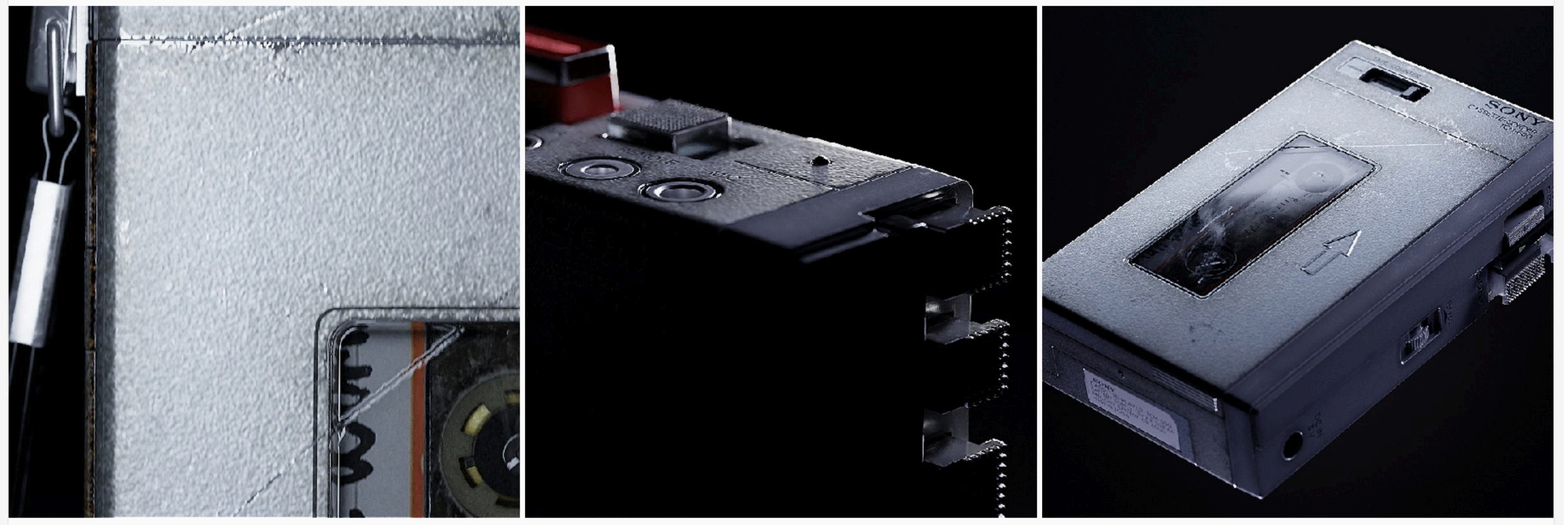


Methods of Iterating / Week 3

Haris Mahmood

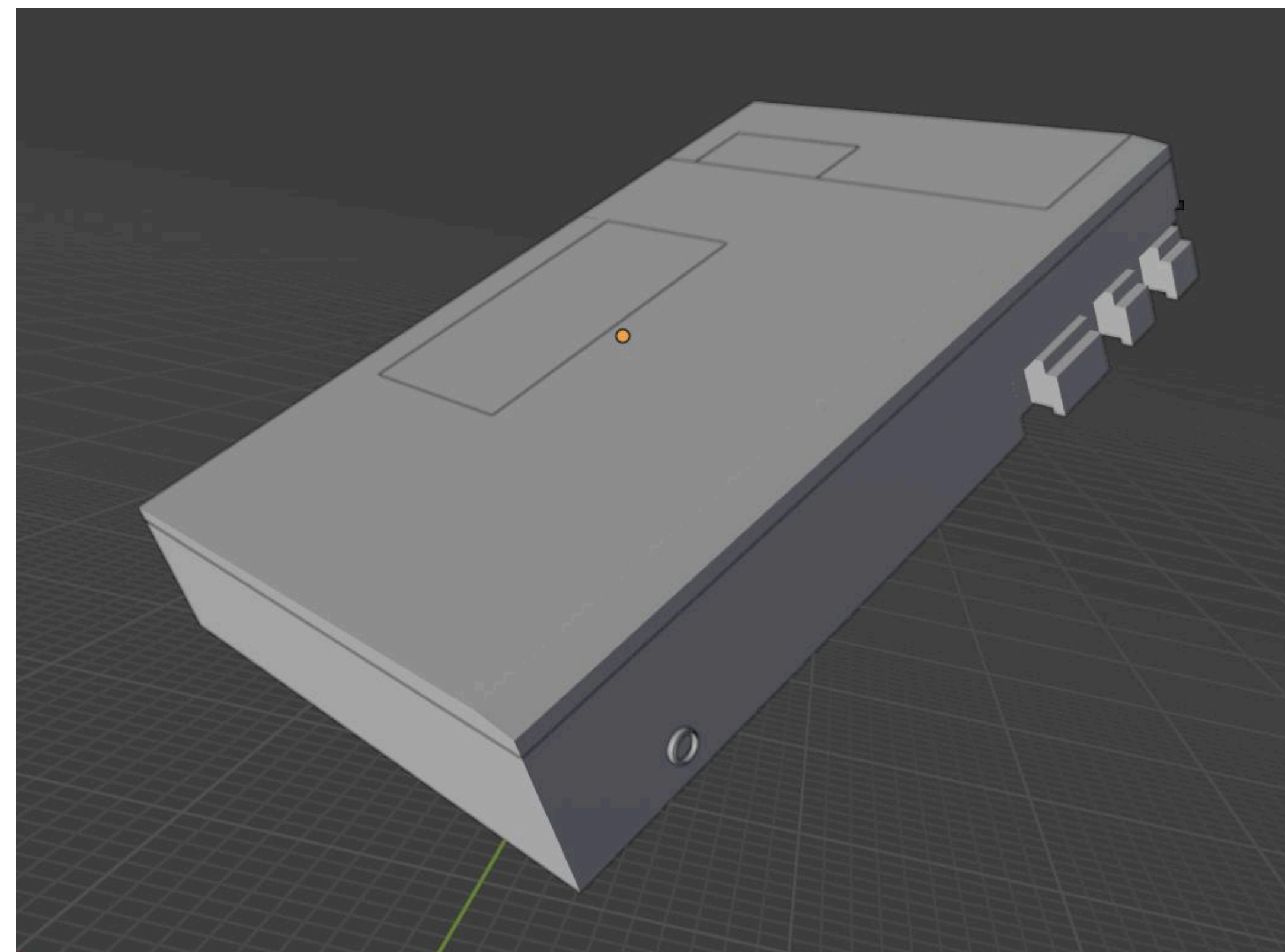
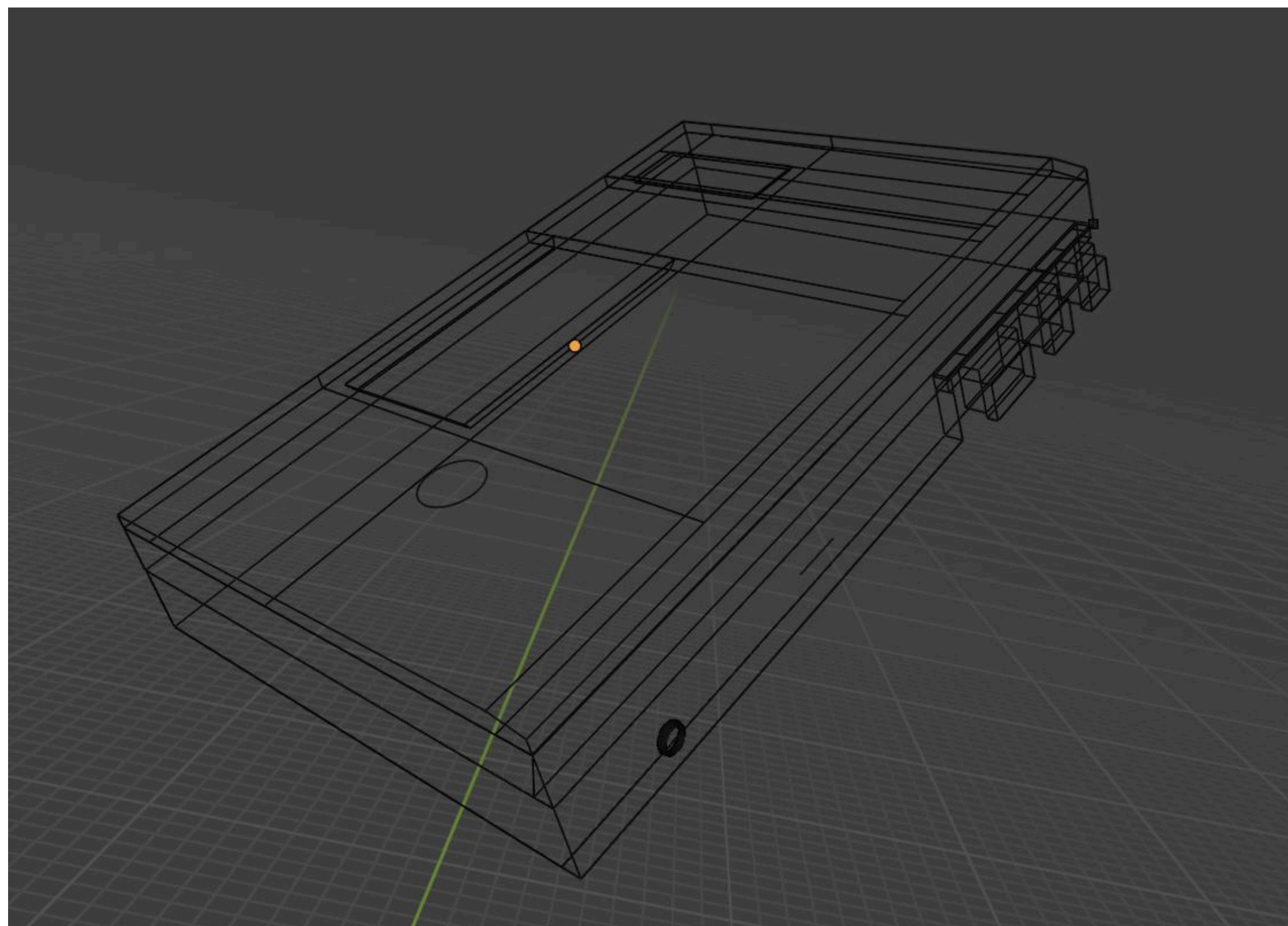
So this is what I wanted to replicate:

