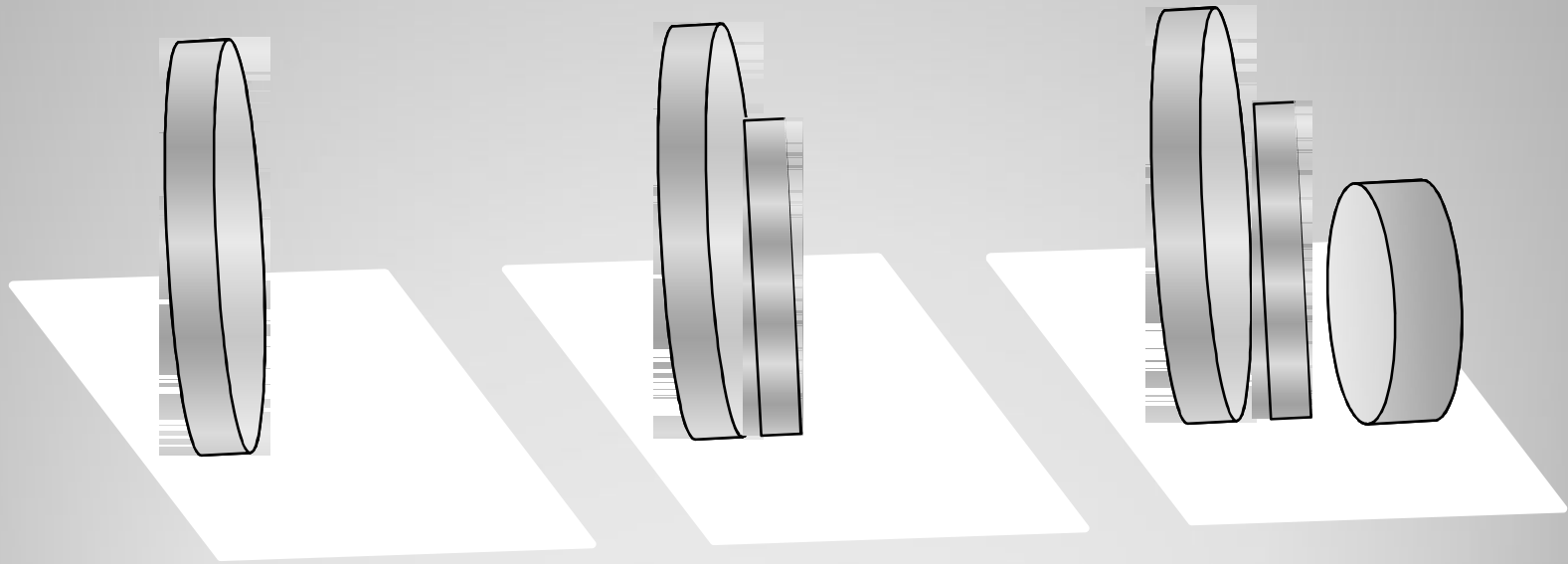


Accretion/Subtraction

RUS101: Integrated Studio
Product Design

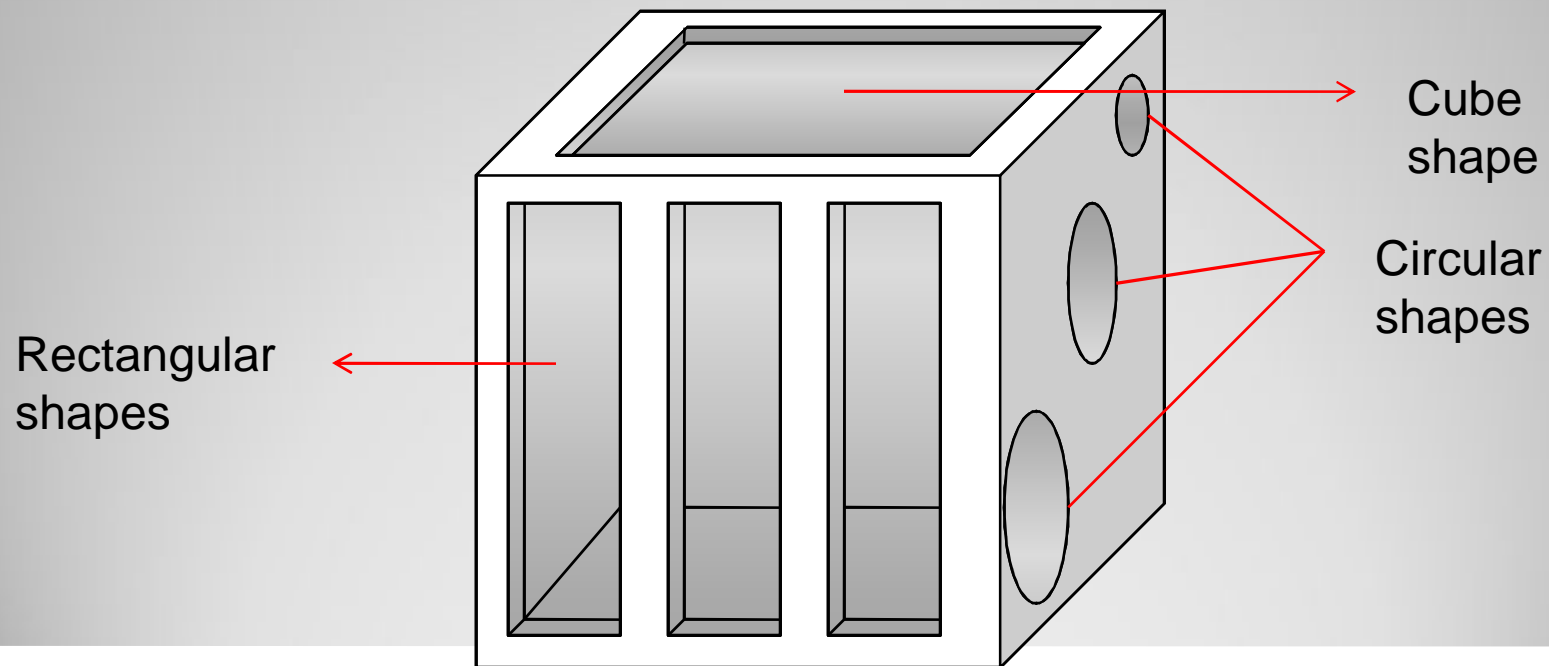
Accretion

- is an increase in size of a design plate by addition of material along a convergent boundary.



Subtraction

- The act of subtraction is the cutting out of shapes and design



- Before designing you must consider the most significant association in design:
 - The Figure Ground
 - What is the figure ground?

