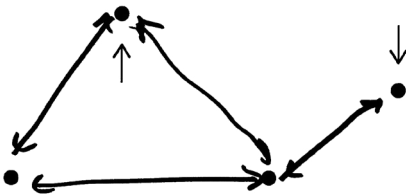
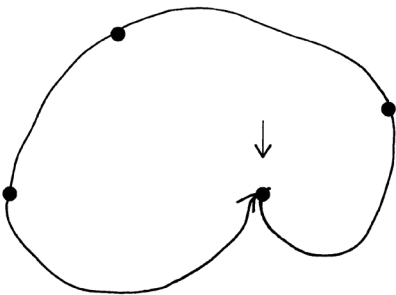


## WRITTEN COMPONENT

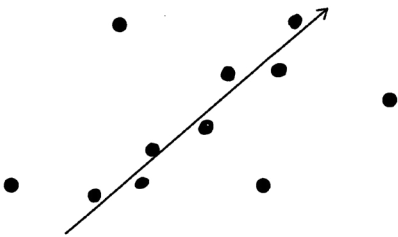
Can I visualise emotions and create conversational experiences through pattern design?

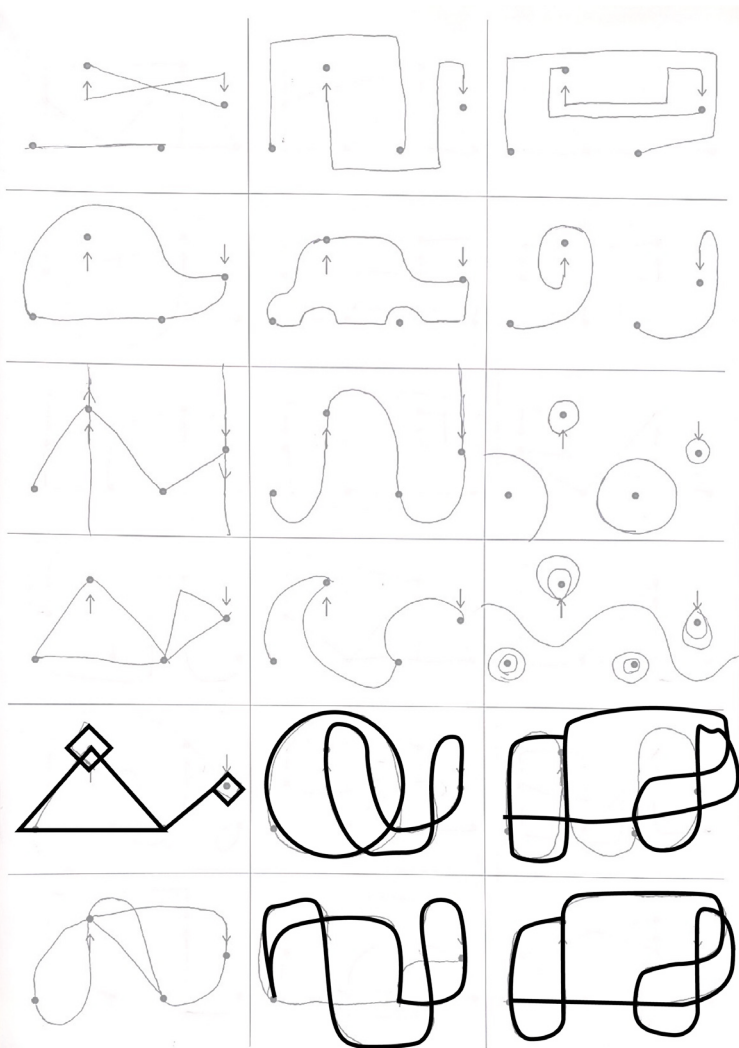


I was interested in whether graphic design could design experiences beyond just conveying information or giving people a critical perspective. This is because, in Methods of contextualising, I found it interesting that people's behaviour changed because of the designs we put in the stairs.



According to Suge Shunichi, who is researching cognitive design, he argues that "we designers don't just create things like publications, we designers try to design clues that generate information, such as behaviour or decisions". In his work, he designs an experience that indirectly guides the audience's gaze by these visuals. Influenced by his work, I also experimented with how I could design people's experiences using simple visuals of dots and lines.