Sony TCM-600 Cassette Walkman

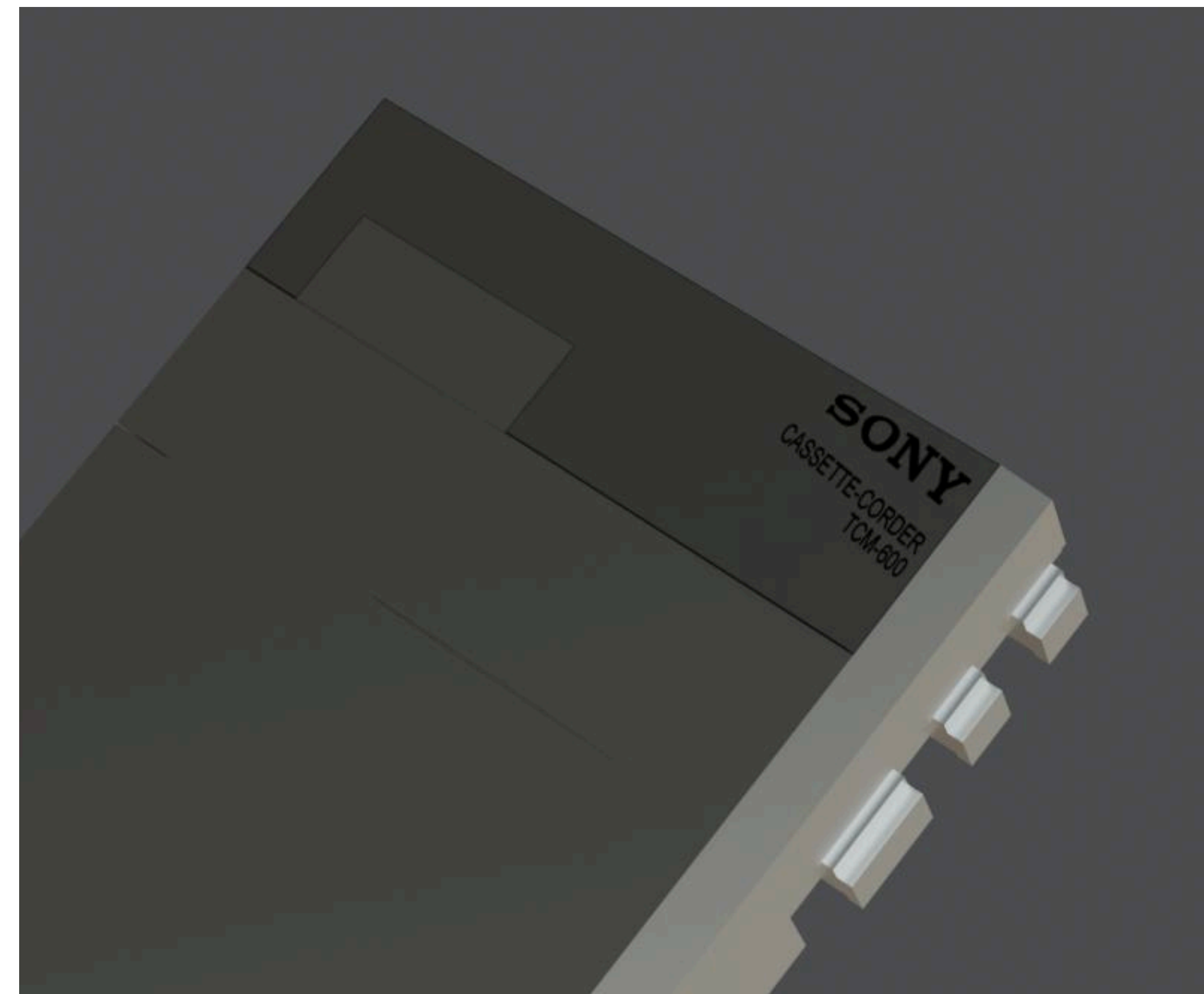
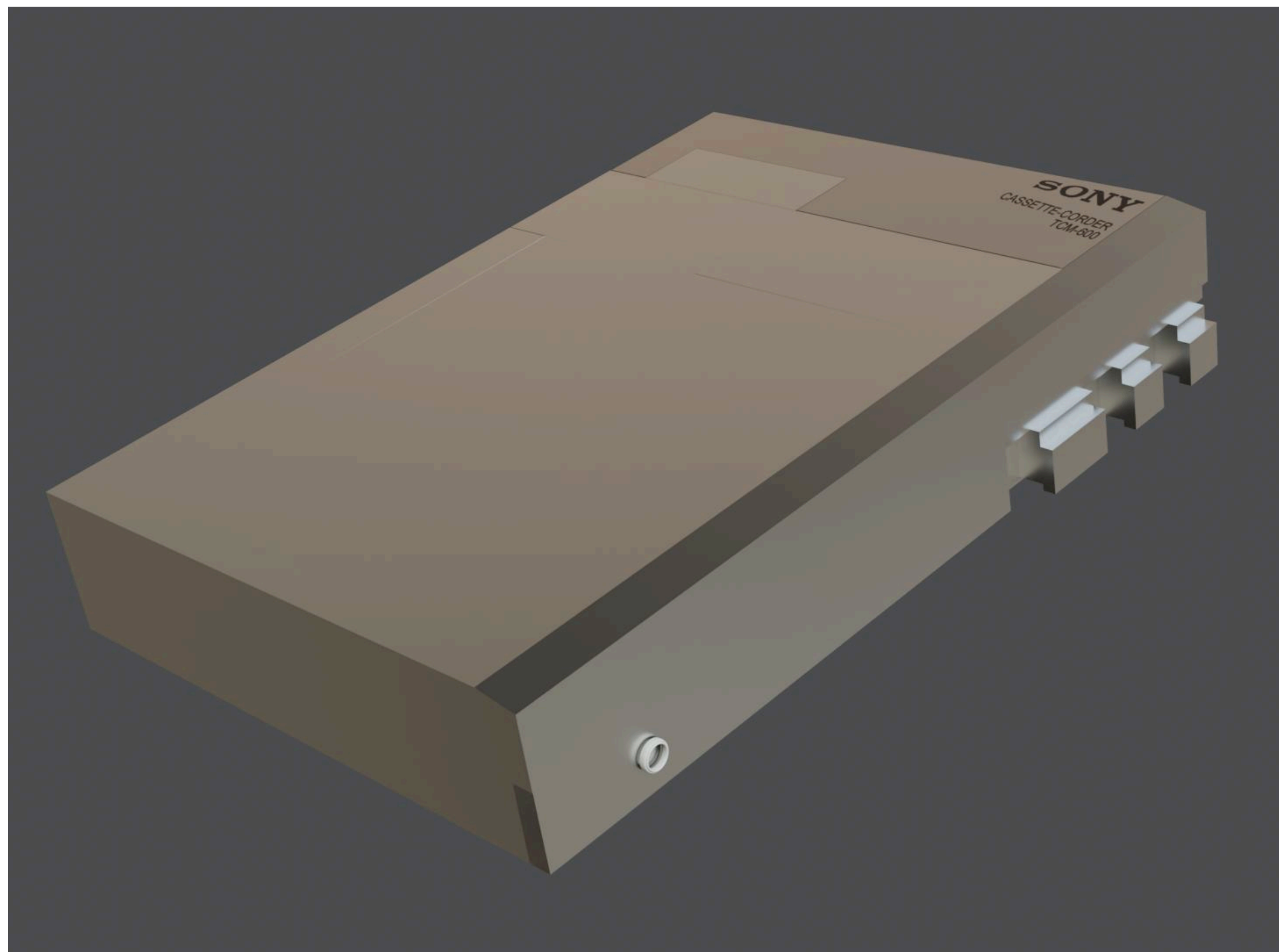


<https://www.behance.net/gallery/109912453/Sony-TCM-600-Cassette-Walkman/modules/633366003>

My version / Sony TCM-600 Cassette Walkman



My version / final render



Reminder



fidelity

/fɪˈdɛlɪti/

noun

1. faithfulness to a person, cause, or belief, demonstrated by continuing loyalty and support.
"he sought only the strictest fidelity to justice"

Similar:

loyalty

allegiance

obedience

constancy

fealty

homage



2. the degree of exactness with which something is copied or reproduced.
"the 1949 recording provides reasonable fidelity"

Similar:

accuracy

exactness

exactitude

precision

preciseness

correctness



Feedback

More definitions ▼

Critical Questions

1. Why does abstraction enhance my observational skills, and how does breaking complex objects into simpler shapes influence the way I perceive the world?
2. Can engaging directly with a 3D tool help me discern between renders and real-world visuals, similar to how familiarity with AI exposes its imperfections?
3. How does working in 3D change the way we interact with timelines (past, present, and future) compared to static or 2D mediums?
4. Does the interactive and immersive nature of 3D tools give them an edge over traditional graphic design tools in communicating complex ideas?

Week 3

Proposal

The 3-D space has this element of perfection attached to it. Try, to construct an unconventional model / set of models in Blender that would be considering seemingly perfect yet imperfect at the same time.

Notes: Explore with the the idea of dimension; Work on something that allows you to mesh 2-D with 3-D. That could be your way of hacking into the software.

Key Ideas

Idea 1

**Relationship b/w
2D and 3D**

Idea 2

**Perfection and
Imperfection**

Idea 3

**Unconventional
Models**

So, I started with a few rules:

