

Design & **Visual** Communication

Level 2 NCEA
DVC Course Booklet



Waiopahu College

IDEA DEVELOPMENT TOOLS

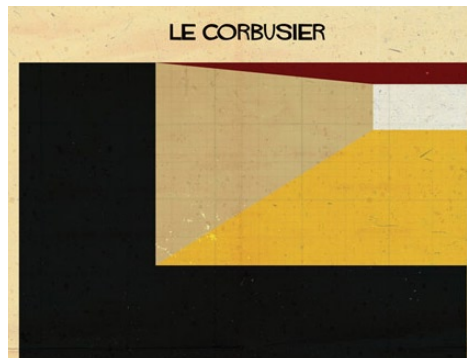
You need to ensure that you use a range of visual communication strategies (2D, 3D, 4D) when developing your ideas.

- Abstraction

(the act of considering something as a general quality or characteristic apart from concrete realities, specific objects or actual instances. An impractical idea, something visionary and unrealistic)



+ Abstracted print of
Le Corbusier's Architectural style

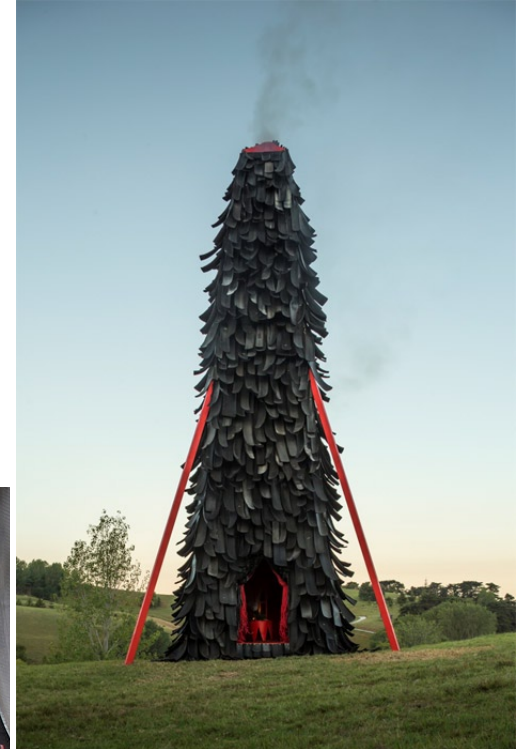
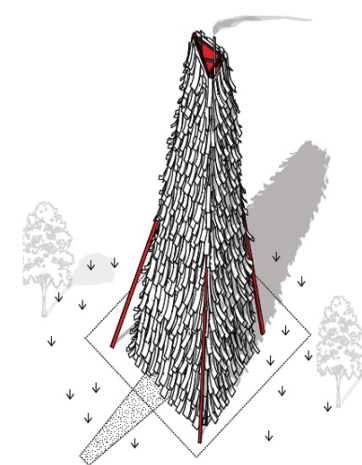


+ Abstracted modern barn design by Bartek Arendt and Kasia Bedra. The design takes from the traditional barn only basic elements such as: minimal window fittings (this would effect the light intake), single entrances on 2 walls and most importantly, functionality. Details that have been abandoned include colour, material, roof pitch in favour of a minimalist construction.



- Re-combination

(the re combining and integrating of selective themes or features of ideas that embed a convincingly constructed viewpoint or strand of thinking)



+ Scraps of rubber tyres create a shaggy coat around this narrow tower created by architecture students Matt Ritani and Declan Burn on a countryside sculpture trail in New Zealand. Ritani and Burn, both postgraduates at Victoria University in Wellington, imagined the folly as a combination of architecture and sculpture. Materials formed the starting point, as the pair wanted all of the components to be recyclable.

Recombining ideas of reuse, sustainability, sculpture and architecture.