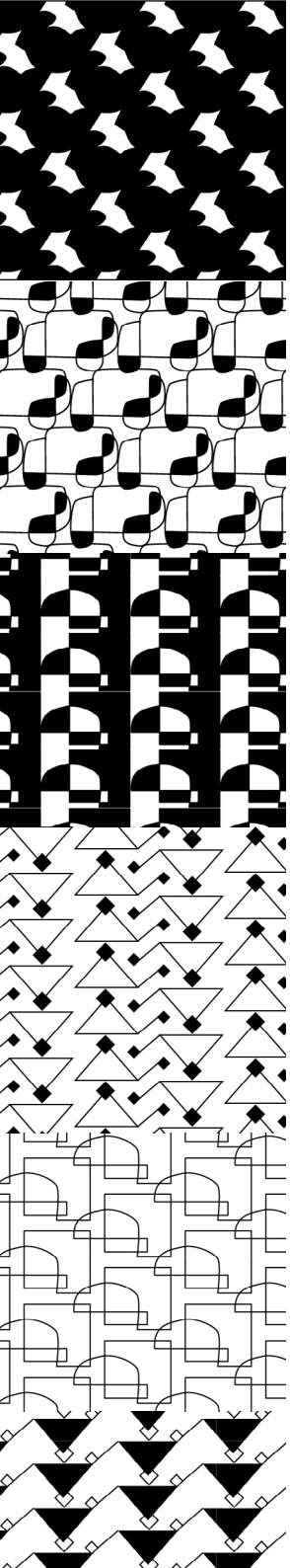




Some people drew the lines as I intended, others drew multiple lines, varied the thickness of the lines, or drew objects other than lines. Although the results were not what I had originally intended, I found a lot of creativity in the "failure" of this experiment.

As Jack Halberstam argues here, I decided to appreciate my "failure". Then I tried to see how creative I could be with the plots which I labelled as 'failures'.

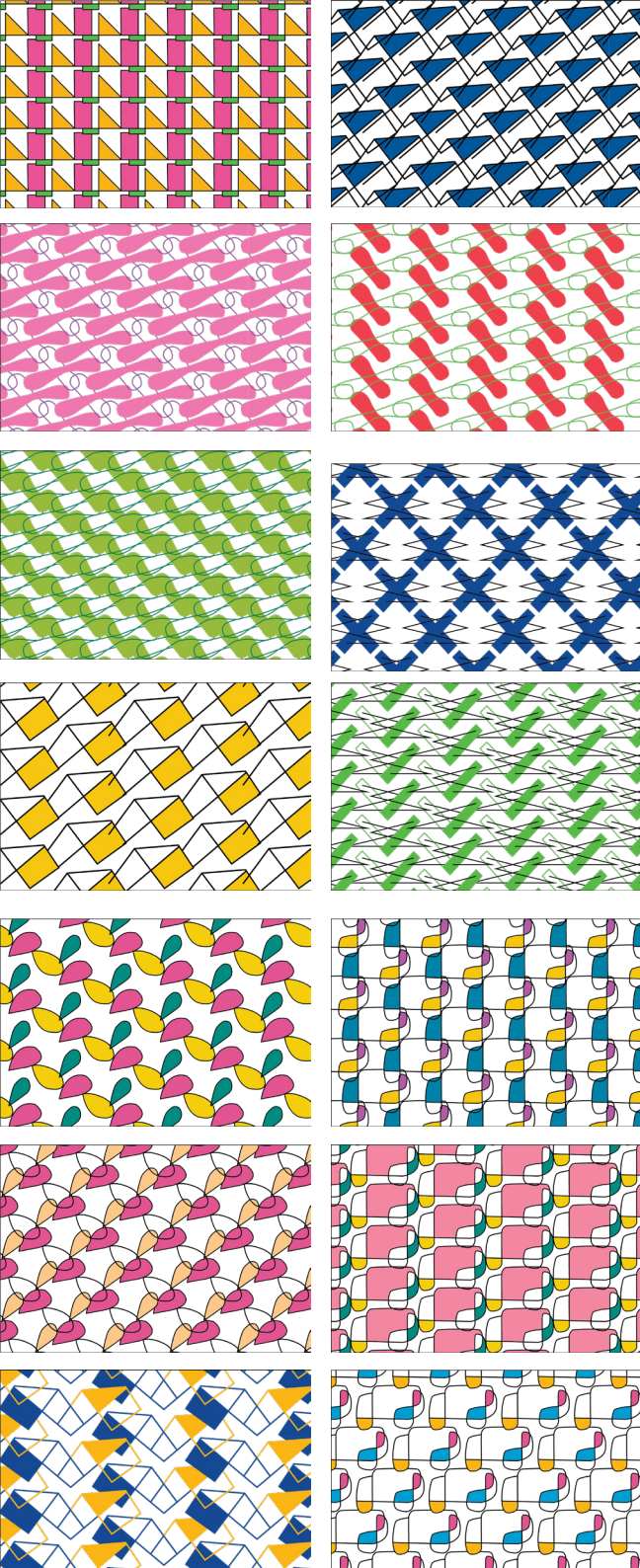
I just did "thinking through making" without setting a solid goal. In the process, I saw some unique shapes. I tried to see if I could use those shapes and develop them further. In the end, it was these patterns that emerged from the exploration.