- Flat Planes
- Basic Shapes
- Top-Down View



Welcome to grey-land

Iterative Experiment 1 / Basic Models

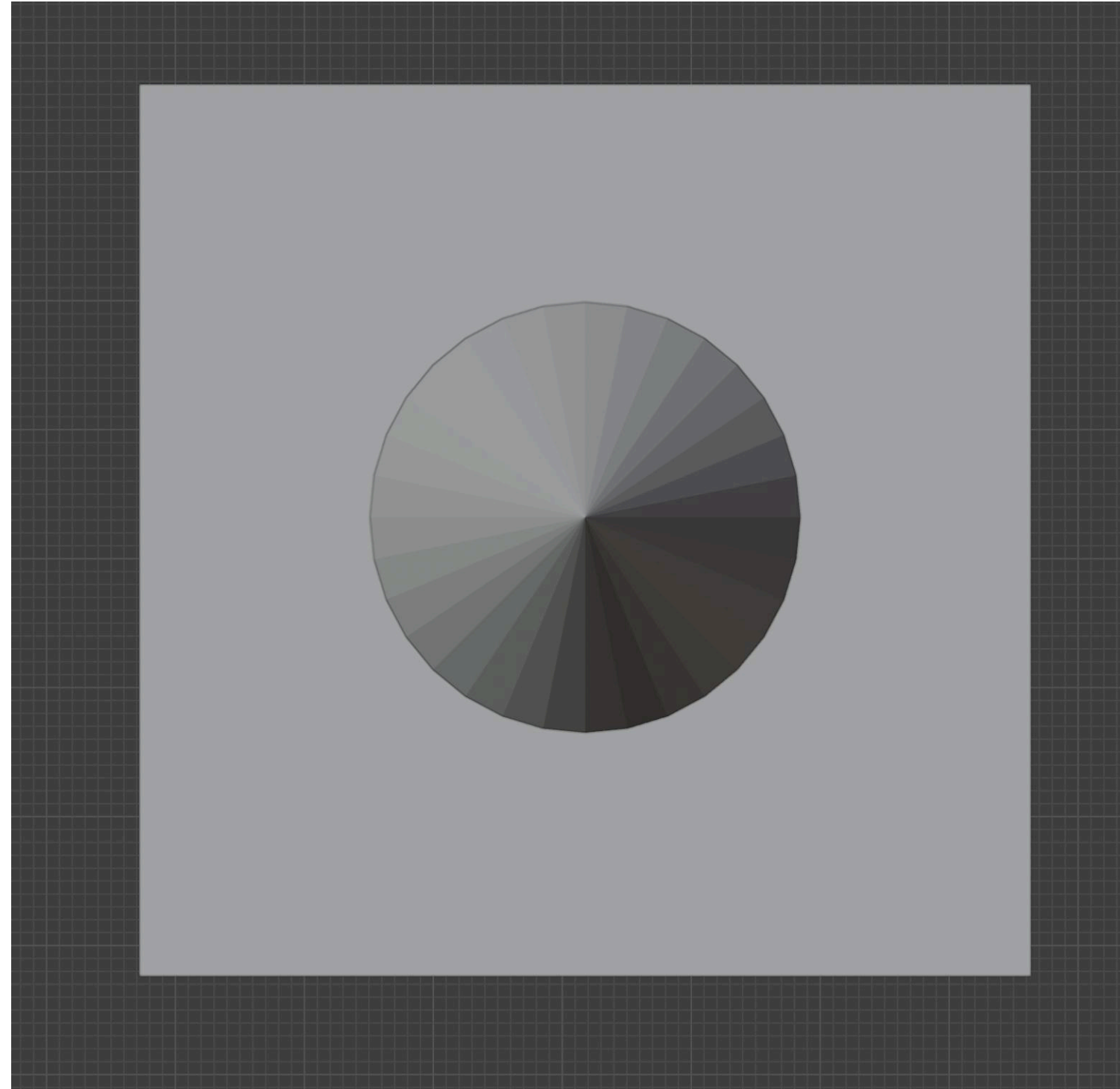


Fig. 1 Top-Down View

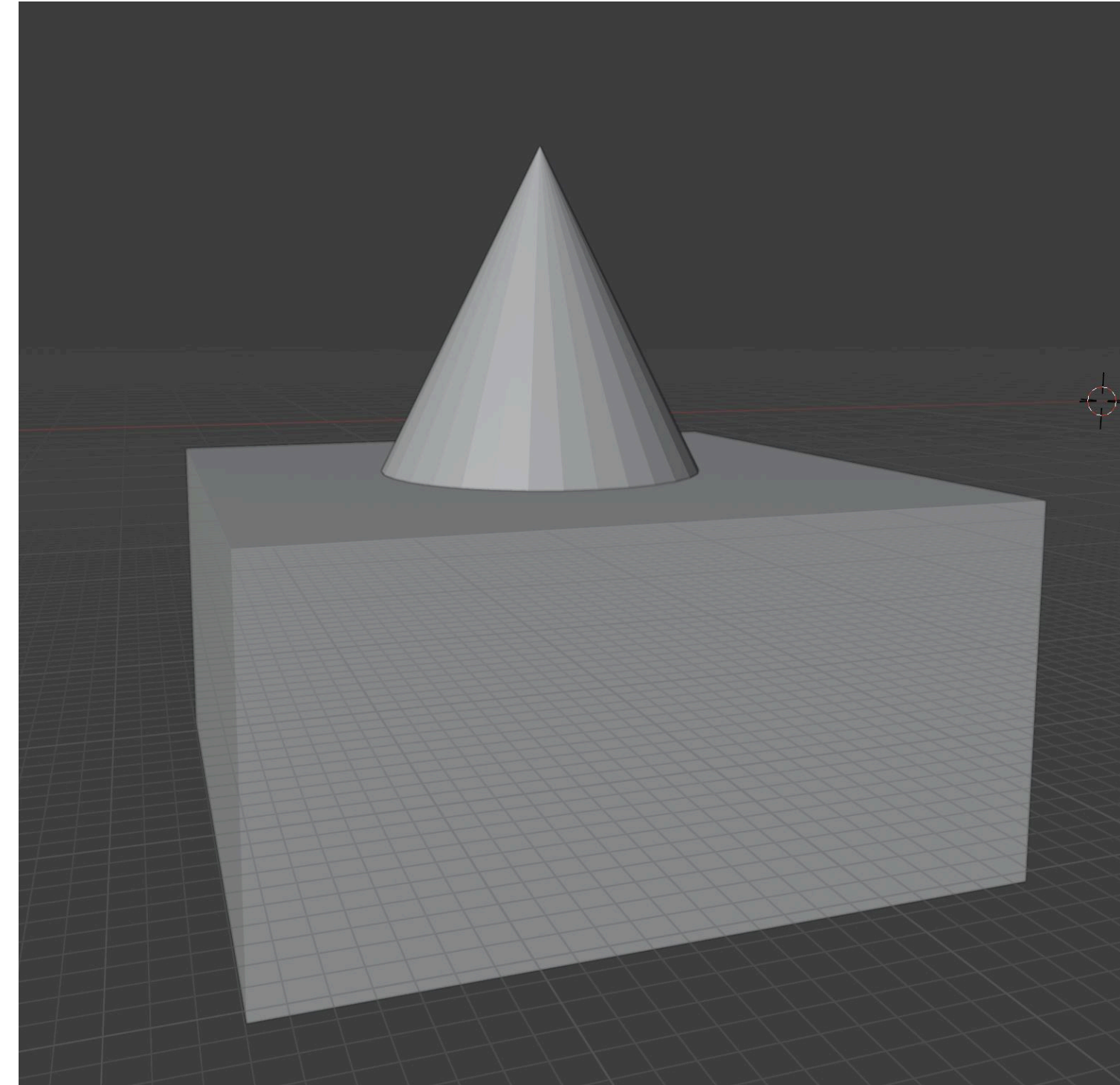


Fig. 2 Side View

Basic Models

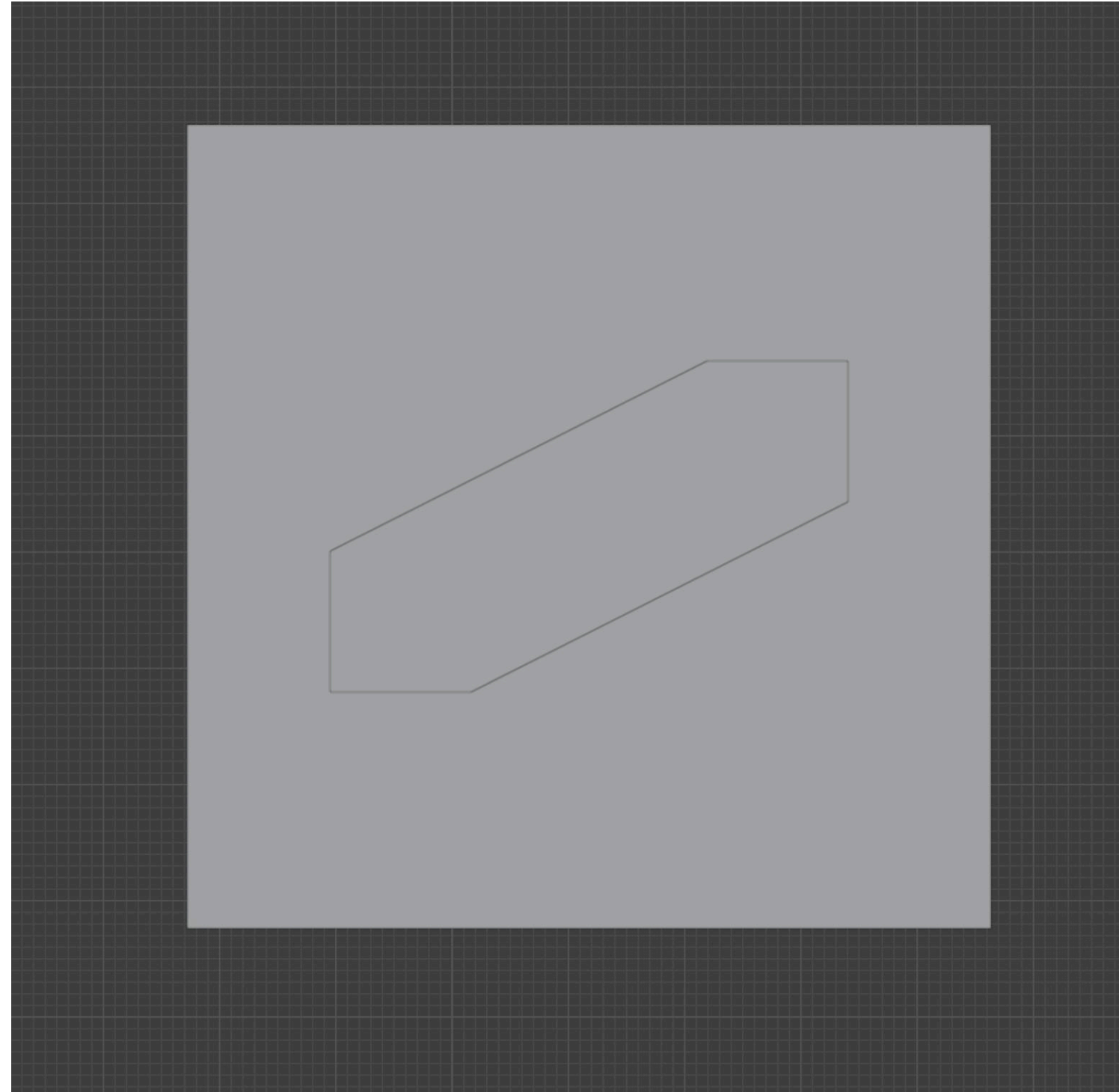


Fig. 1 Top-Down View

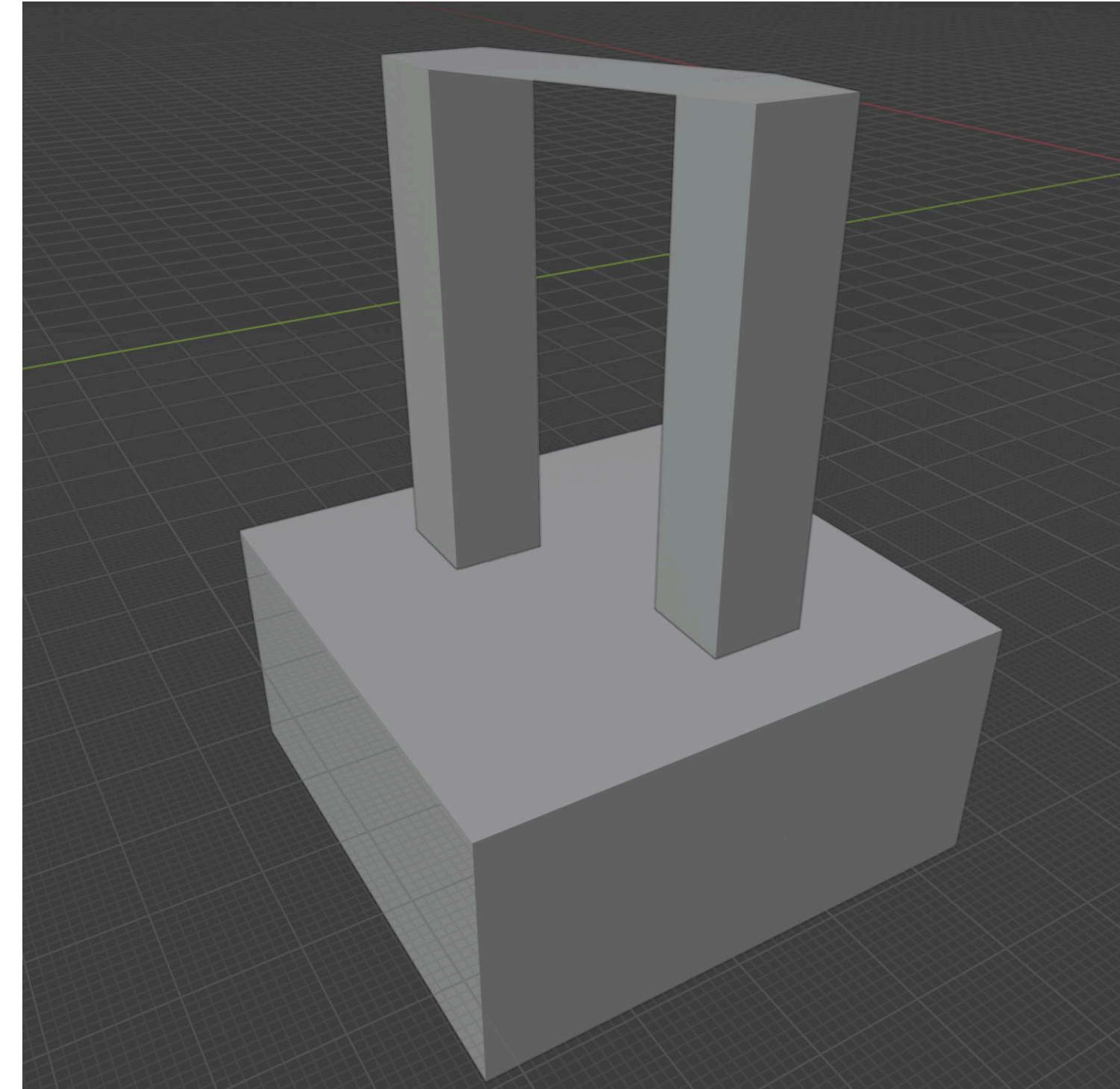


