

Design Course

Visual Syntactics 3 - Transformations

Understanding Visual Language

by

Prof. Ravi Poovaiah

IDC, IIT Bombay

Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations>



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
6. Links
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<https://www.dsource.in/course/visual-syntactics-3-transformations/introduction>

Introduction

This is an exercise in exploring Visual Transformations - how one can transform one visual to create another.



There are three ways to do this - by Substitution, by Insertion and by Omission (also known as semiotic operators). This means that we can substitute features from something else, insert a new feature or omit an existing feature in order to create a new visual image. And this seems to be the way a visual designer creates new visual images, signs and representations.



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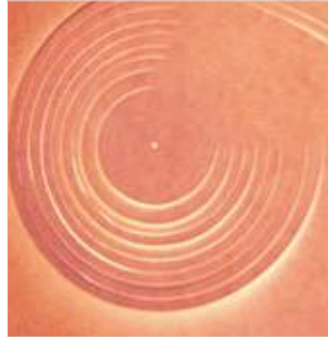
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Let's say you are designing an identity sign for an organisation, you would start by understanding the characteristics of the organisation and then try to create a visual sign that integrates these features or characteristics. Your aim is to end up with a visual sign that expresses what the organisation stands for.



In doing such exercises, we can also look at nature for inspiration. In fact, mankind since the beginning of time has looked at nature for inspiration, adopted these ideas and created many applications in the fields of art, design, sciences and technology.



Bionics (also known as biomimicry, biomimetics, bio-inspiration, biognosis, and close to bionical creativity engineering) is the application of biological methods and systems found in nature to the study and design in arts, crafts and technology. (Wiki).

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Family and Identities

A family has members who are connected by some common affinity.

For Example:

A typeface belongs to one family because each of the typefaces in this family has some similar characteristics.

In fact, if you are a keen observer, one can identify the typeface family by looking at a single typeface. That means that to create a visual to be part of a family, it is essential to have some common features. These common features become the identity of the family.



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Design Exercise

Exploring Visual Transformations:

Exercise:

- The task is to create a family of 9 related characters with visual similarities that are substituted/integrated from any one of the following plants or trees.
- The exercise involves explorations in visual transformations by 'substitution or mapping of features and relationships' and in addition creating a Visual Identity as part of a Family.

Choose your Topic:

- Choose from any of the given topics
1. 'Indian politician, his friends and family' with characteristics from 'Thorny Cactus Plant'
 2. 'A Cat family' with characteristics from 'Coconut tree'
 3. 'A mobile phone series' with characteristics from 'Lotus flower'
 4. 'Devanagari letterforms' with characteristics from 'Banyan Tree'
 5. 'Bollywood movie characters' with characteristics from 'Sunflower'
 6. 'A family of aliens' with characteristics from 'Banana plant/fruit'
 7. 'A set of perfume bottles' with characteristics from 'Grape wine'
 8. 'Furniture for the house' with characteristics from 'Christmas Tree'
 9. 'A family on vacation' with characteristics from 'Poisonous Mushroom'
 10. 'Signage for Resort' with characteristics from 'Bamboo Plant'

Study and analysis of your topic:

- Analyze the given tree/ plant/ flower in great detail.
- Sketch various viewpoints – dissect, cut, slice, top and side view, macro to micro viewpoints, etc.

Substitution/ Insertion and creating a family:

Create a family of 9 (Nine) related characters with similar identities by substituting features from your chosen topic.

Challenge:

One should be able to identify the characteristics quite easily.

Submission:

- You'll need to take printouts on 200mm x 200mm sheets.
- The final representations should be precise, graphical and clear.

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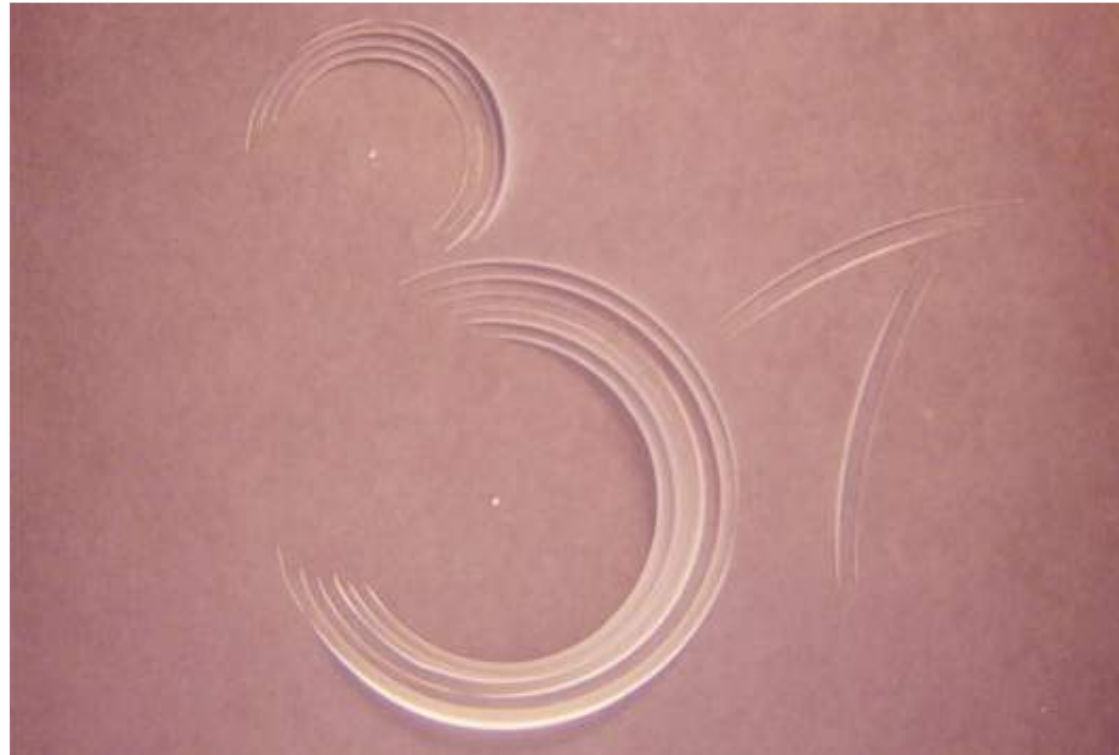
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Design Process:

1. Understanding the 'Subject' in terms of the character as well as the plant.
2. Get examples or go to the field - look at it all points of view and sketch + sketch
3. Identify the characteristics of content and do visual explorations.
4. Continue Character Explorations: 1st day.
5. Concepts on 1st day evening.
6. Final idea Sketches: 2nd day morning.
7. You can make use of any media for representation.
8. Finalization, representation and presentation: 2nd day evening.