The Figure Ground



The cut outs is the foreground

This is the background

The Figure Ground



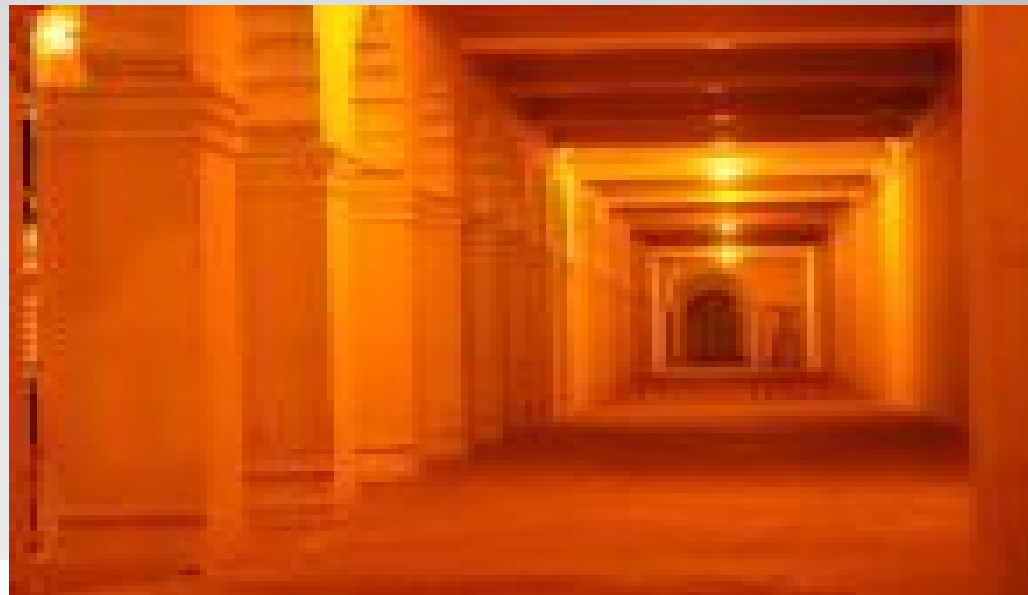
Ambiguous Images



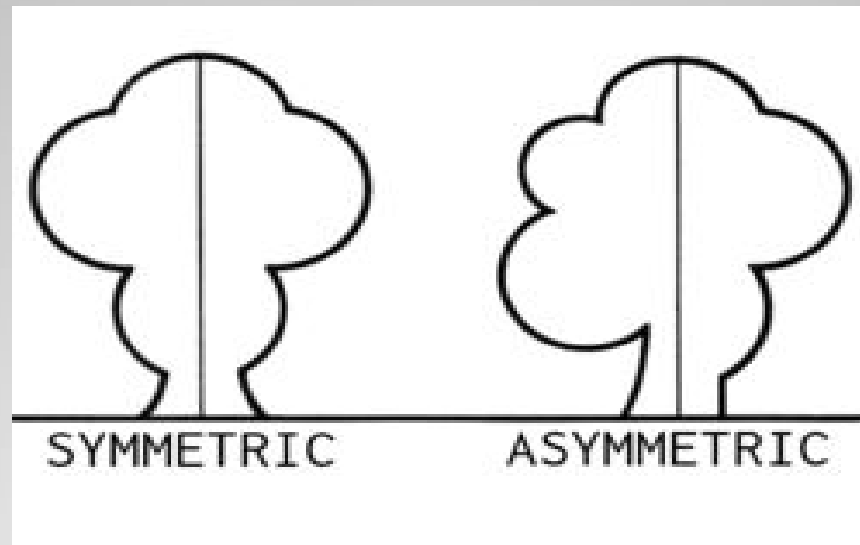
Ambiguous images are optical illusion images which are crafted to exploit graphical similarities and other properties of visual system interpretation between two or more distinct image forms.



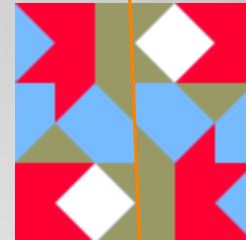
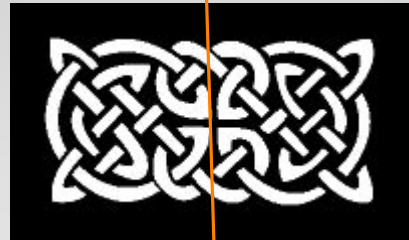
Repetitive Design