Fig. 2 Side View

Basic Models

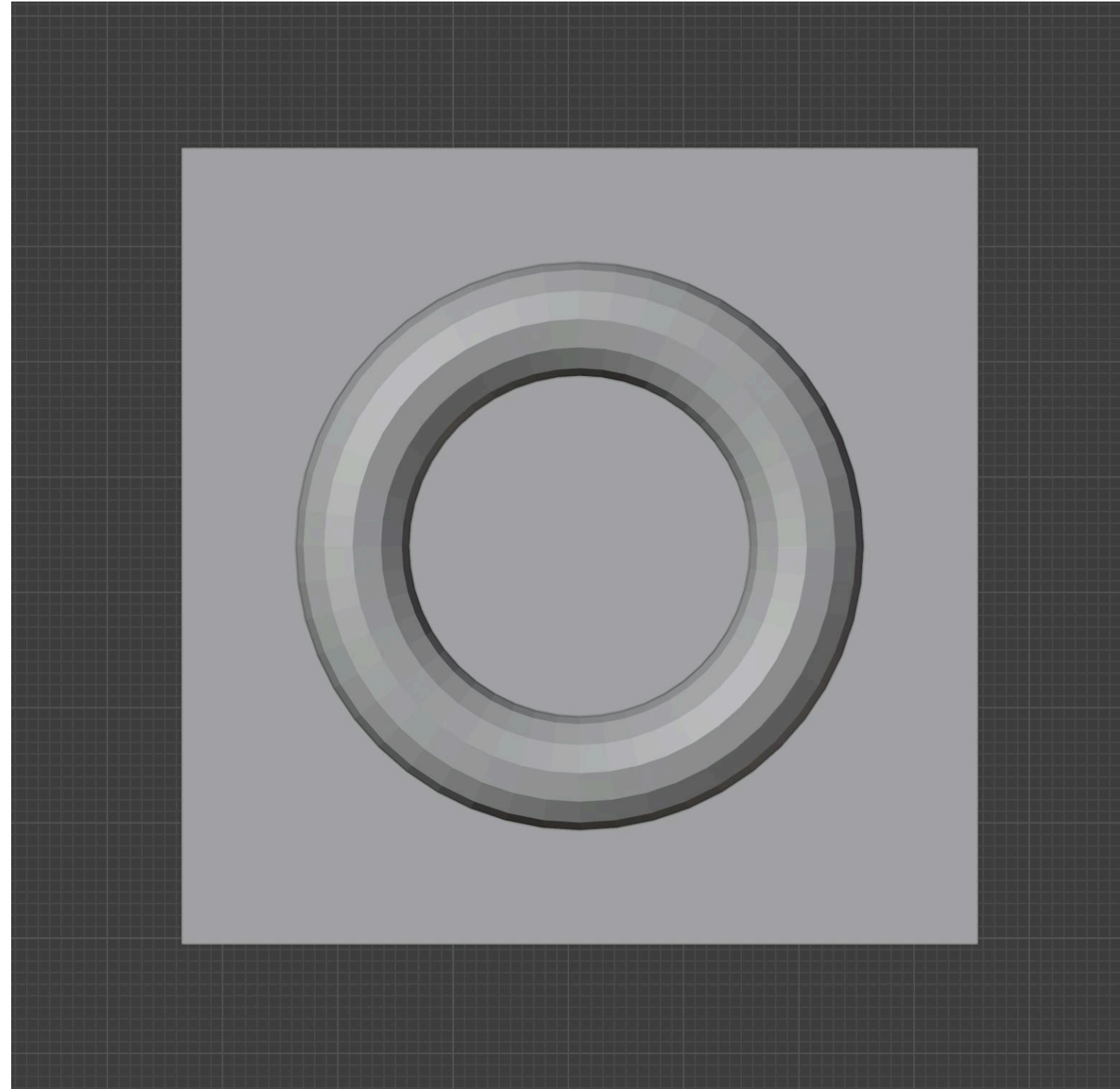


Fig. 1 Top-Down View

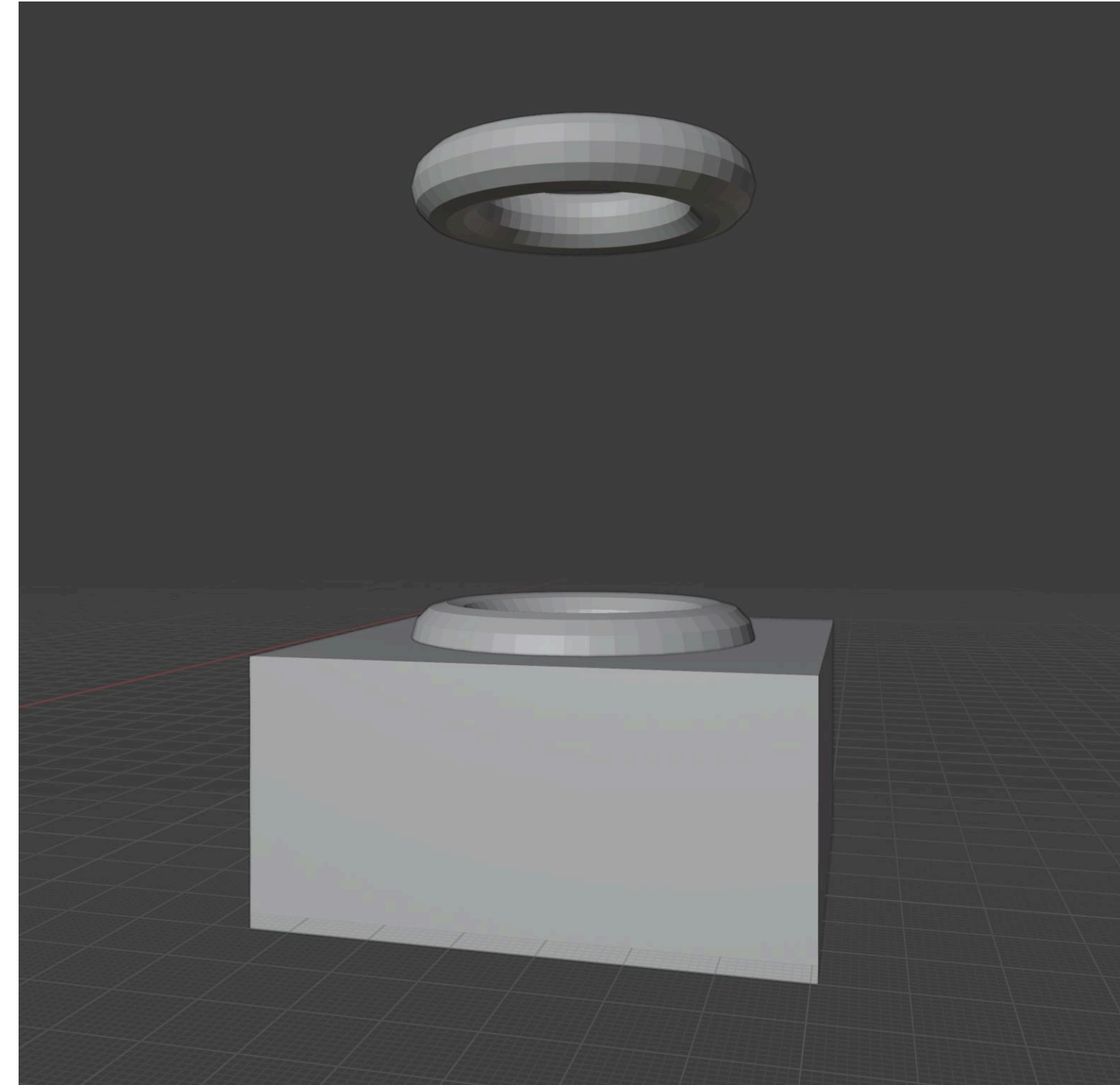
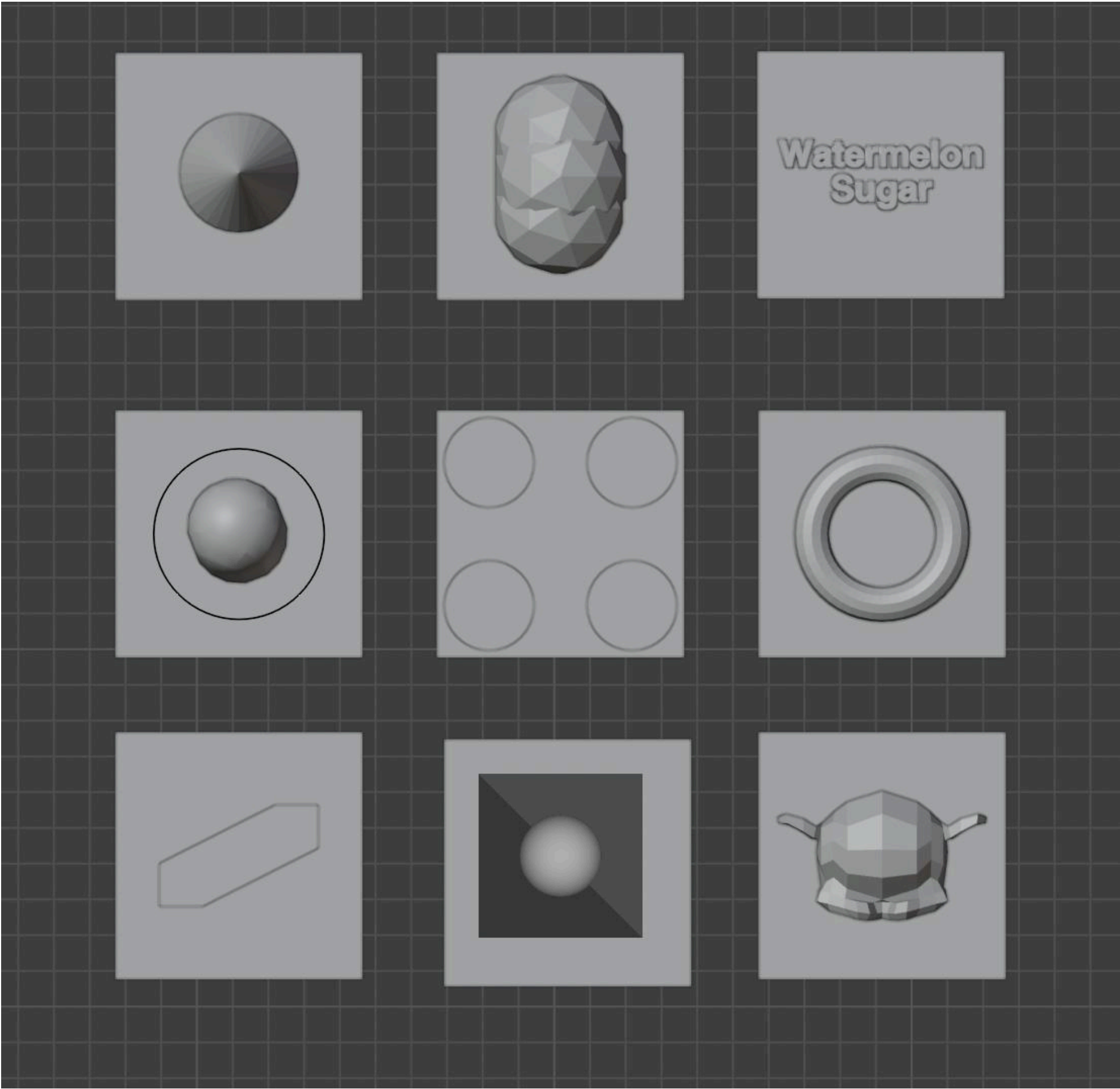


Fig. 2 Side View

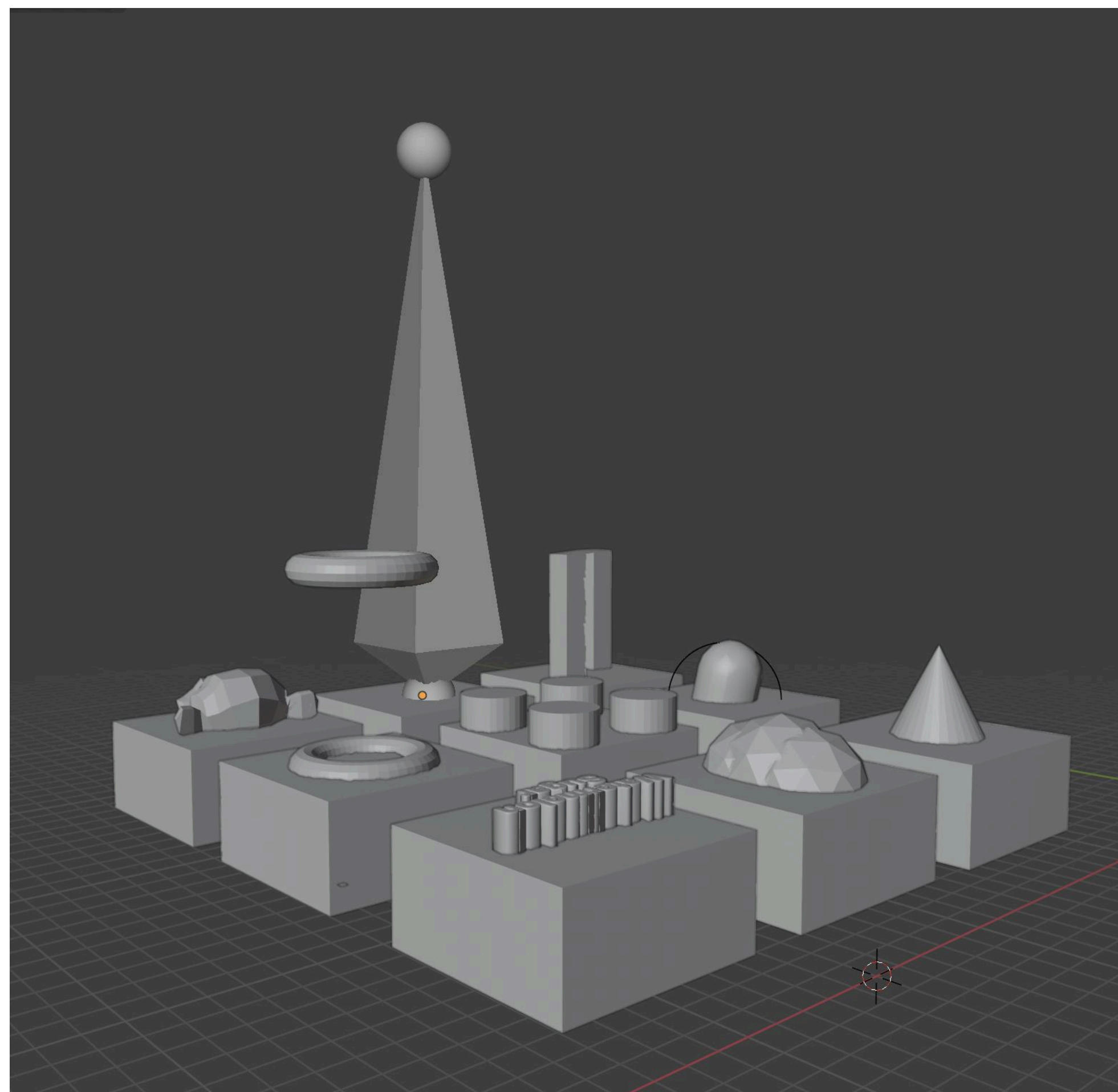
Iterative Experiment 1 / Results (Top-Down)





And now for the side-view

Iterative Experiment 1 / Results (Side)