<http://www.dezeen.com/2015/04/17/belly-of-the-beast-hillside-folly-scruffy-coat-rubber-old-tyres-matt-ritani-declan-burn-brick-bay-contest-new-zealand/>

- Tessellation

(tessellation is created when a shape is repeated over and over again. All the figures fit onto a flat surface exactly together without any gaps or overlaps)

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+ Tensile structure rigid origami expandable roof | Breathing Architecture by Harry Wei

<https://www.pinterest.com/pin/465770786438427243/>

- Exaggeration

(to make greater – enlarge – over accentuate – more noticeable)

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+ This top-heavy white house in Kanagawa, Japan, was designed by Apollo Architects & Associates for a keen surfer and his family. The **exaggerated second floor overhang** imitates a wave with a geometrical style.

From the street, the 103-square-metre house appears to be windowless. A single door is the only interruption to the clean white-rendered facade, adding emphasis to the cantilevered first-floor terrace. This overhang offers sheltered parking spaces for two cars, and also forms a canopy over the main entrance

<http://www.dezeen.com/2015/03/17/wave-surfer-house-japan-apollo-architects-associates/>

- Rotation

(turning on an axis)



+ The top floor of this Tokyo house by Japanese architects Apollo appears to be caving in. As the top block has been **rotated**, the entire form of the building has been effected, and all angles from this single rotation are emphasized.

Although the scenery visible from the terraces located on each floor is identical, the varied character of each space ensures that a different impression of this single landscape is created each time.

<http://www.dezeen.com/2011/12/10/vista-by-apollo-architects-and-associates/>

- Inversion

(upside down, mirror image)



+ Maison&Objet 2014: designers including Philippe Starck, Patricia Urquiola and Nendo have reinterpreted the **inverse** Bourgie table lamp produced by Italian plastic brand Kartell to mark the design's tenth anniversary

<http://www.dezeen.com/2014/02/20/nendo-starck-urquiola-reinterpret-kartells-bourgie-lamp/>

- Translation

(motion of a body/form on a linear path, without deformation or rotation, i.e. such that every part of the body moves at the same speed and in the same direction; also the linear motion of a body considered independently of its rotation)



+ Vitrahaus by Herzog & de Meuron. Repetition of the translated structure pattern creates the finished form seen in the last slide. Typically, there would be no rotation when translating an object.

<http://www.dezeen.com/2014/09/19/alexandra-lange-opinion-six-ways-to-make-architecture-meme-viral/>

- Translocation

(removal of things from one place to another; displacement, substitute of one thing for another)



+ A team of Icelandic designers have launched chocolate protein bars made from powdered crickets. By **substituting** cricket powder for flour, the team are change peoples opinion towards edible insects by offering them a normal looking protein bar that tastes good.

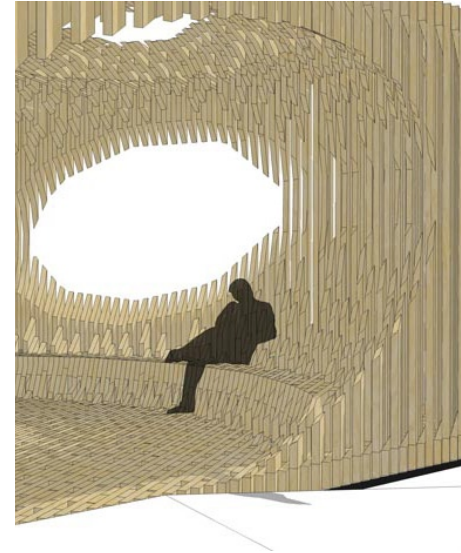
The chocolate and date flavoured Jungle Bar uses crickets as an alternative protein source to soy.

<http://www.dezeen.com/2015/04/09/jungle-bars-bui-bjarnar-adalsteinsson-powdered-cricket-protein-insects-food/>



- Deconstruction

(the destroying or taking apart of an object, disassembly. To break something down into its component parts)



+ Genesis by David Adjaye at Design Miami. The wooden pavilion by architect David Adjaye looks at the idea of how a structure can show form without a flat wall. By **deconstructing** the walls and idea of what a wall must be, linear timber is used to create the sides of the form.

<http://www.dezeen.com/2011/12/06/genesis-by-david-adjaye-at-design-miami/>