Symmetry and Asymmetry



Symmetry or Asymmetry



More Examples

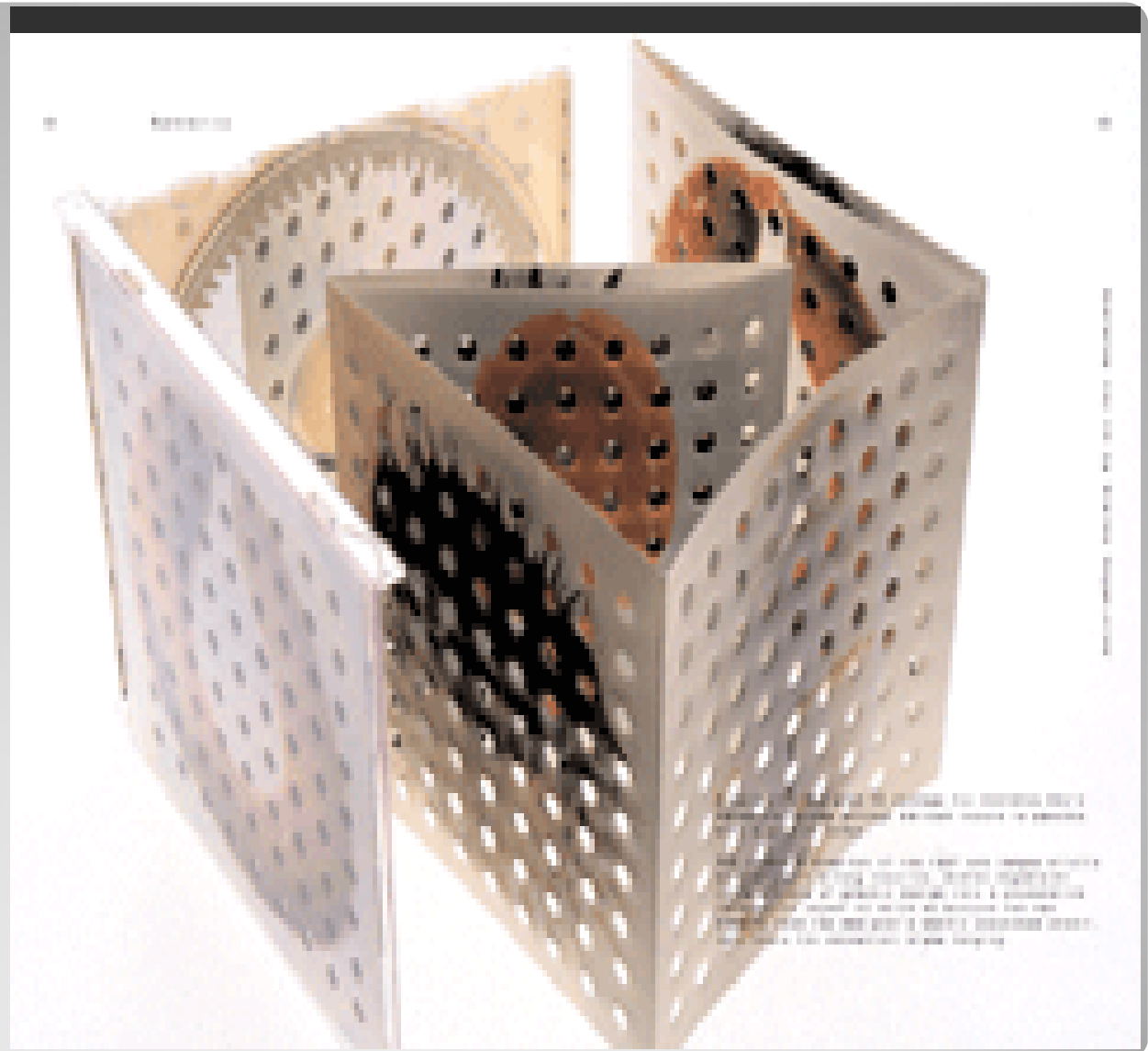


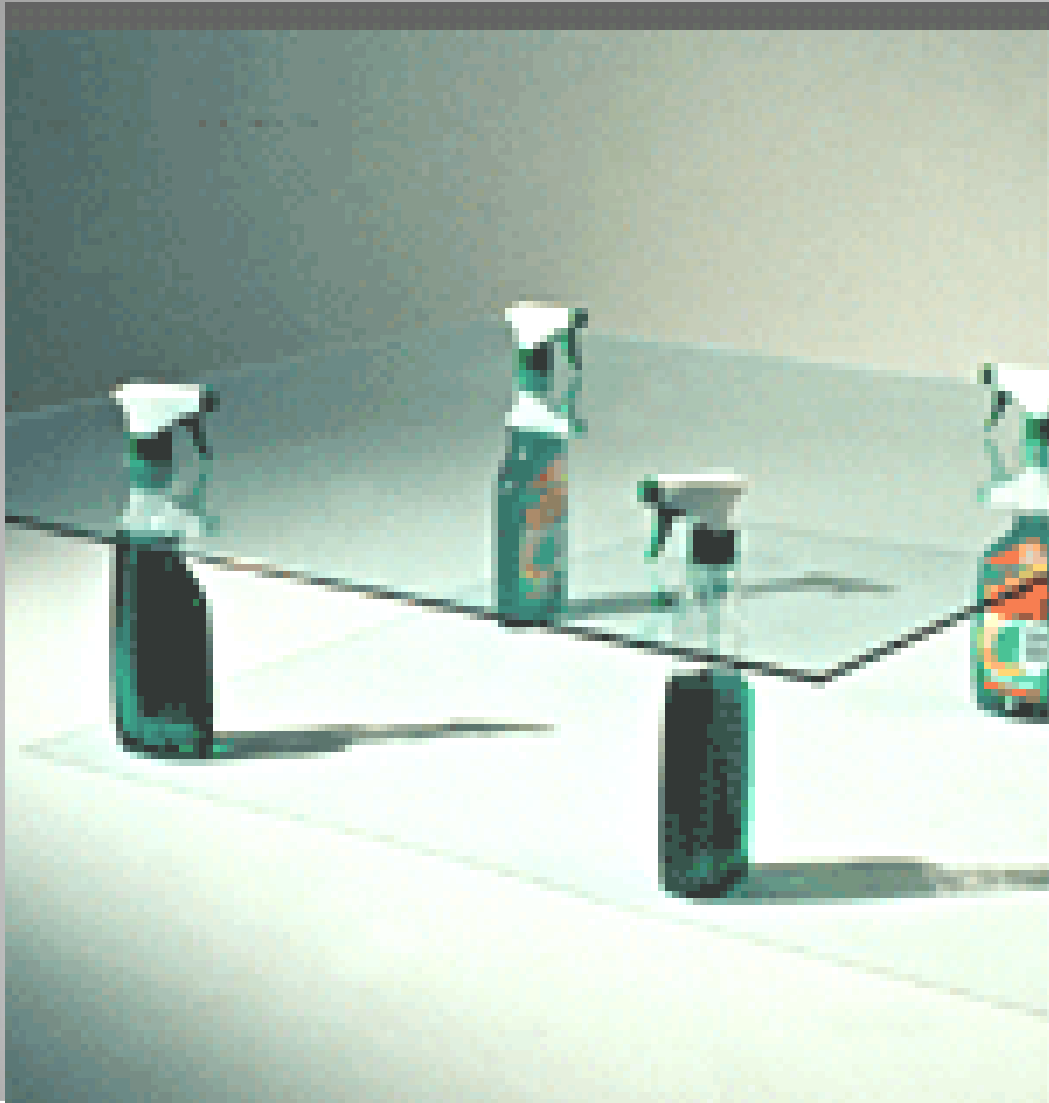
La DS by
Gabriel Orozco

In La DS - artist Gabriel Orozco removes a 25-inch wide slice along the center of a Citroën DS. By rendering this