Some new rules

- Play around with text
- Use variations of the same shape

Iterative Experiment 2 / Row 1 - Circles



Fig. 1 Top-Down View

Iterative Experiment 2 / Row 1 - Circles

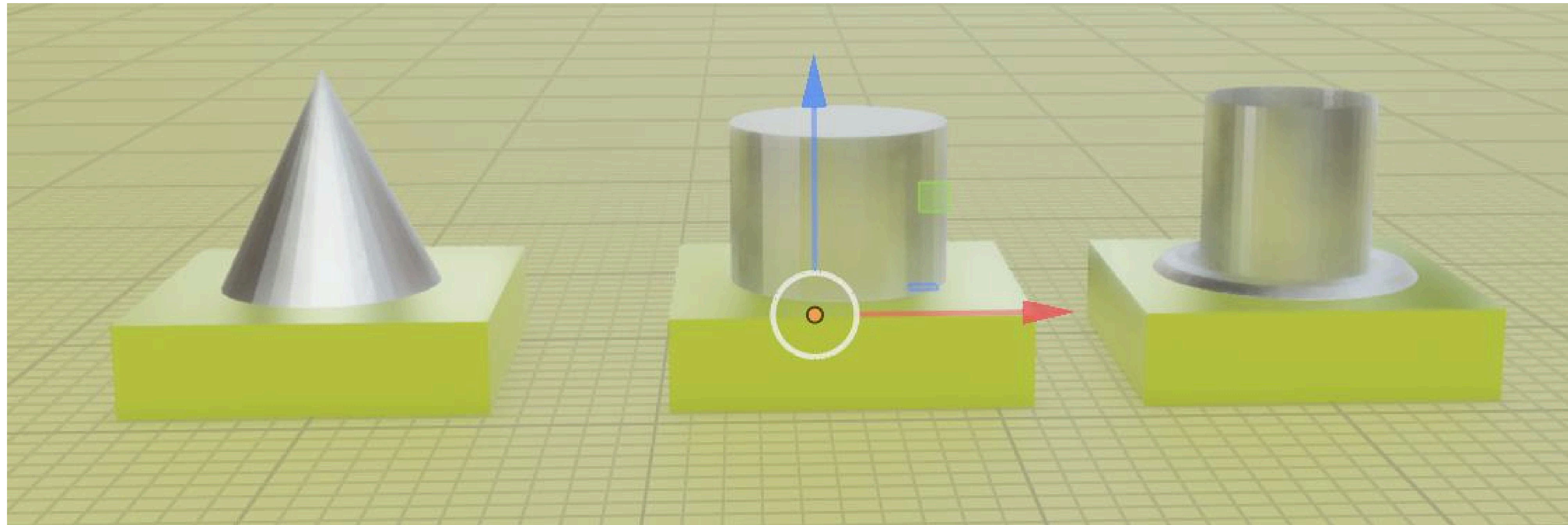


Fig. 1 Side View

Row 2 - Fonts

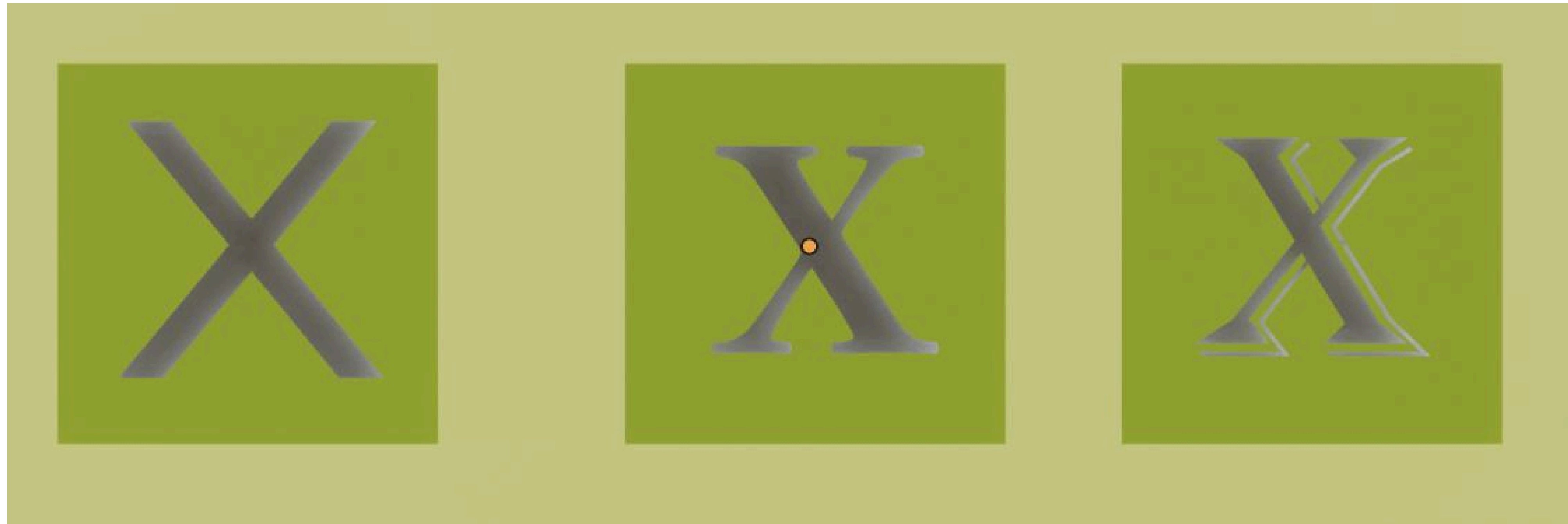


Fig. 1 Top-Down View

Row 2 - Fonts

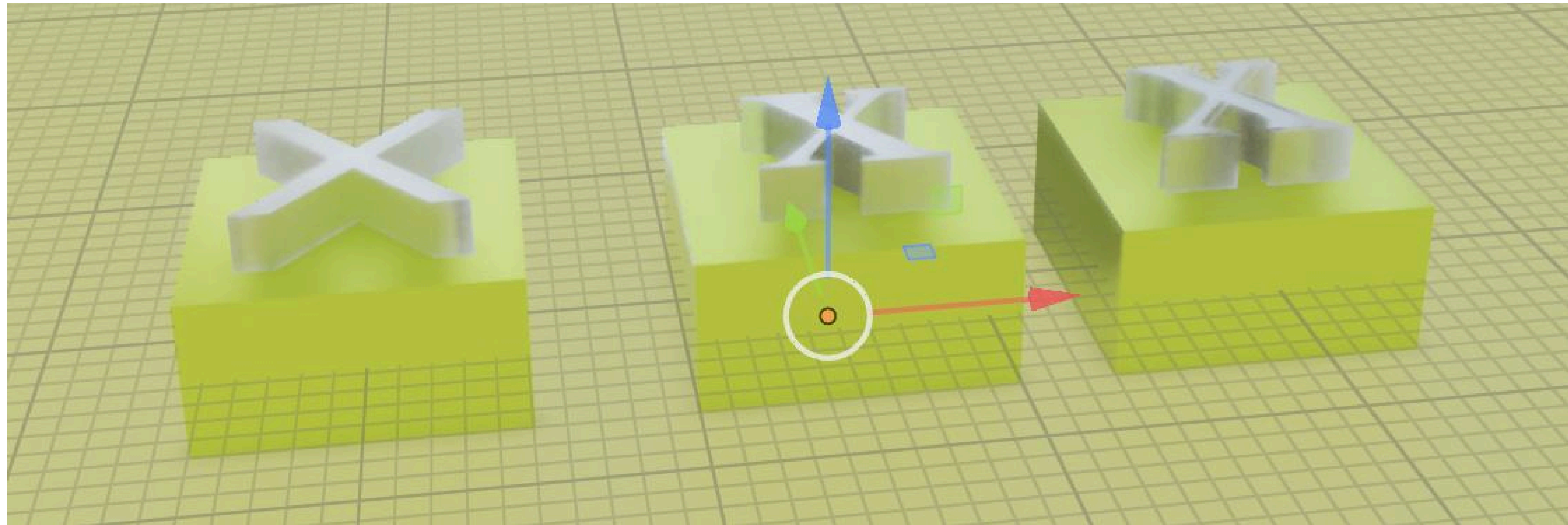


Fig. 1 Side View

Row 3 - Quadrilaterals

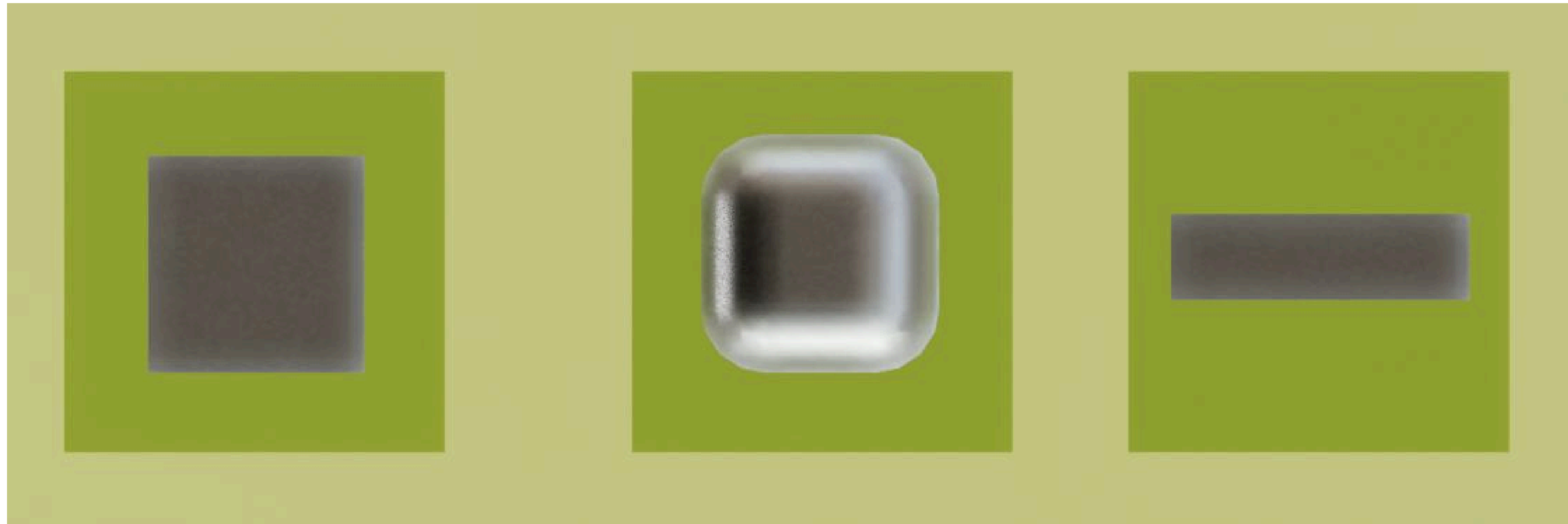


Fig. 1 Top-Down View

Row 3 - Quadrilaterals

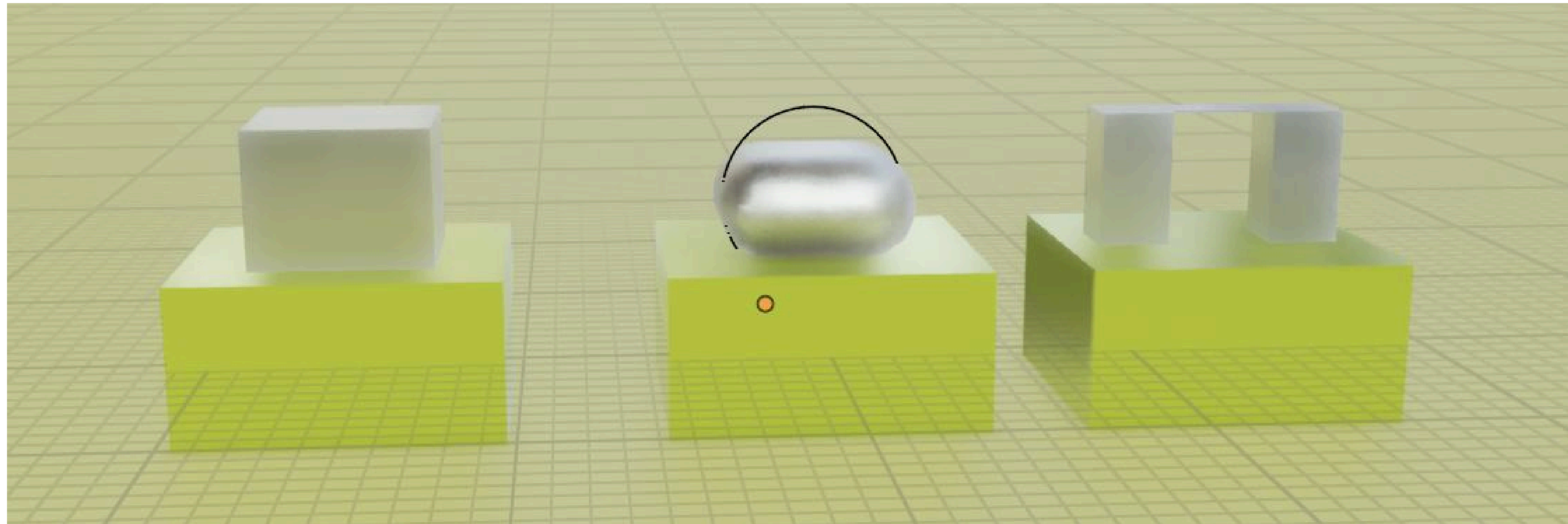
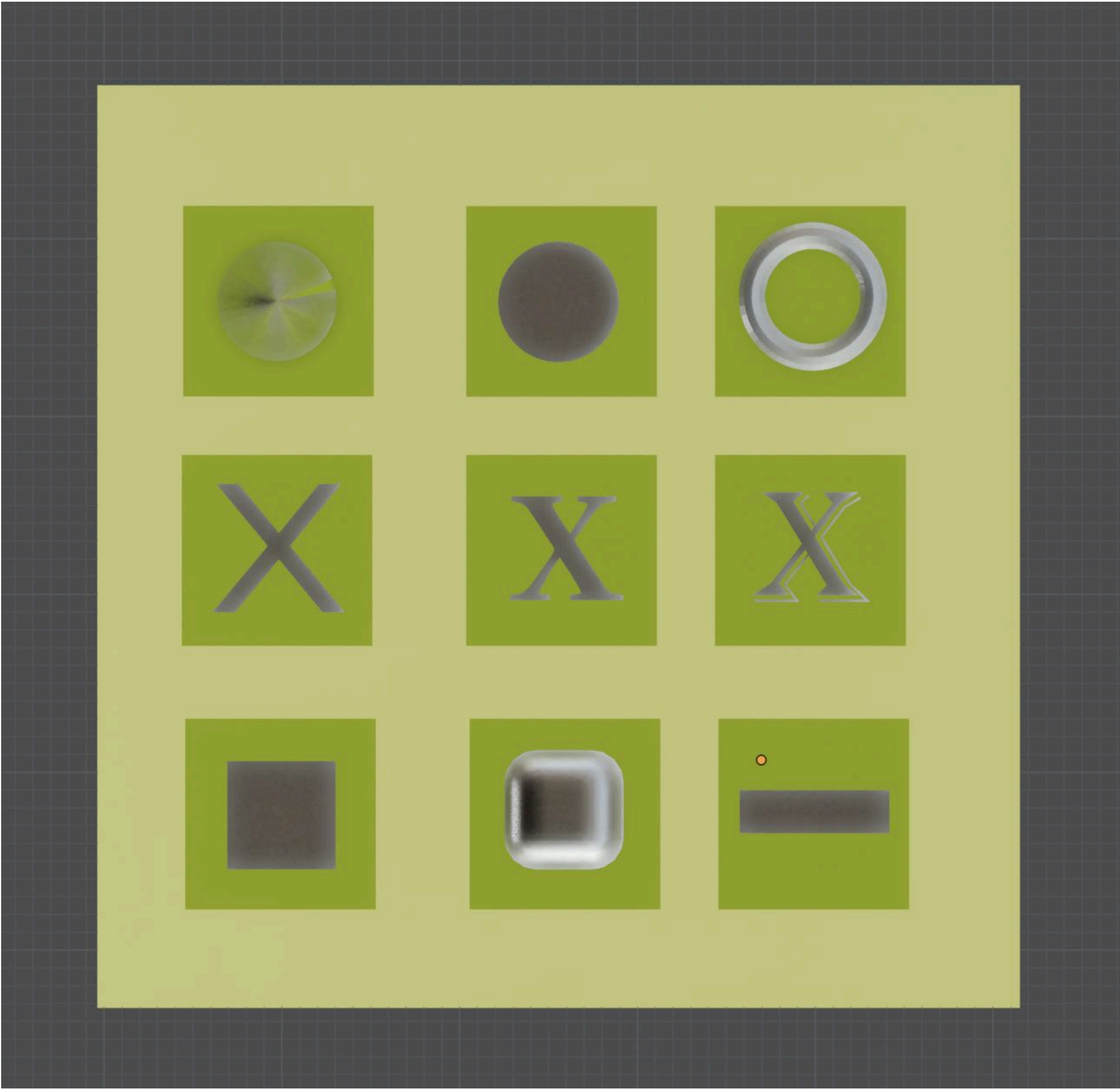
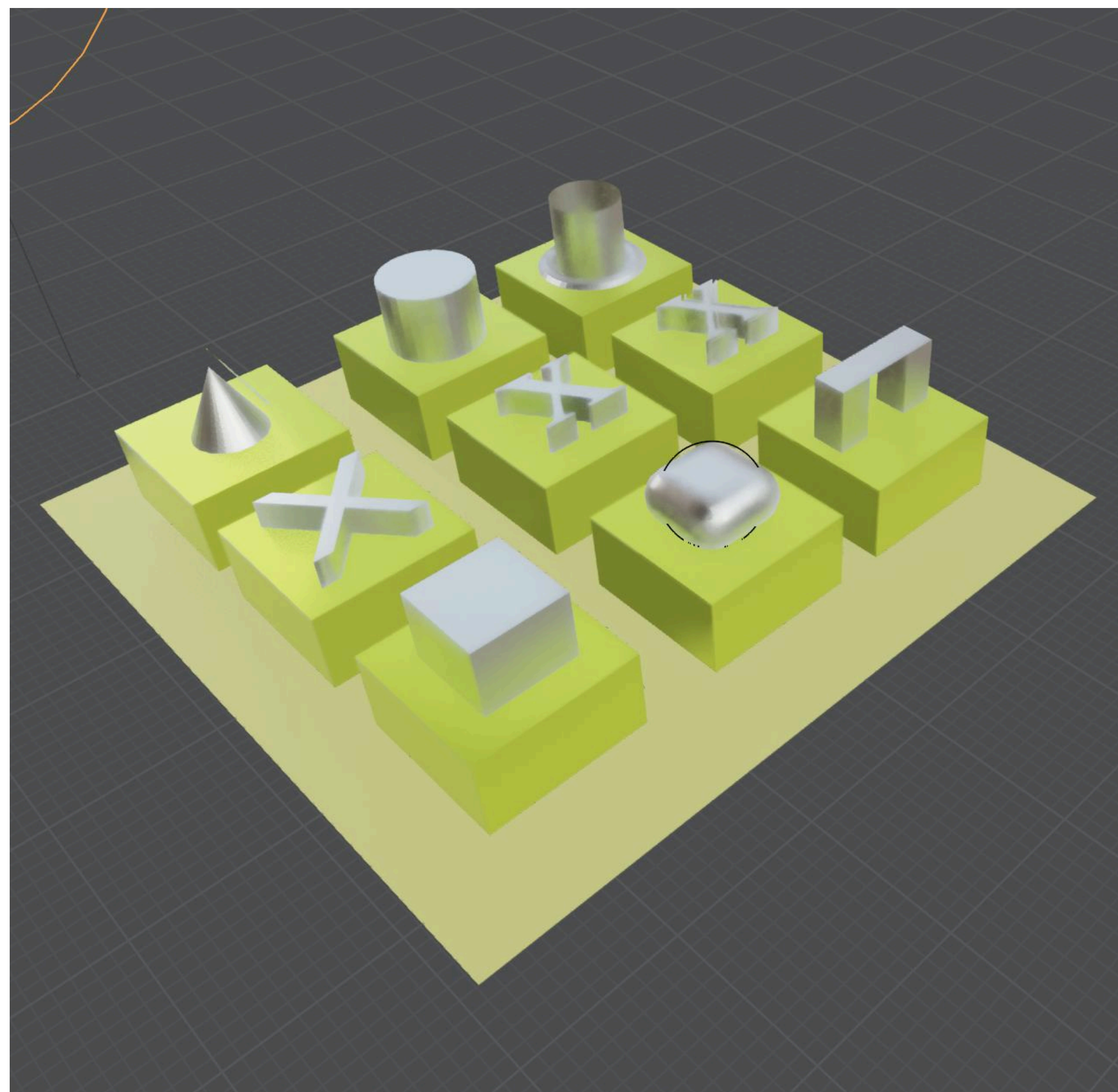


