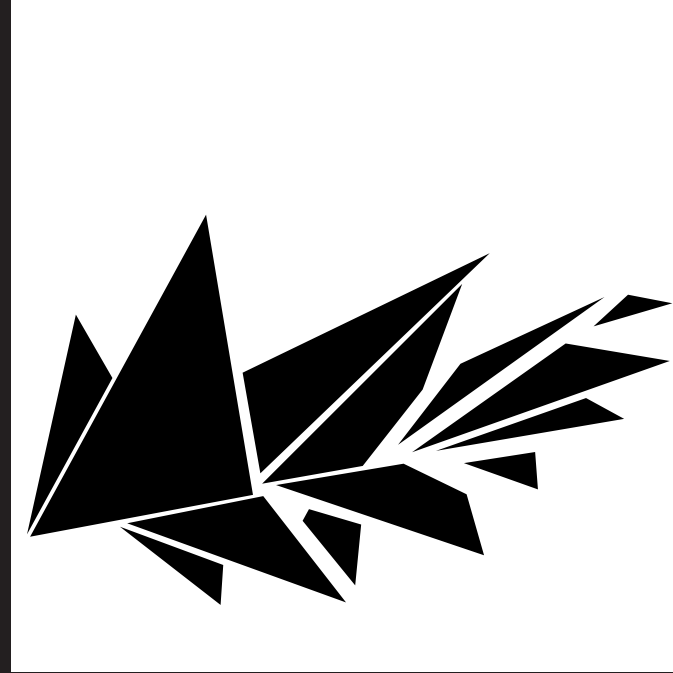
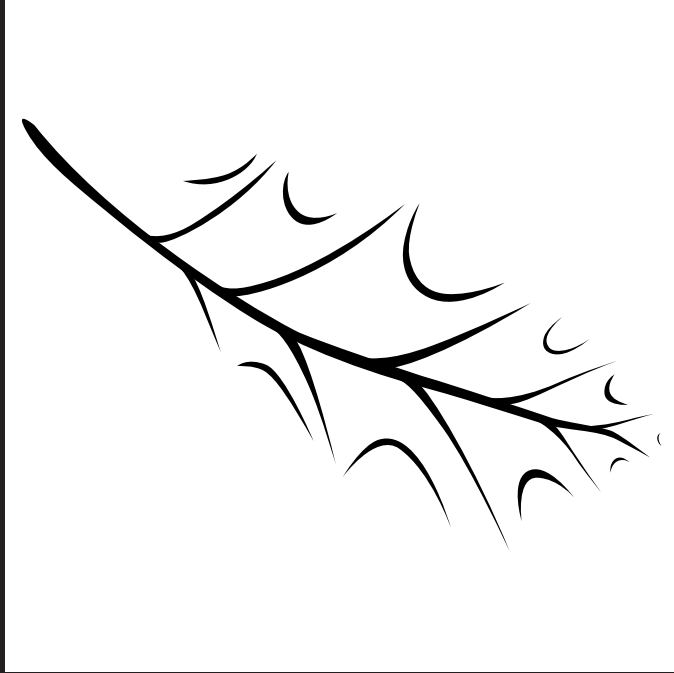
1

The leaf project began with us collecting and photographing leaves, deciding which would be the most interesting to work with and finding out what plant it came from.



design system: drawing & analysis

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2

Leaf analysis began by sketching the leaf in as many different ways we could think of. We then finalized these sketches

into shape, texture, line, and color representations of our leaf. My first discovery was finding there are a myriad of ways

to draw a single leaf. Different designs dealt with what best represented line, shape, color, and texture.

design system: synthesis

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3

Dominant, sweeping curved lines represent the persistent curvature of the leaf. Layers overlap to express the dominance of the line. Curved triangles give the leaf depth and maintain the consistent curvature of the leaf.