Total Time Duration: 15 hours of studio time.



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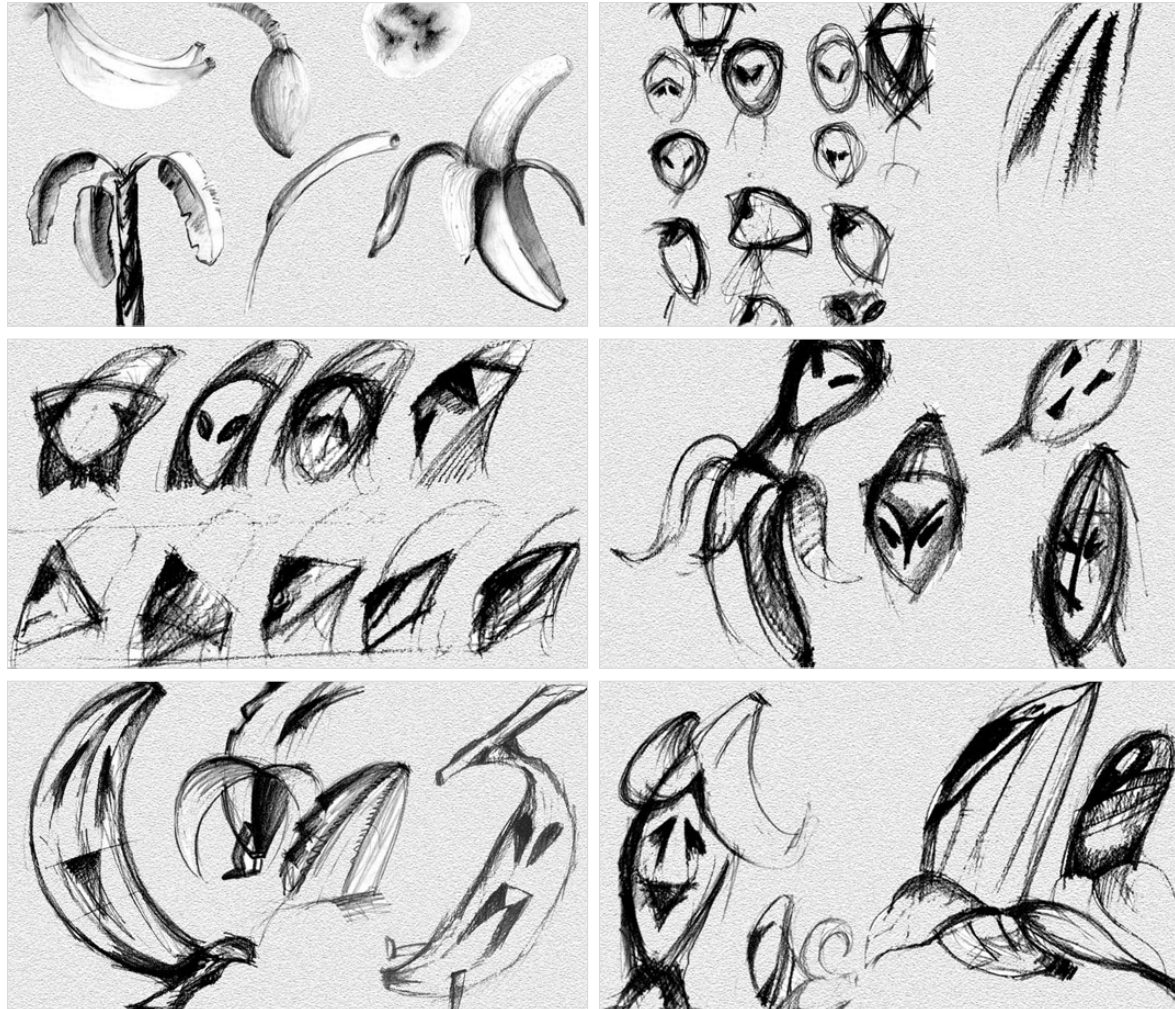
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Explorations

These are sample explorations done by M. Des. student.



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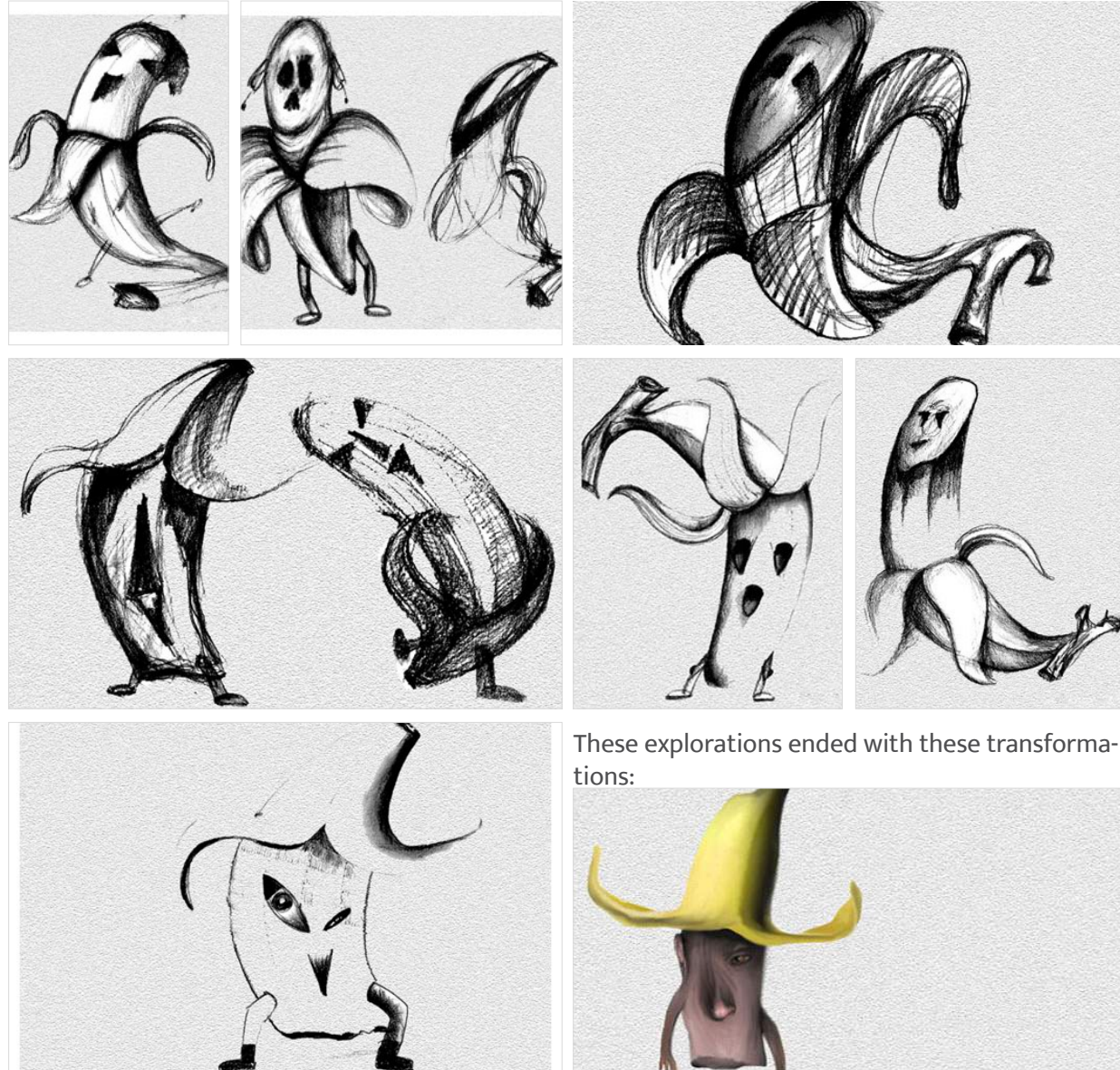
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Transformations