Fig. 1 Side View

Iterative Experiment 2 / Results (Top-Down)

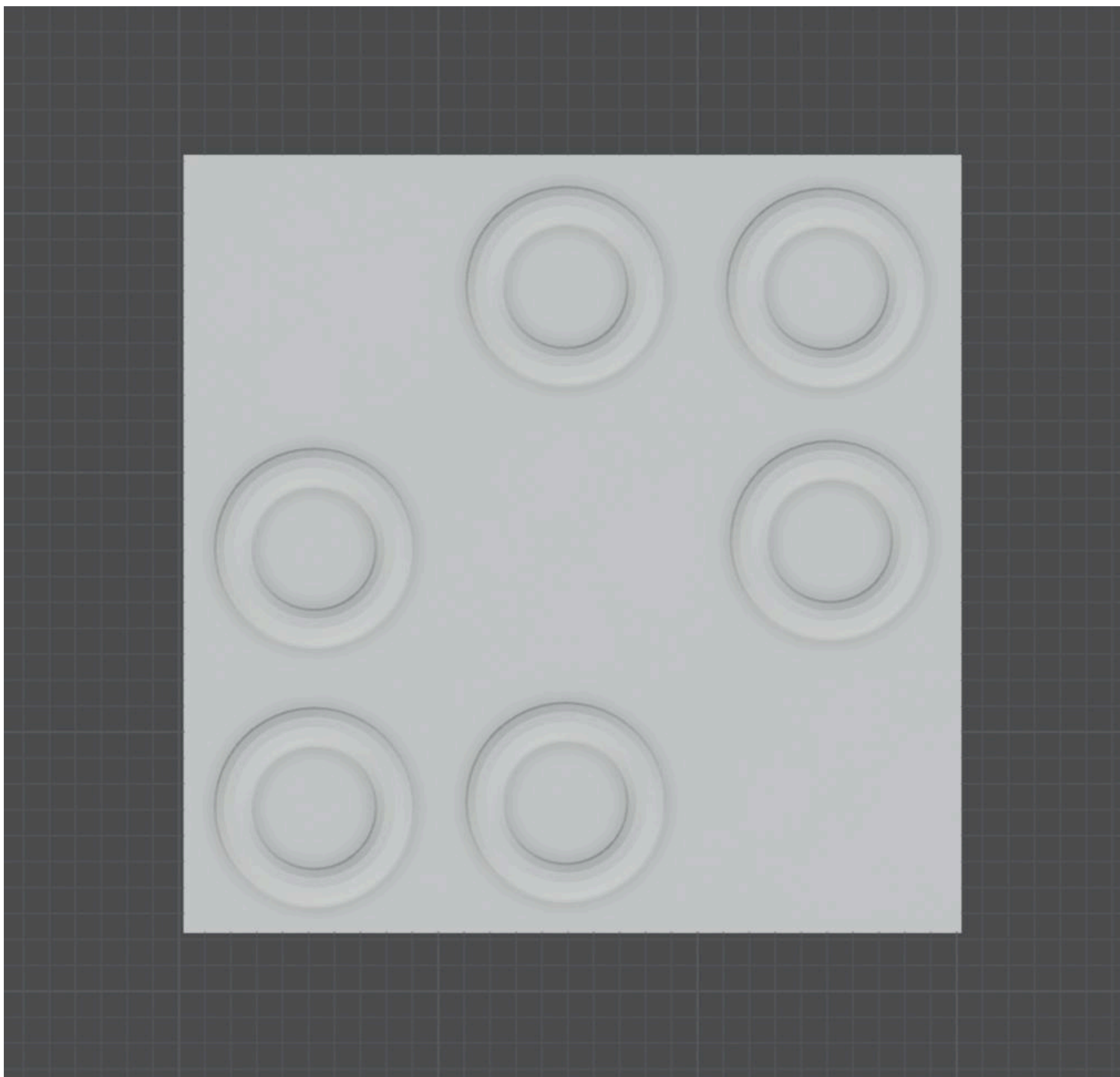


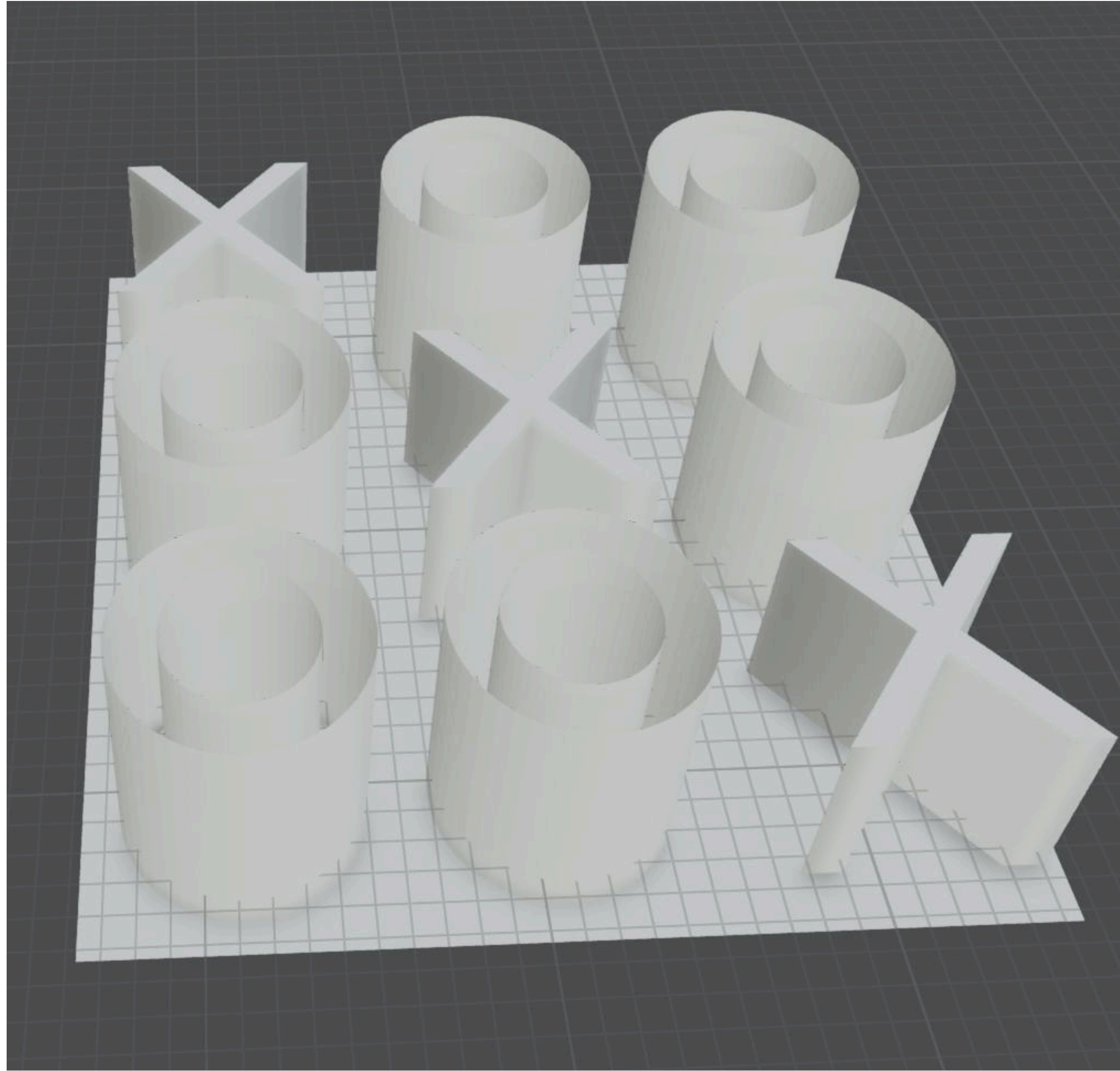
Iterative Experiment 2 / Results (Top-Down)