The receding size of the sickle shapes shows depth.



design system: module

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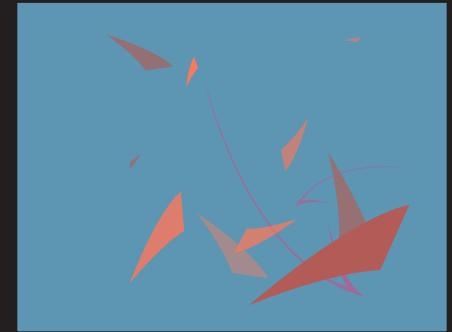
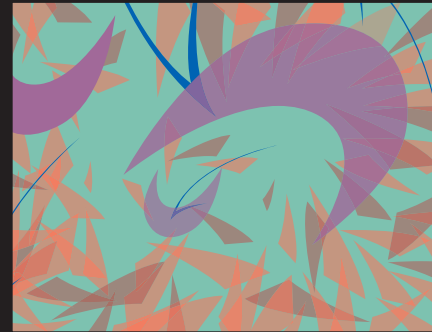
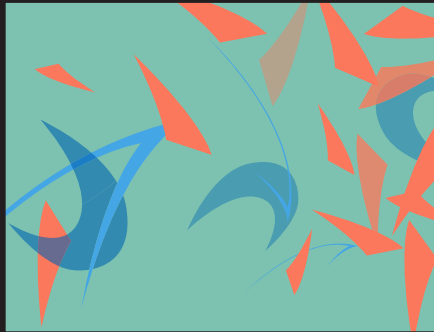
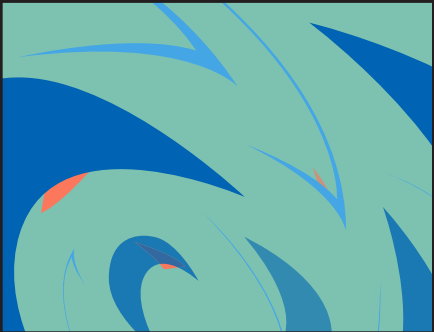
4

The chaotic qualities of a
tornado are represented
in this system of modules.



design system: sequence

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5

This sequential composition involves the previously created modules being

rearranged into new compositions that work independently and together.

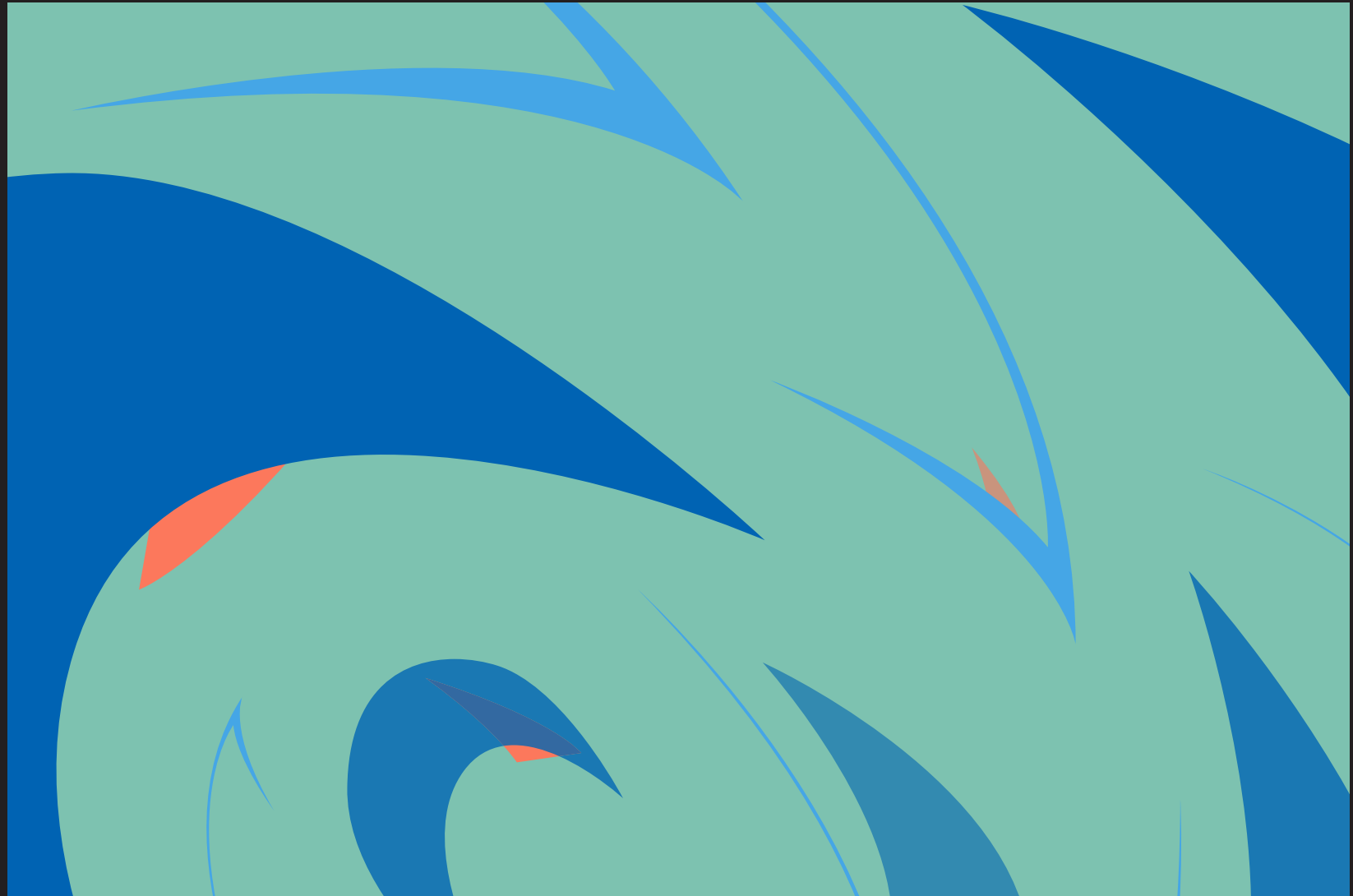
The story I used involves a washing machine factory exploding.