Examples of transformations with related characteristics:



Coconut Tree - Cat Family



Lotus Flower - Mobile Phone



Banyan Tree - Letterforms



Banana Plant - Alien



Grape Vine - Perfume Bottles



Christmas Tree - Furniture



Mushroom - Family Vacation



Onion - Letterforms

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Coconut Tree - Cat Family

A Cat family with characteristics from Coconut tree.

Coconut Tree - Cat Family - 1:



Coconut Tree - Cat Family - 2:



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Lotus Flower - Mobile Phone

A mobile phone series with characteristics from Lotus flower.

Lotus Flower - Mobile Phone- 1:



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Lotus Flower - Mobile Phone- 2:



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Lotus Flower - Mobile Phone- 3:



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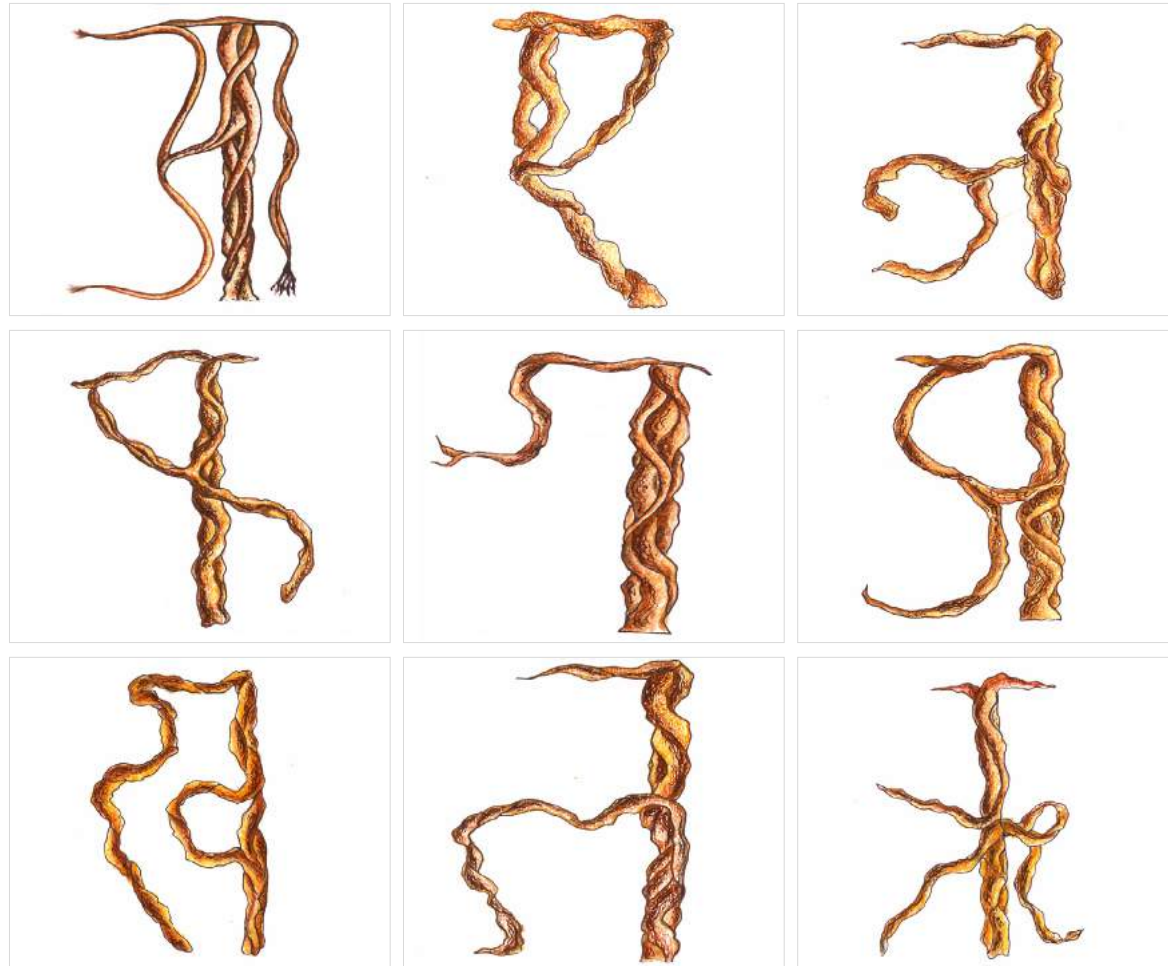
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Banyan Tree - Letterforms

Devanagiri letterforms with characteristics from Banyan Tree.