mass-produced car sleekly obsolete, he forces it into becoming an art object.

Skeleton Key CD by Stefan Sagmeister

A designed CD package for Skeleton Key's Fantastic Spikes via Balloon record is punched with a grid of holes. The rare design represents the text and images which conveys strong reaction.





Self-Sustaining Table by Ralph Ball

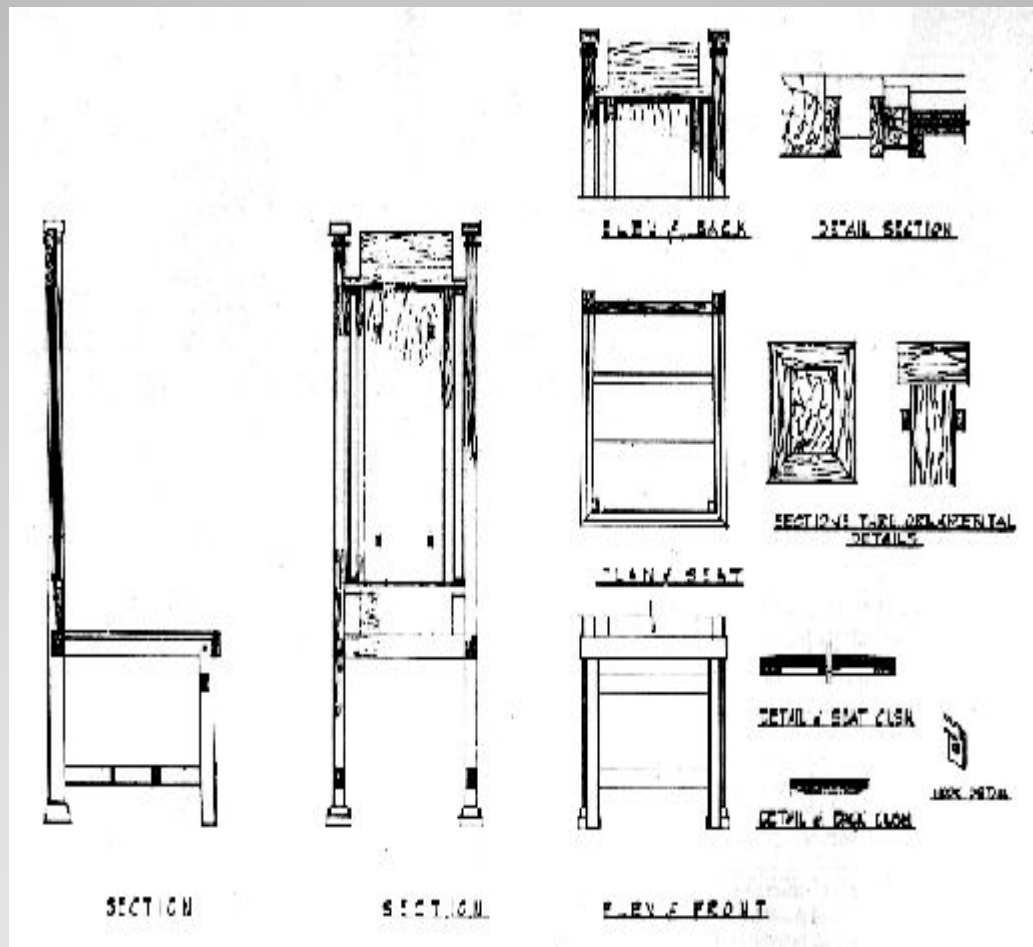
The legs of this Self-Sustaining Table is replaced with four spray-bottles comprised of a generic glass cleaner. Cleaning is actually a part of the table which no one have ever thought about it before.