design system: frame

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5.1

This composition shows the swirling masses at peace, with the possibility of a fire looming.



design system: frame

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5-2

Here the fire is exploding and setting fire to the factory. The flames are pushing all the shapes to the left of the frame.



design system: frame

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5-3

Here the fire is extending its range and stretching to the tips of the building. The eye follows the paths of fire into space.

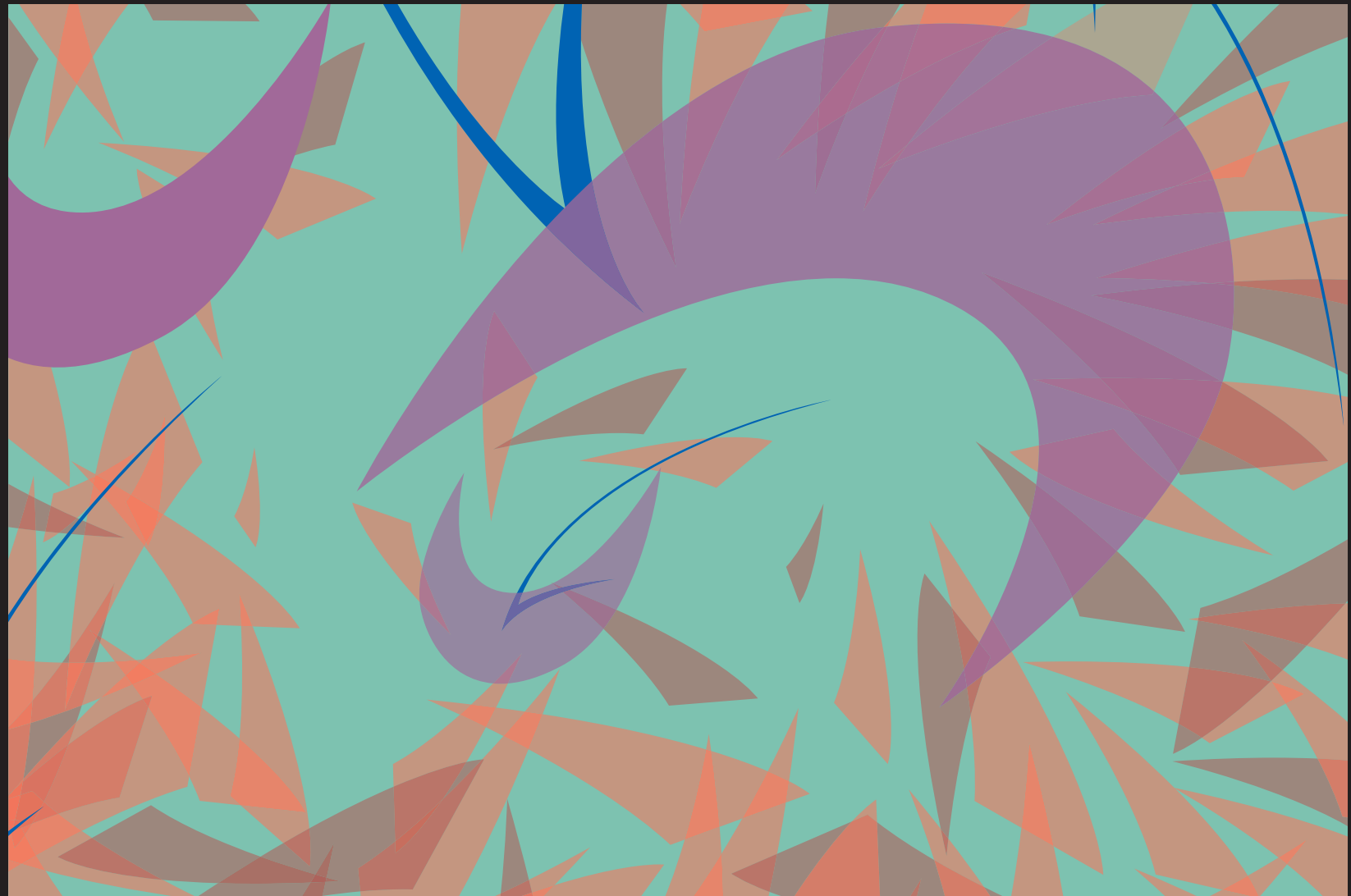


design system: frame

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5-4

The last objects that haven't been burned are now being smothered in flames. From the top left, the triangular shapes slowly extend from order to chaos.



design system: frame

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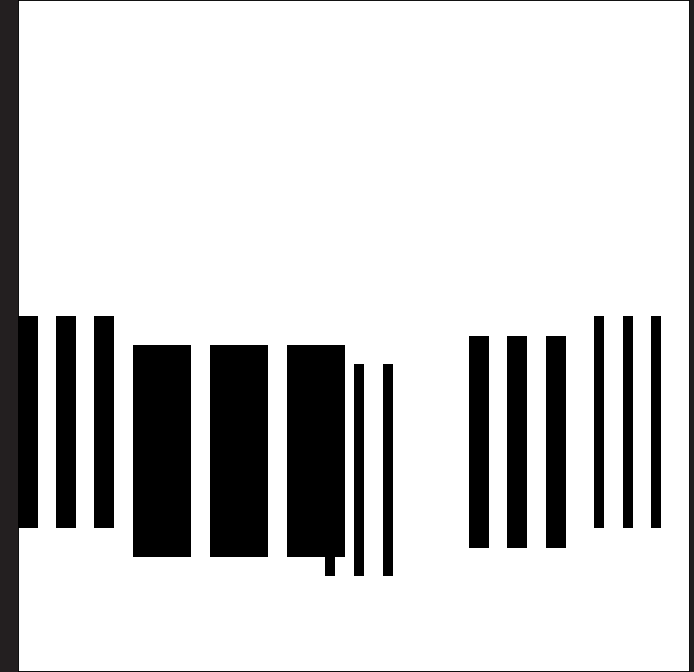
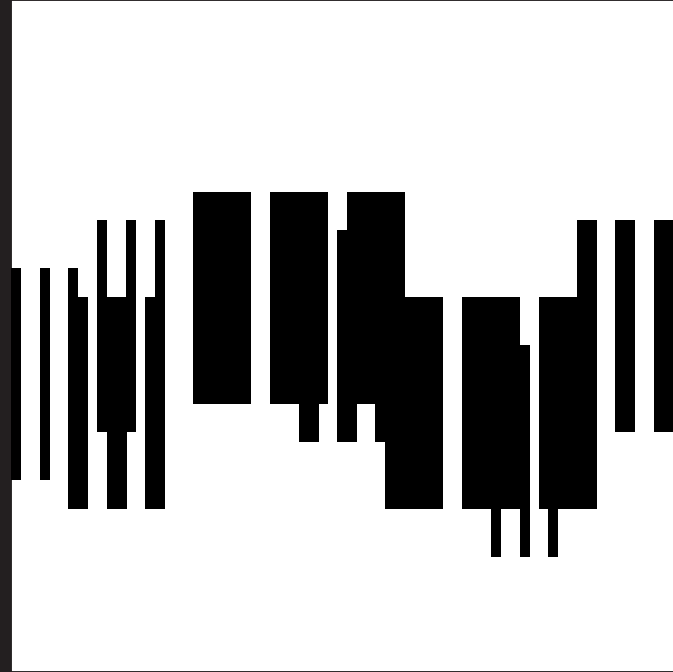
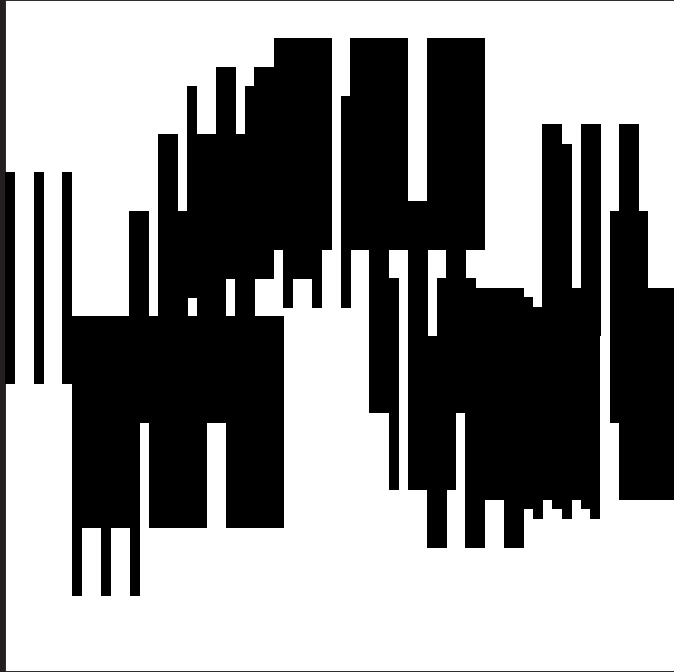
5-5