Banyan Tree - Letterforms - 1:



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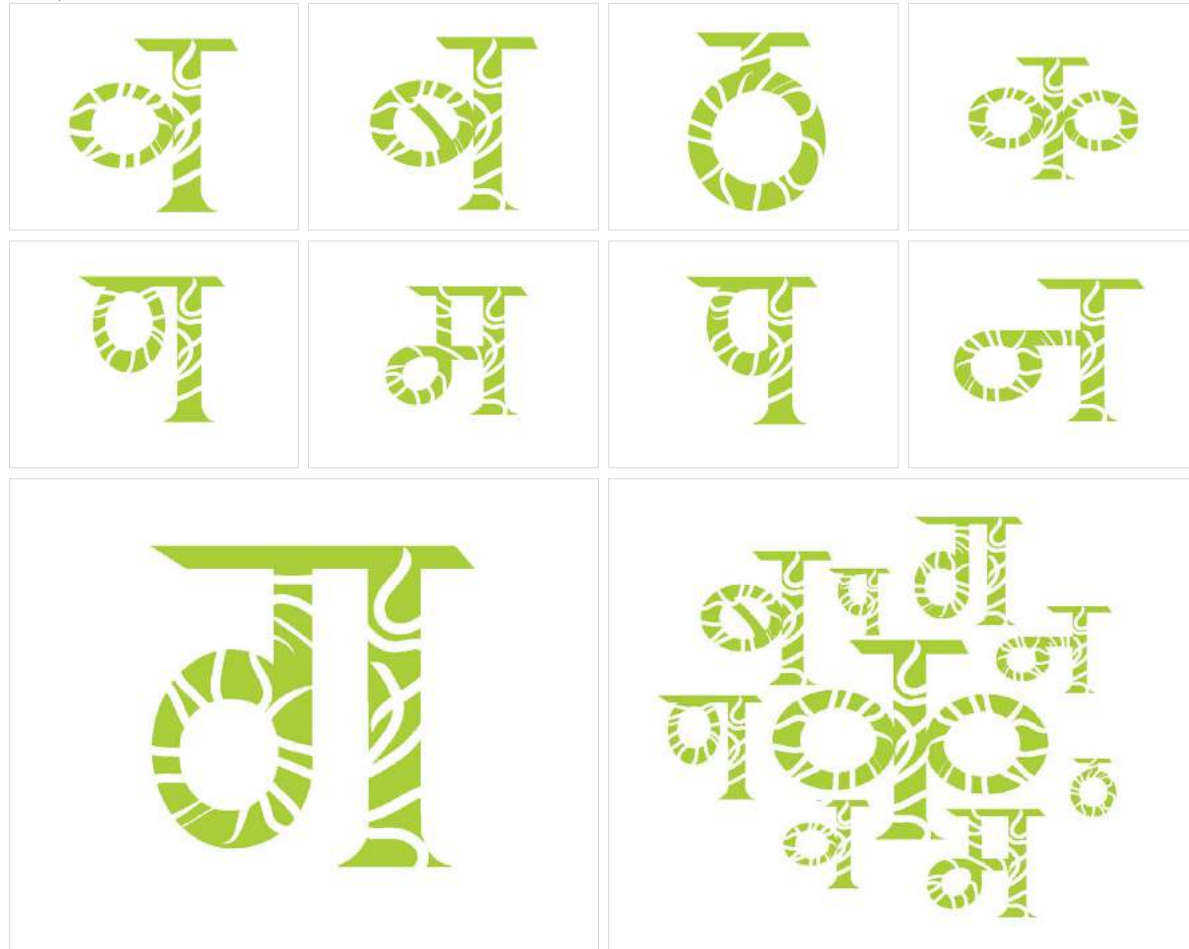
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Banyan Tree - Letterforms - 2:



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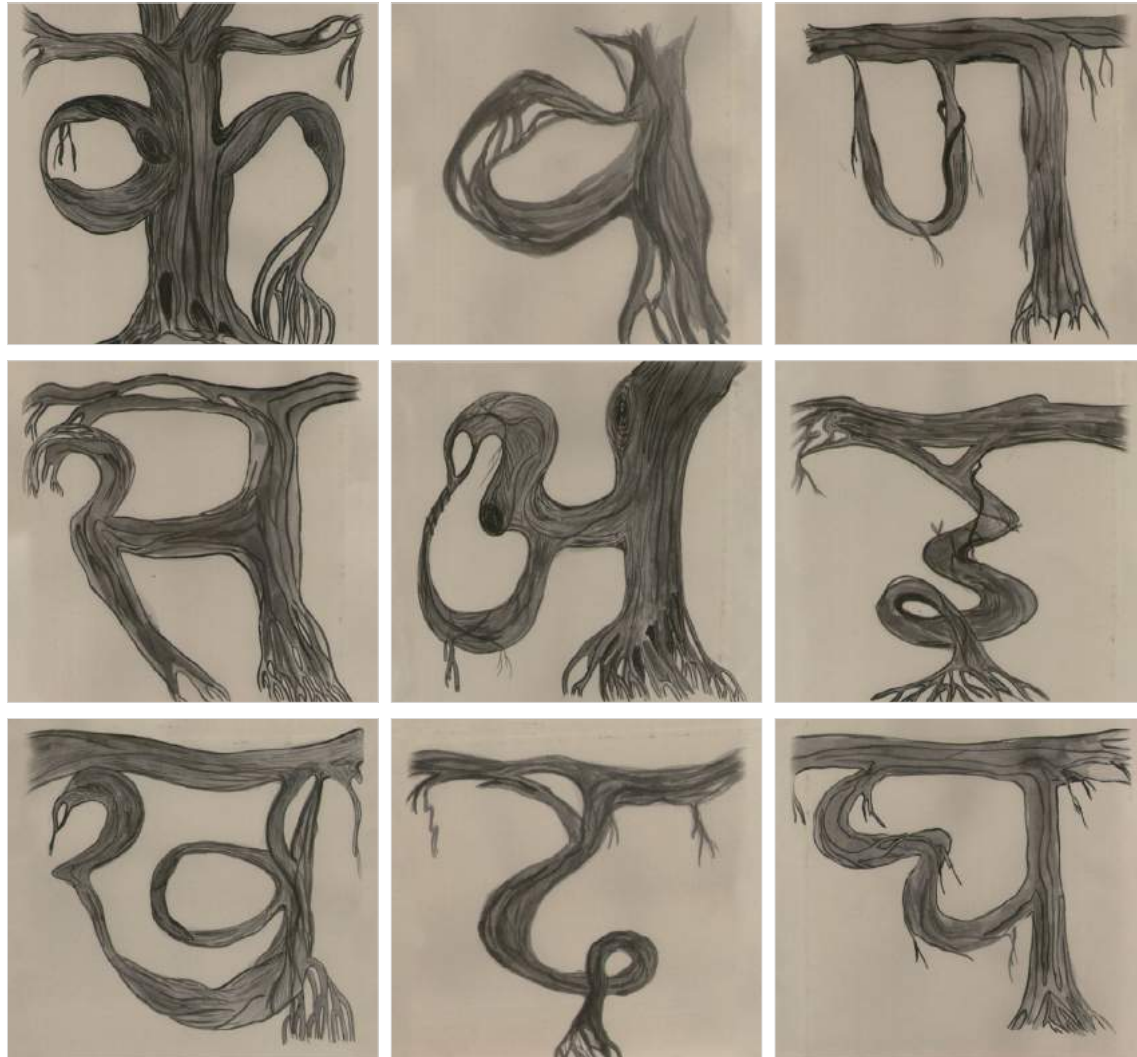
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Banyan Tree - Letterforms - 3:



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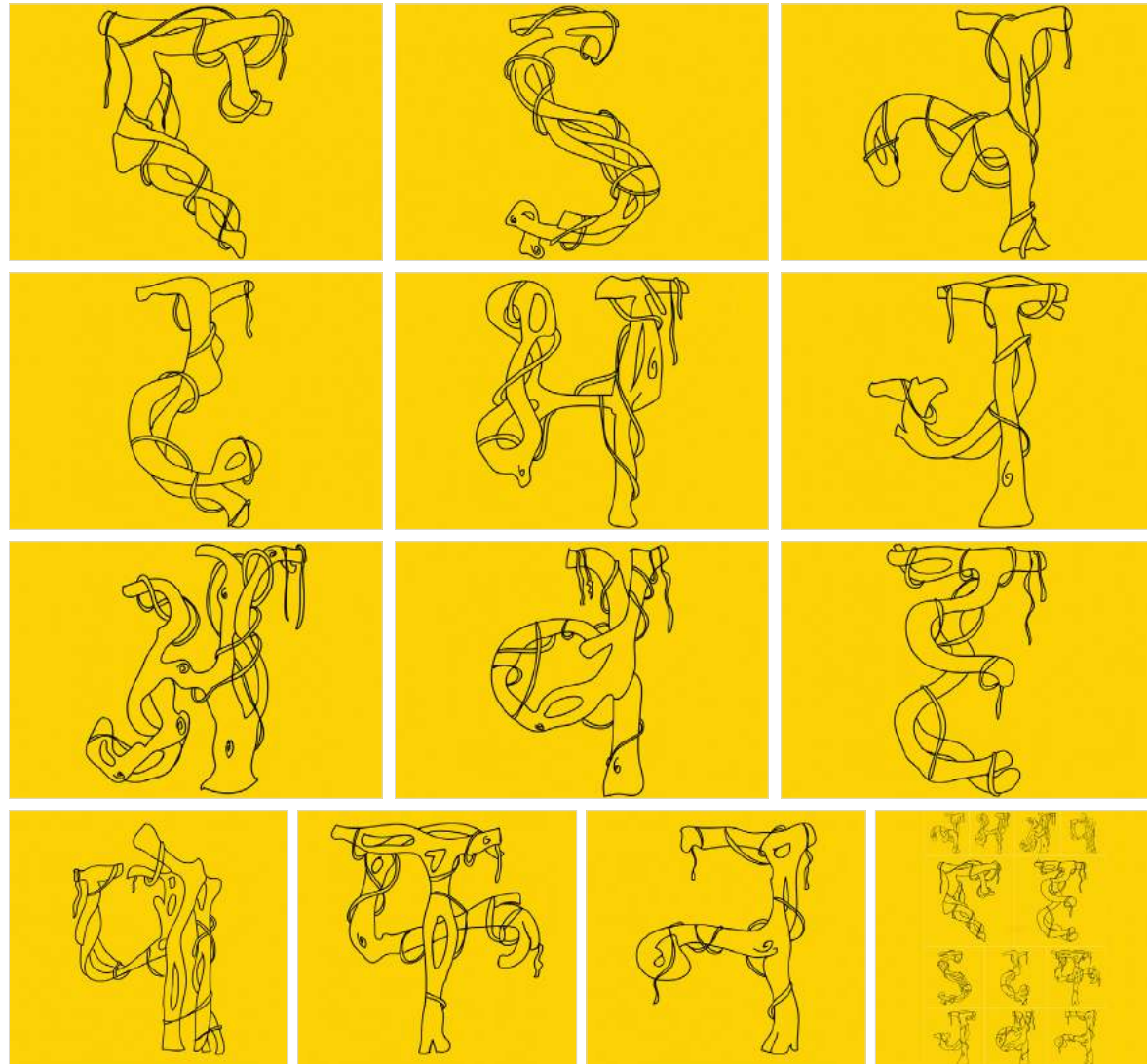
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Banyan Tree - Letterforms - 4:



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Banyan Tree - Letterforms - 5:



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Banana Plant - Alien

A family of aliens with characteristics from Banana plant/ fruit.