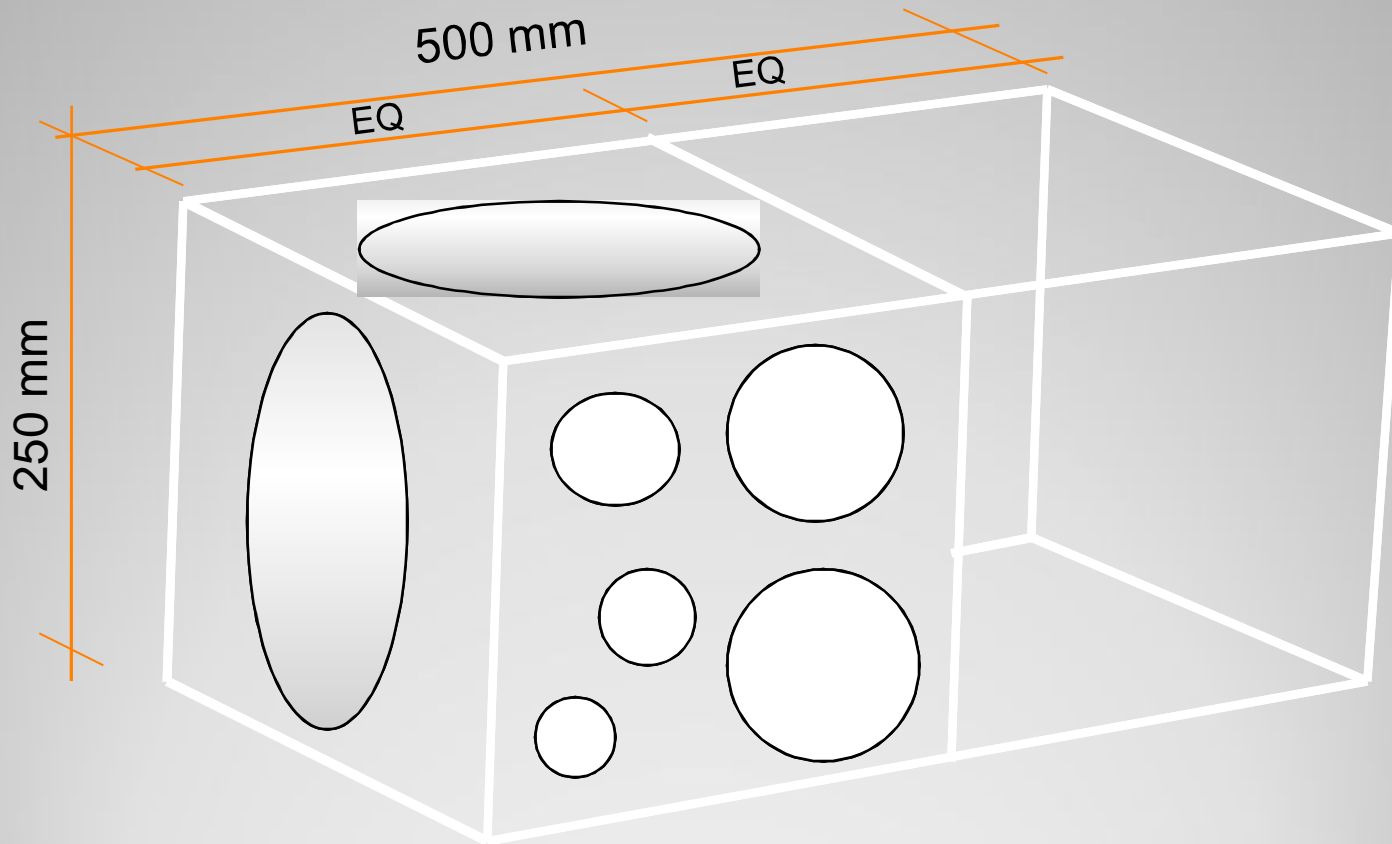
HEstory by Vladimir Chaica

Subtractionist Vladimir Chaica creates countless variations of a human face drawn with only four short straight lines. He covers some of the lines with circles to expose the essential experience of each season.