Here the final remnants of the factory are slowly falling to the ground. The eye wanders from larger shapes up to the fragile miniature triangles.



design system: sequencing exercise

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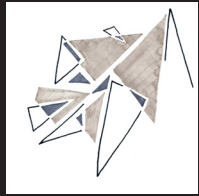
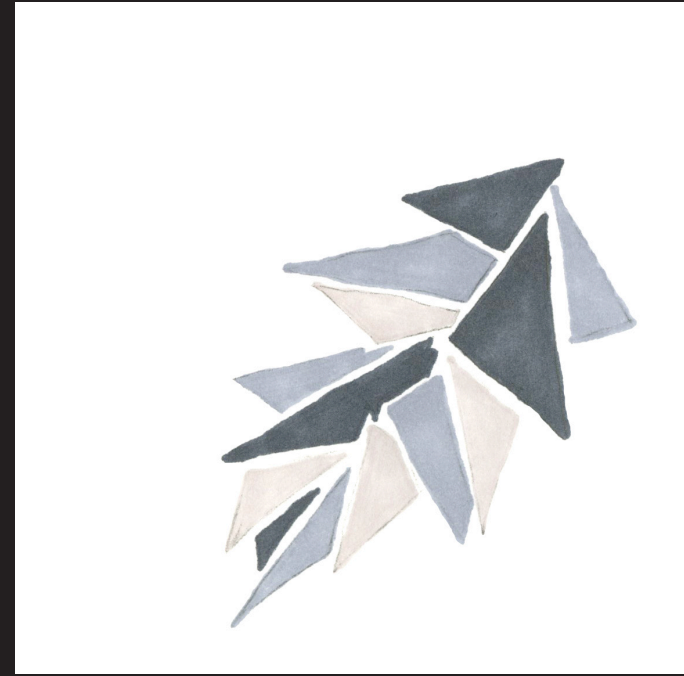
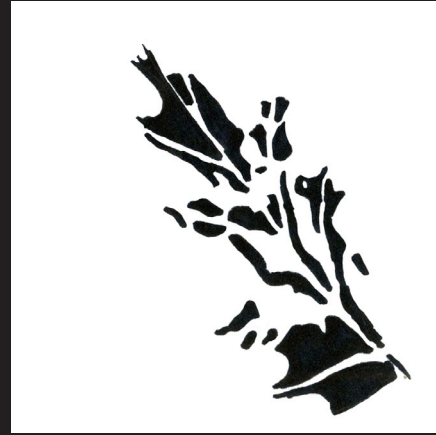
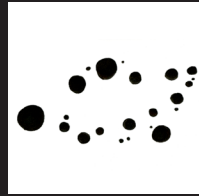


6

The three sequenced frames that made use of the line module were made to represent the rapid decrease in a heart rate from a lively rhythm to a nearly flat-line.

design system: ideation and process

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7 These sketches show the process behind creating the different pieces of this leaf project.