A few changes here and there

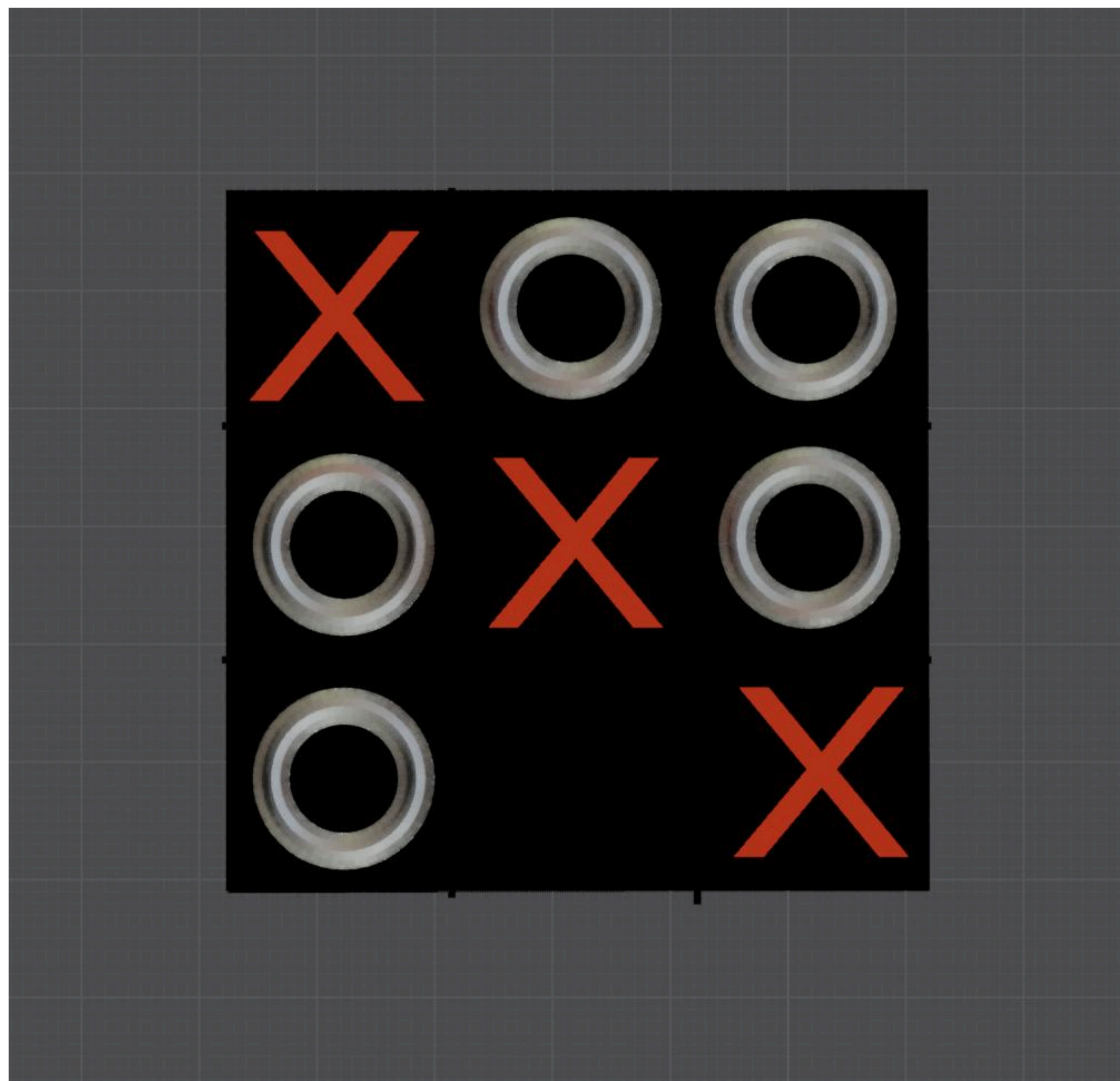






A few (more) changes here and there

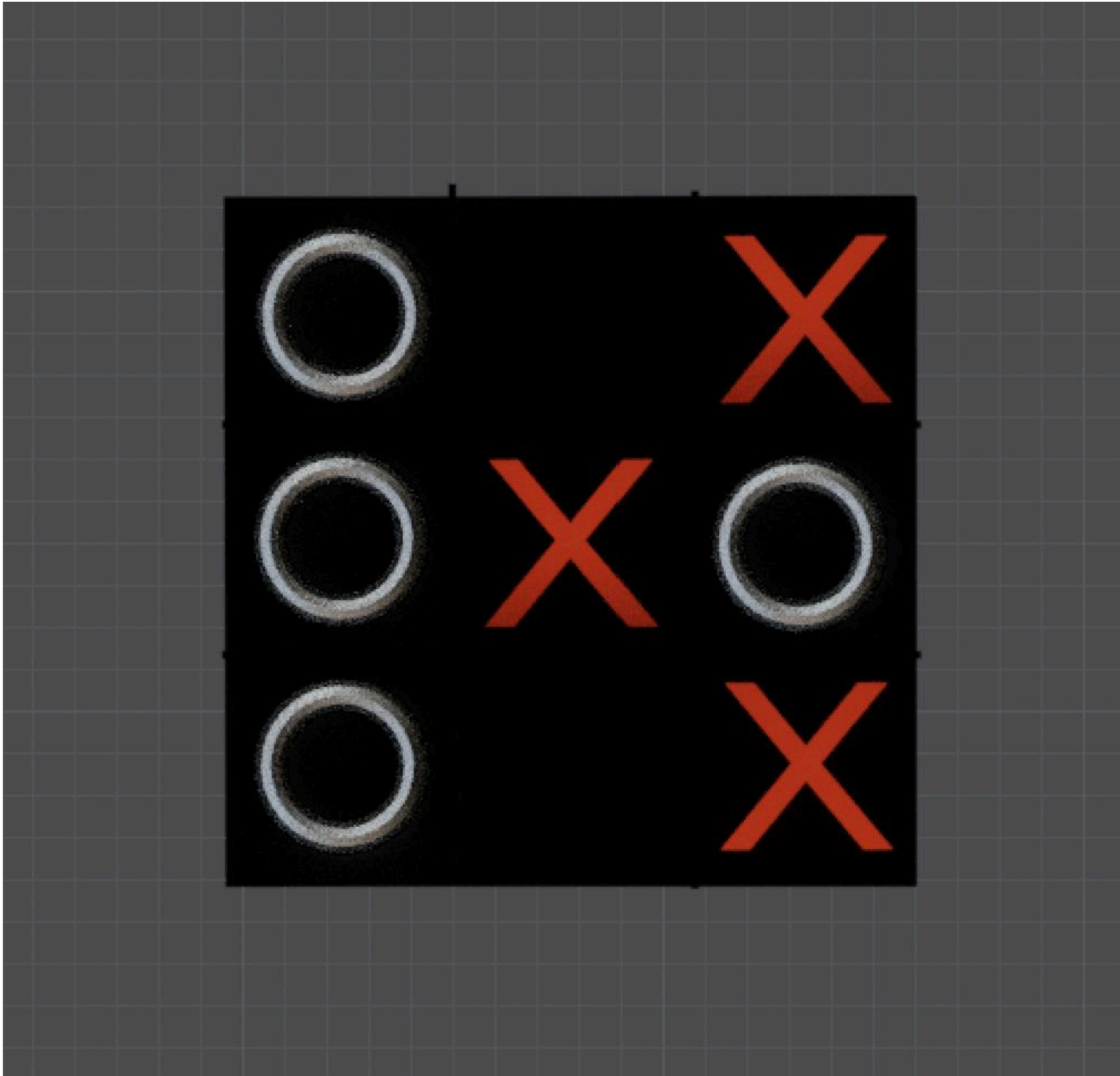
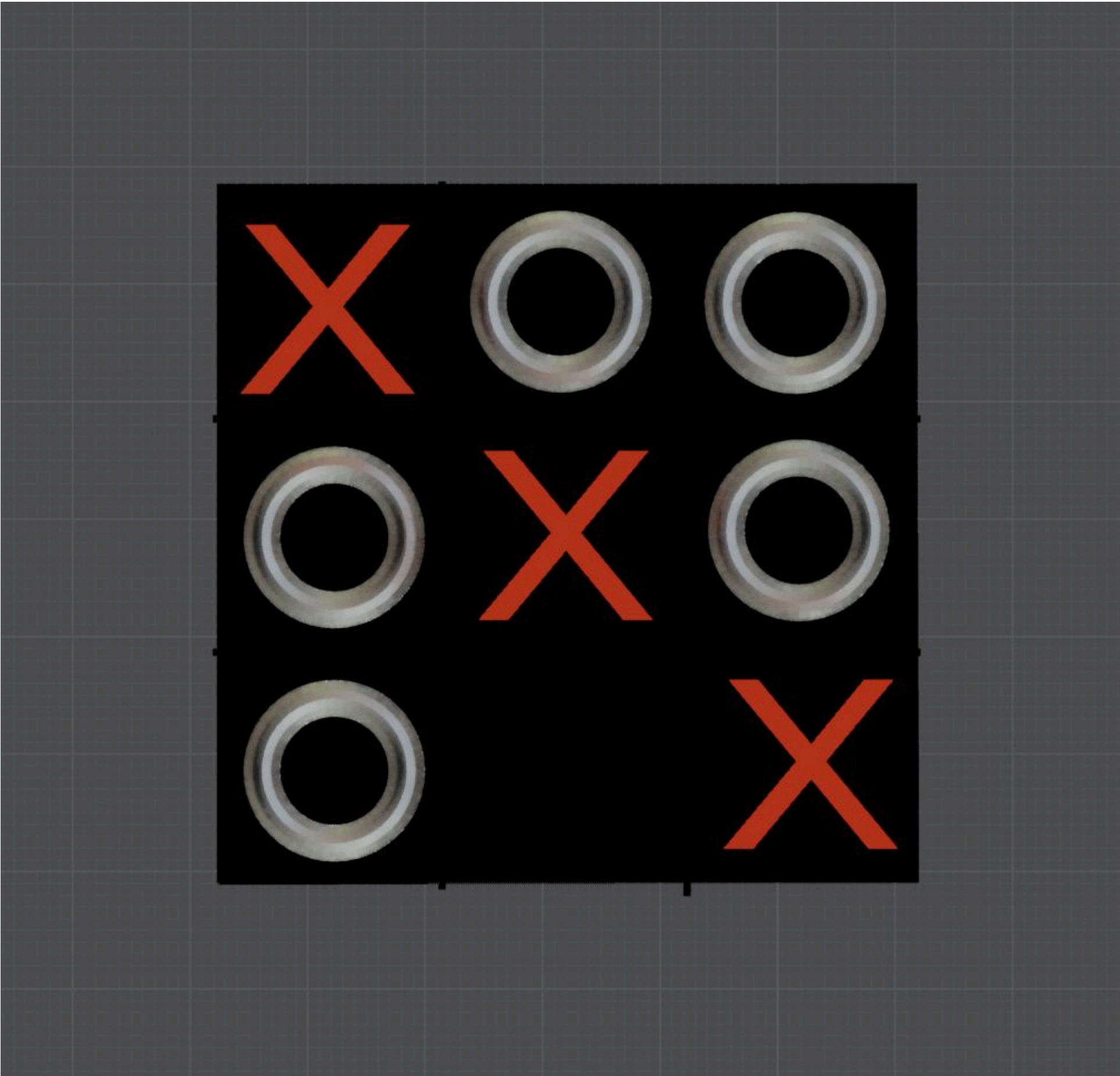