Early Ideas Sketches



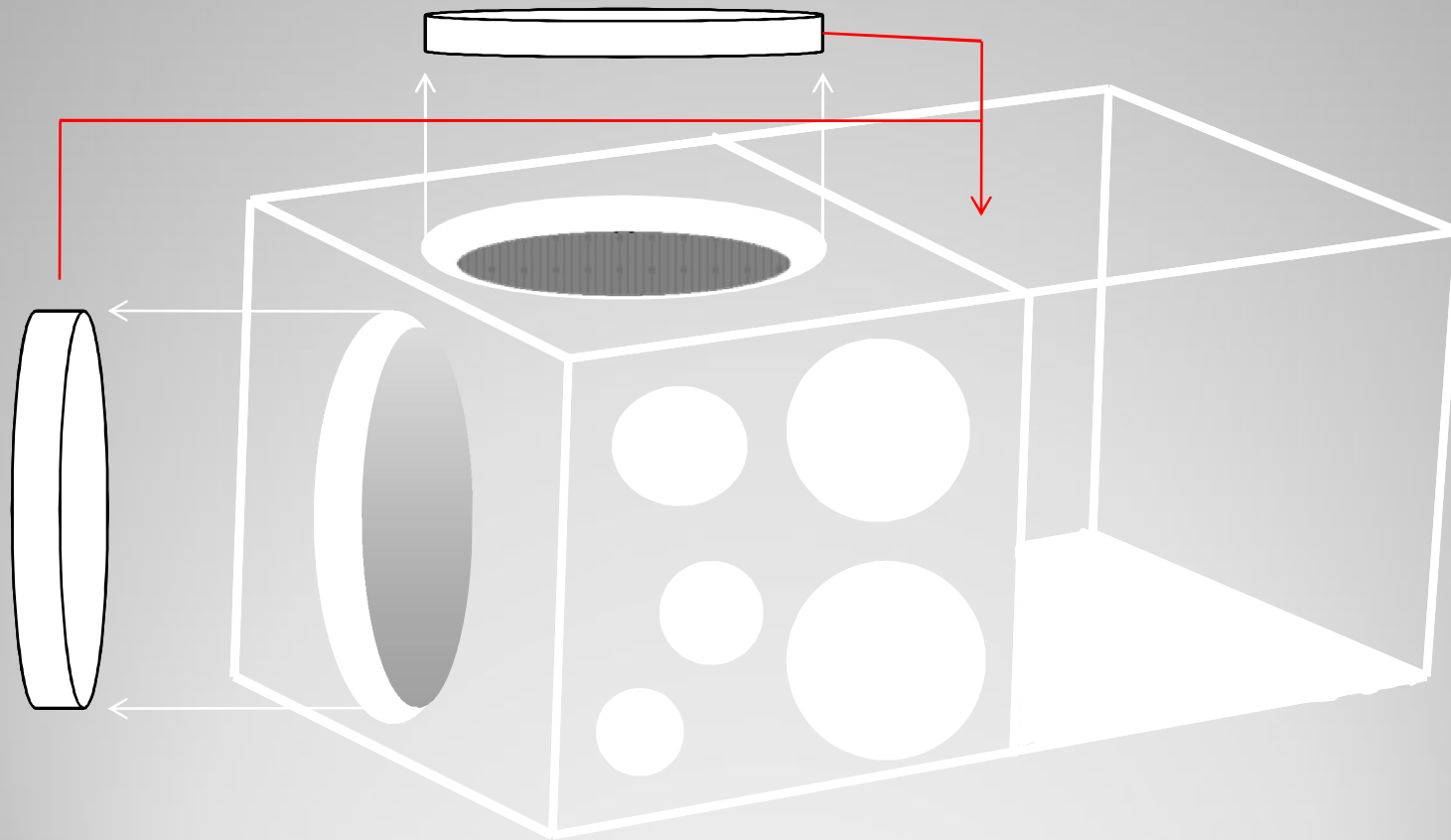
The design



The design

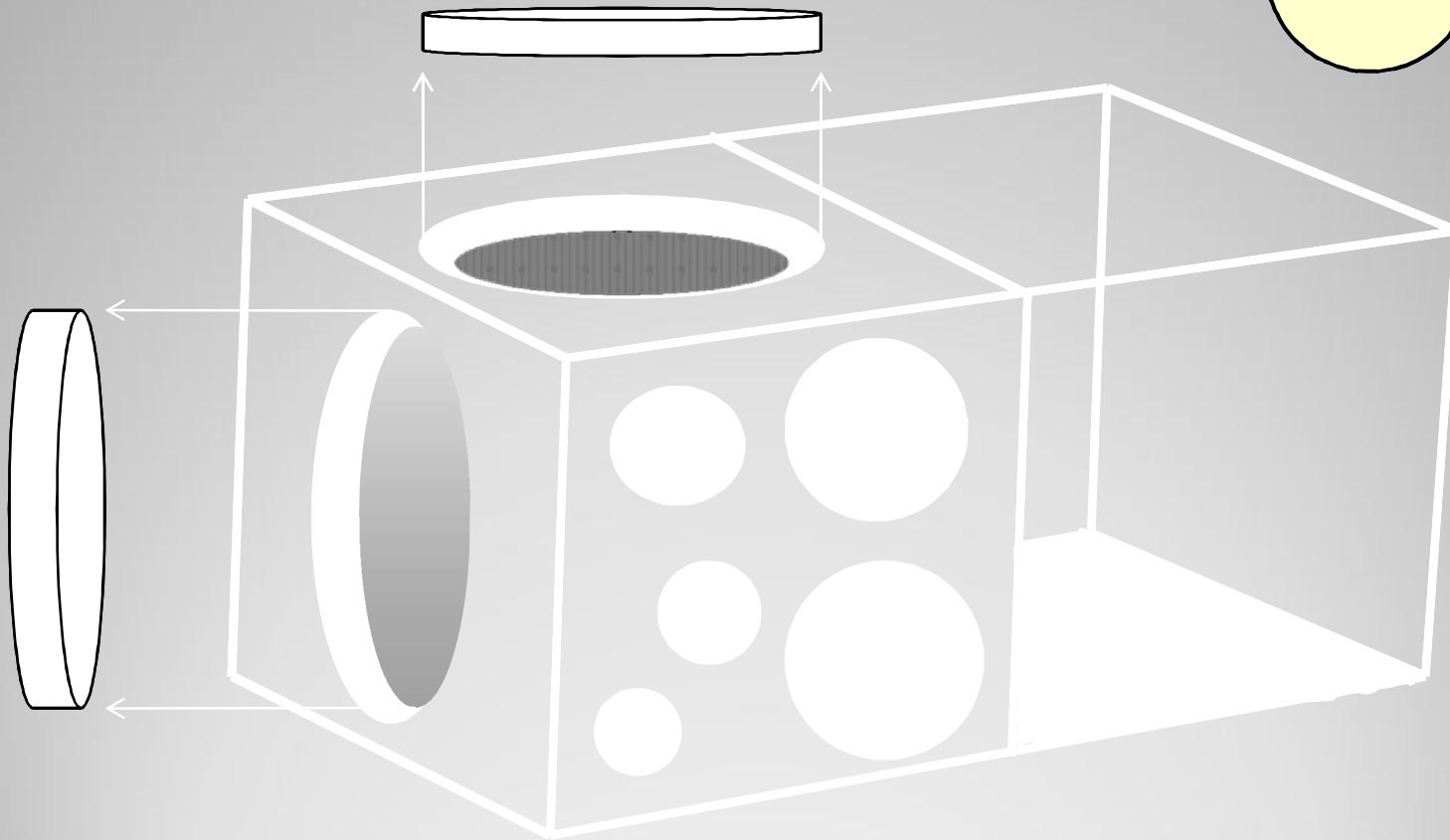
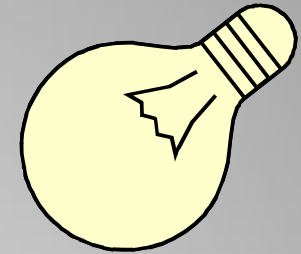
Cube A Subtraction

Cube B Accretion



The design

Your design must contain a light bulb



Submission Requirements

Your task is to design;

2 cubes side by side [one must have the subtraction elements (A) and the other side should be the accretion elements(B)]

Your design must be sustainable which is the elements that have been eliminated in the subtraction cube (A) should be included as a design in the accretion cube (B).

The cubes should contain the light bulb

Must use white mounting board for the whole design. Include a transparency glued to the frame of cube (B).

Date due: 10 August 2009 on Monday at 9:00 am