As stated in *Conditional Design Workbook* (Edo et al., 2013), what designers do is to design the system that makes the tools. I designed the system, rather than designing patterns. Those patterns are an accidental product of the designed system.

These patterns are not inspired by nature, like William Morris or Marimekko, or by objects, such as Paul Rand's abacus patterns.

They are more like the patterns created by Daniel Buren. He is known for covering the space with stripes in installations that alter the audience's perception of space. He says he uses stripes because they don't contain any meaning. It is up to the audience to decide how they read it. Likewise, I don't put any meaning into this pattern. Just as Buren asks the audience through his patterns, what do those meaningless patterns make the audience feel or experience? For me, I noticed that these patterns do not change my behaviour, but bring a feeling of pleasing. And I became interested in the relationship between pattern and emotion'.

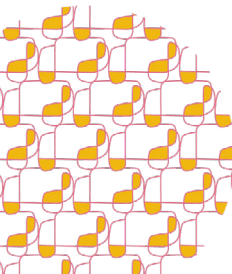
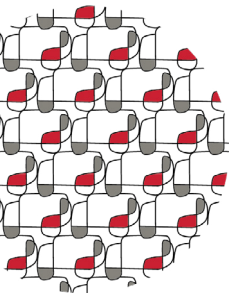
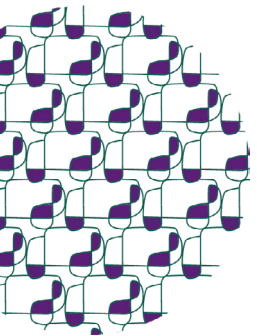
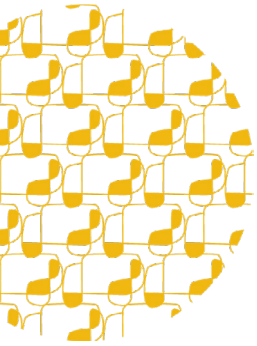
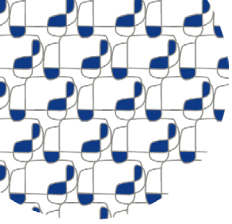


Posavec's *Updating Happiness* (2021) is a data visualisation of the emotion "happiness". She reflects the audience's responses to her visual system, and creates individual patterns.

At first, I wanted to test what patterns would make a positive impression on people, but that approach would have been too subjective, so I decided to ask the audience directly, as Posavec did, and let them choose the patterns.

Which pattern and colour do you choose when you are happy? Or when you are sad?

This was the answers I got. However, data visualisation was not what I wanted to do. I still wanted to challenge myself to see if I could design experiences through patterns.



In the search for ways to create “experiences”, I got this new response from a friend when I printed the pattern on fabric. This comment gave me the idea of designing an experience of “wearing a design to generate conversation”.

However, I found out that printing on fabric was not the best option for my budget and time, so I came up with the idea of badges as an affordable medium that could be worn.

When you are happy, when you are sad, you can wear different patterns depending on your emotions. Perhaps you could experience starting a conversation with someone by asking, “What is that?”

By the way, today I am a little bit nervous, so I am wearing a badge with the pattern reflecting my nervousness.



My final design is not something that will forcefully create behaviour change, like sign design, but I think I was able to explore a design that implicitly encourages an “experience”.

I want to continue my exploration from the perspective of design that turns the invisible into visible such as emotions, and creates communication in the form of conversation.

Line of inquiry: Can I visualise emotions and create conversational experiences through pattern design?

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