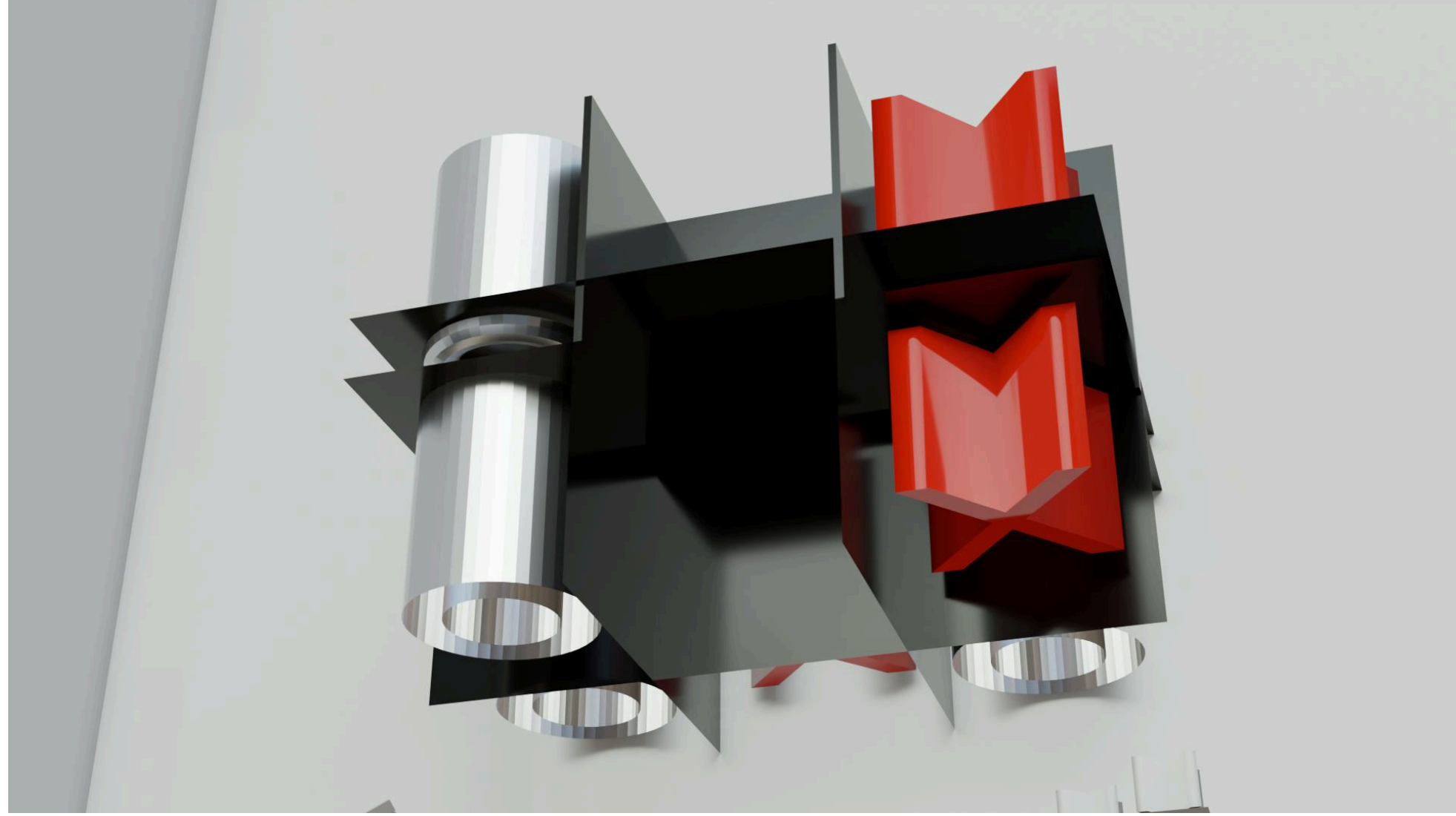
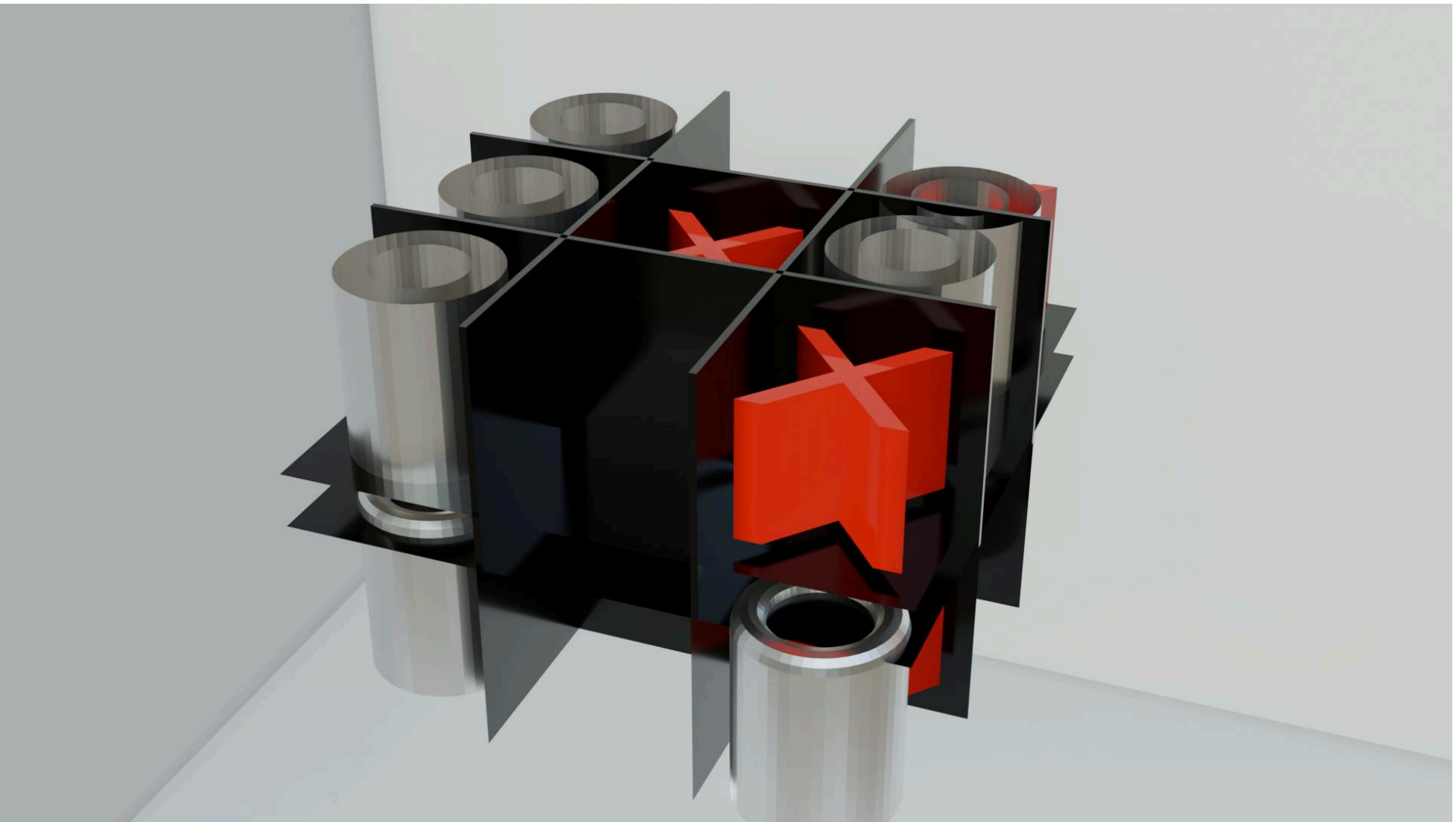
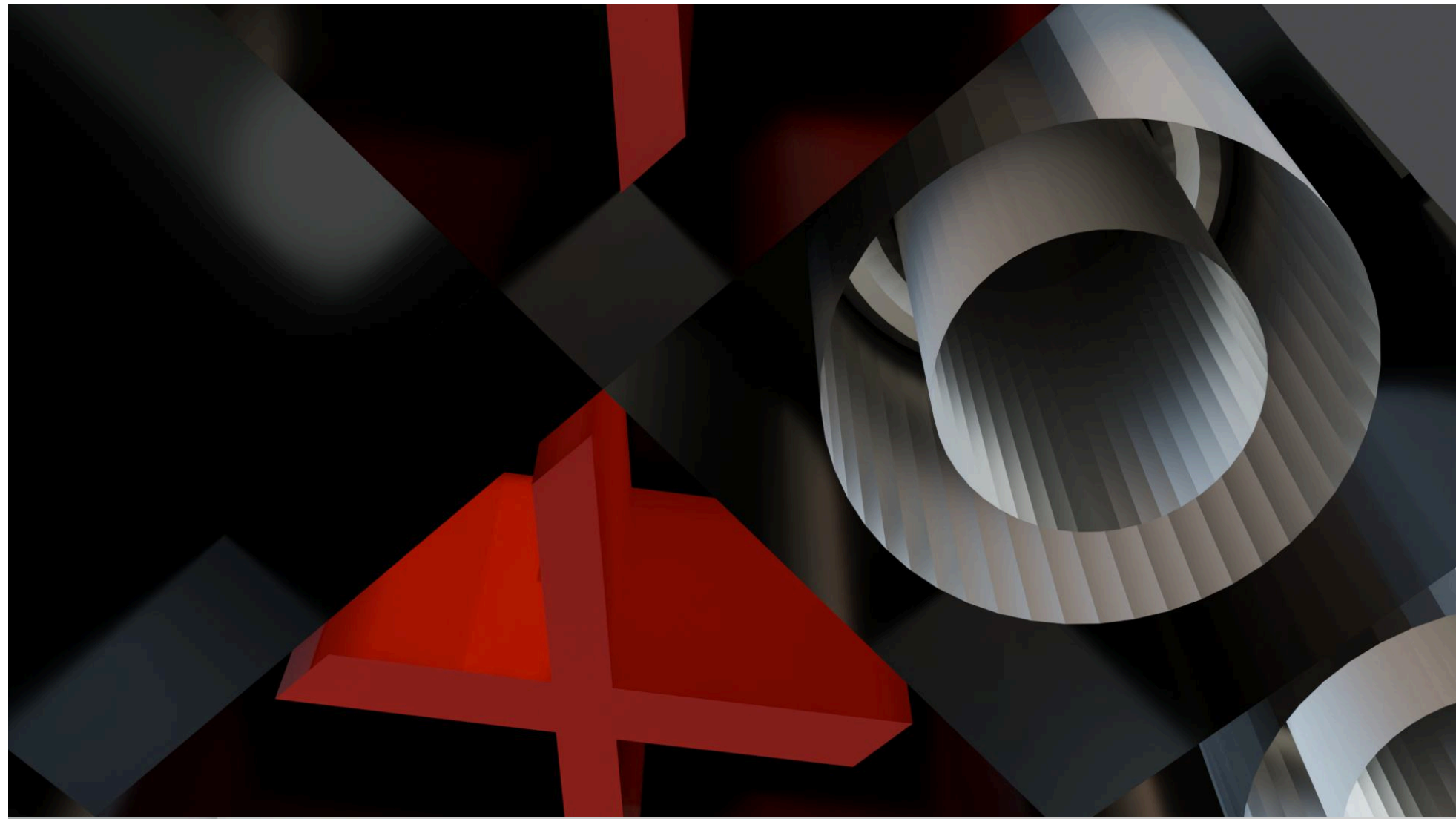


I have a feeling its a tie!



Lets go see it in blender





Insights? 🤔

What did I learn?

Insights / Hacking a 3-D software to make 2-D

Blender, as a 3D modeling tool, is fundamentally designed to create and render objects with depth, perspective, and realism. By deliberately flattening these outputs into 2D forms, I subverted its intended purpose.

Relationship b/w 2-D and 3-D

Through my experiments, particularly with the tic-tac-toe design, I discovered that 2D and 3D are not entirely distinct categories but rather different framings of the same creative process. By using a 3D tool to create 2D visuals, I questioned the rigid definitions of dimensionality, revealing how perspective and context shape our understanding of design. This process illustrated that the "intended" use of a tool often limits our perception of its potential.

Insights / Hacking a 3-D software to make 2-D

Perspective and Perception

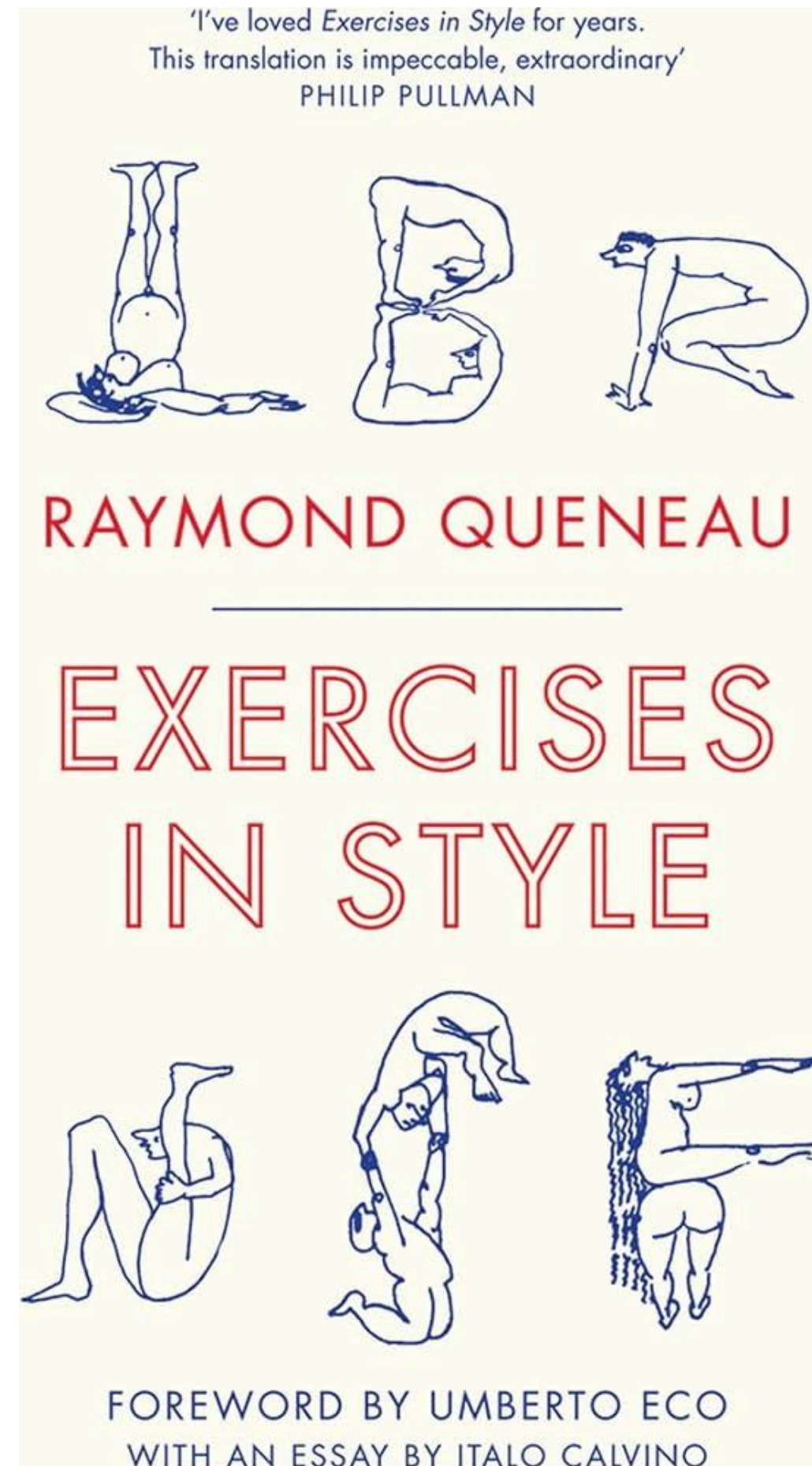
The tic-tac-toe design, where the winner varied depending on the viewer's orientation, highlighted the subjective nature of interpretation. This duality reinforced the idea that meaning is not fixed but contingent on context and perspective. This insight not only advanced my understanding of design as a process but also demonstrated how iterative experimentation can lead to dynamic and multi-faceted outcomes.

Insights / Hacking a 3-D software to make 2-D

Hieracrchies?

By intentionally prioritizing 2D outputs in a 3D-centric tool, I questioned the hierarchy that often places 3D design above 2D as more advanced or "realistic." This exercise revealed that both mediums are equally capable of carrying meaning and that their value lies in how they are used and experienced.

Written Response



Exercise in Style as a “lens”

- Same story in 99 ways / Iterative Process
- Design often relies on the viewer's point of view / role of interpretation in storytelling
- Critical Commentary on Medium: medium of language, its structure and its rules / Critique of software as a medium— how we prioritize certain dimensions or visualizations over others

Some Concluding thoughts

- Changing the dimensional perspective (top-down vs. bottom-up) impacts the viewer's interpretation. It challenge the assumption that 3D is inherently "more real" or "complex" than 2D.
- Wider commentary on 2D and 3D being equally valid yet distinct forms of expression.
- The Imperfection actually creates some meaning in the work I have done. It somewhat critique the obsession with hyper-realistic perfection in 3D design in a way. So does the flattening process reveal hidden qualities of 3D objects? Yea, i think so for both 2-D and 3-D.

Shukria 🌹

Thats “thank you” in Urdu