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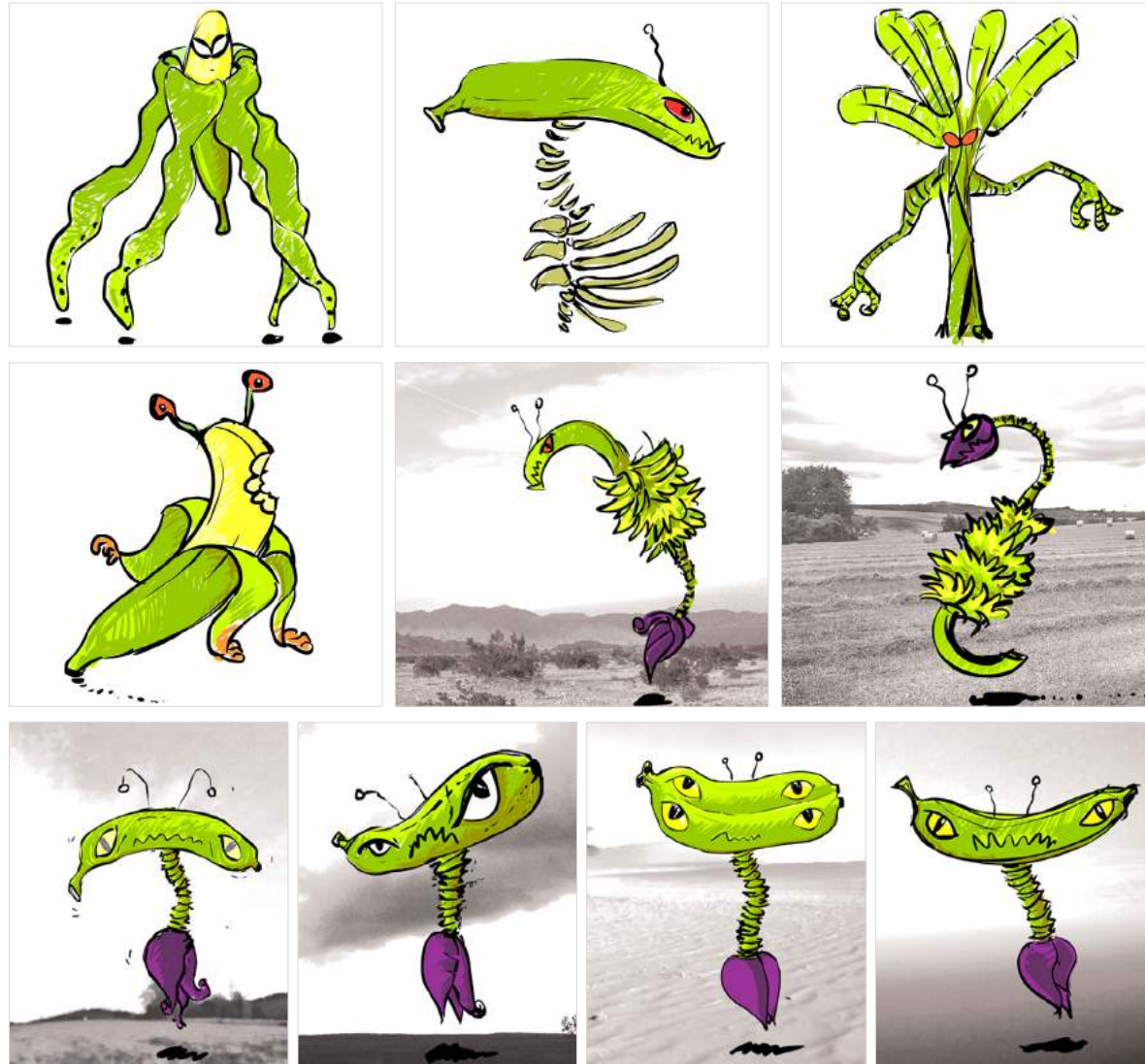
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Banana Plant - Alien - 2:



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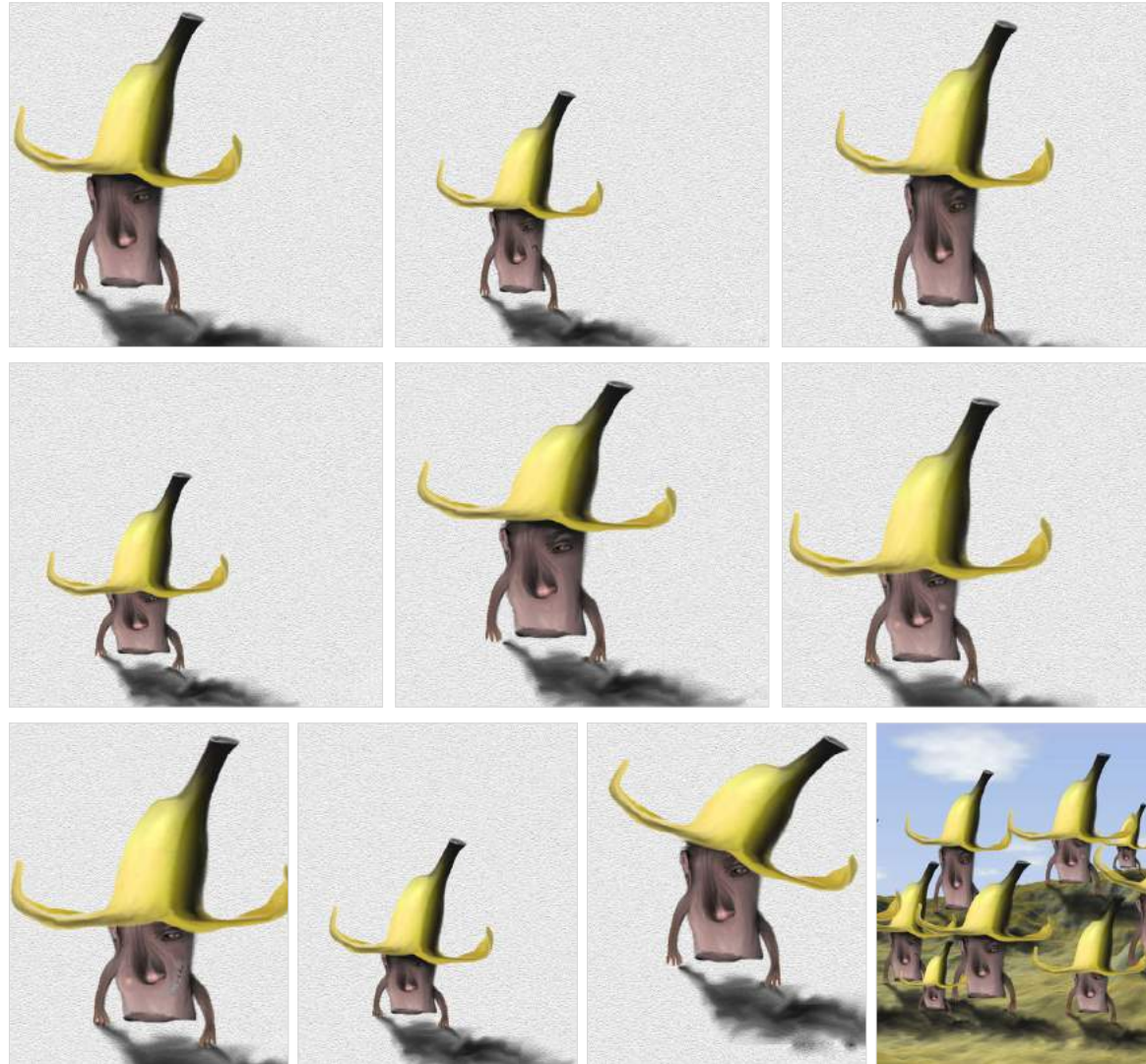
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Banana Plant - Alien - 3:



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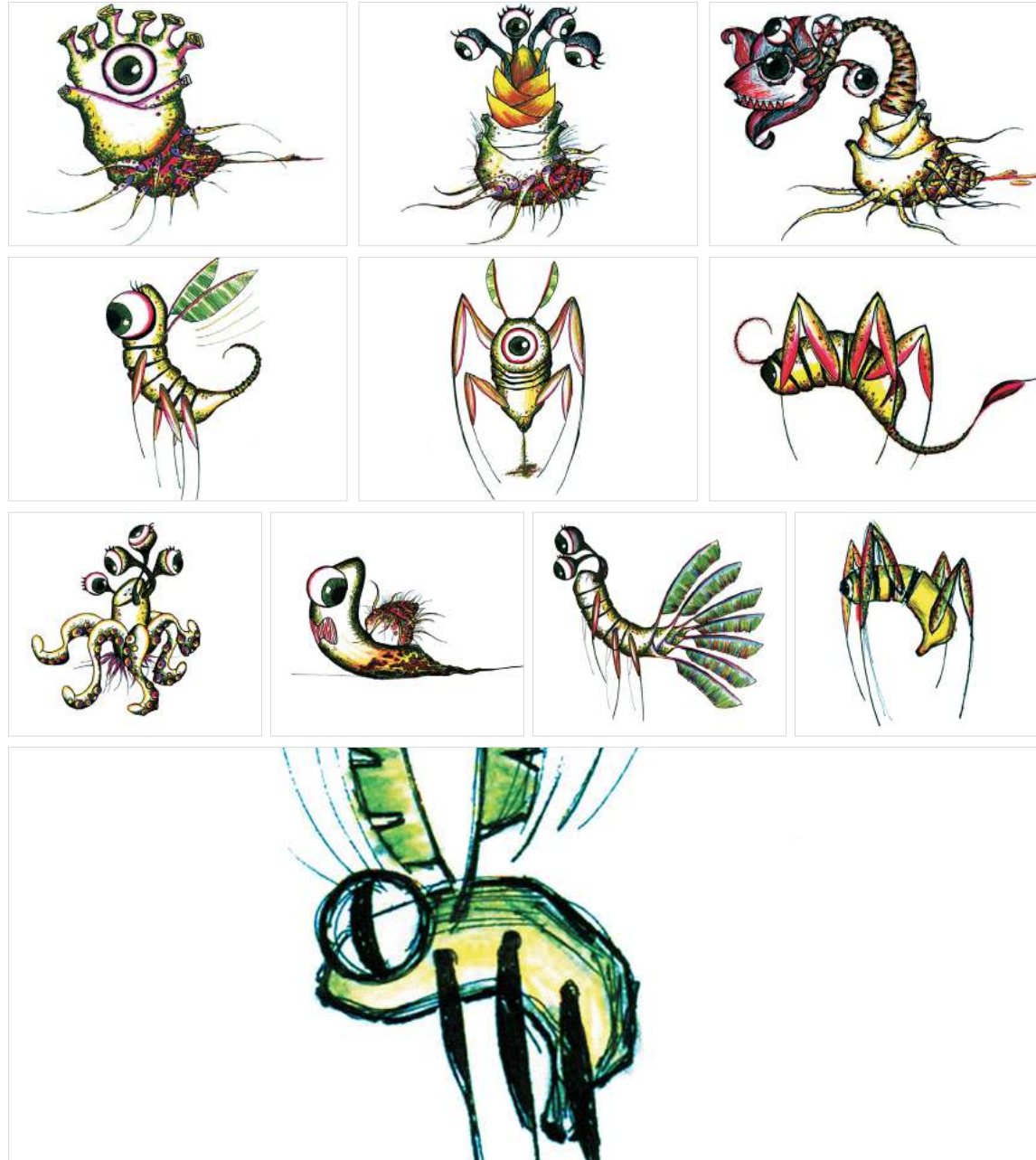
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Banana Plant - Alien - 5:



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Banana Plant - Alien - 6:



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Banana Plant - Alien - 7:



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Banana Plant - Alien - 8:



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Banana Plant - Alien - 9:



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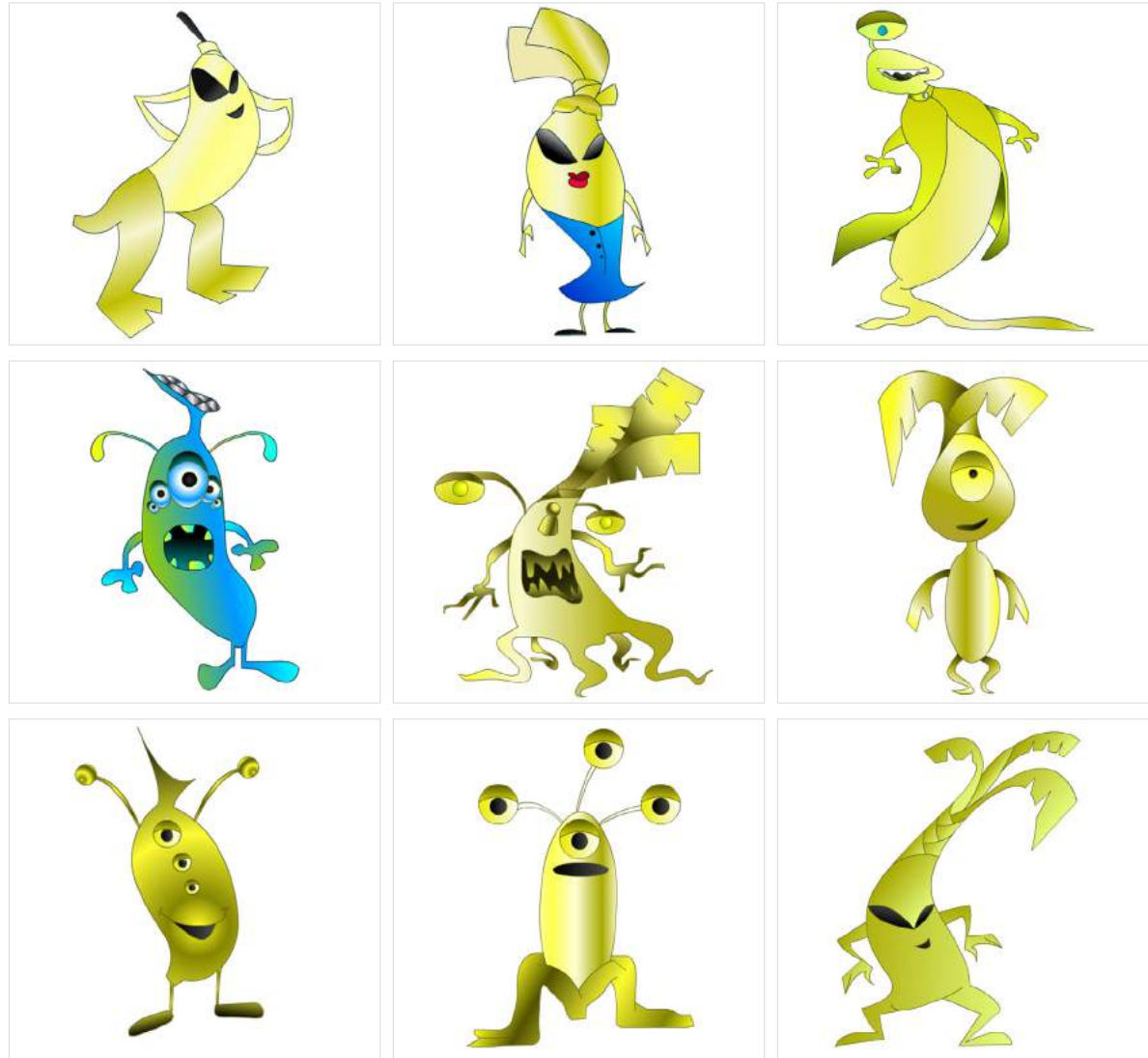
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Banana Plant - Alien - 10:



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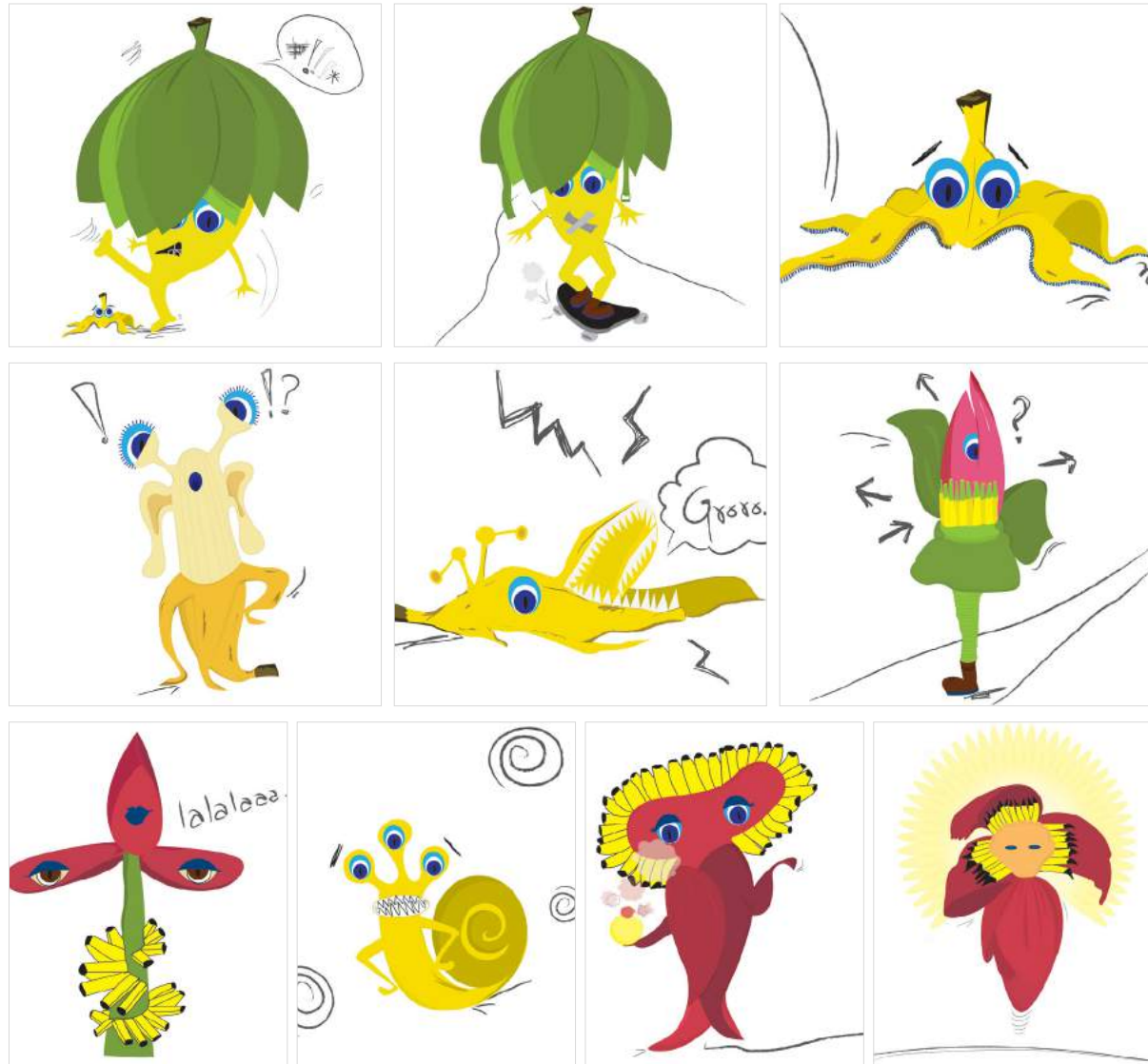
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Banana Plant - Alien - 11:



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IDC, IIT Bombay

Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/banana-plant-alien>

Banana Plant - Alien - 12:



1. Introduction

2. Family and Identities

3. Design Exercise

4. Explorations

5. Transformations

5a. Coconut Tree - Cat Family

5b. Lotus Flower - Mobile Phone

5c. Banyan Tree - Letterforms

5d. Banana Plant - Alien

5e. Grape Vine-Perfume Bottles

5f. Christmas Tree - Furniture

5g. Mushroom-Family Vacation

5h. Onion-Letterforms

6. Links

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Source:

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Banana Plant - Alien - 13:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
 - 5d. Banana Plant - Alien
 - 5e. Grape Vine-Perfume Bottles
 - 5f. Christmas Tree - Furniture
 - 5g. Mushroom-Family Vacation
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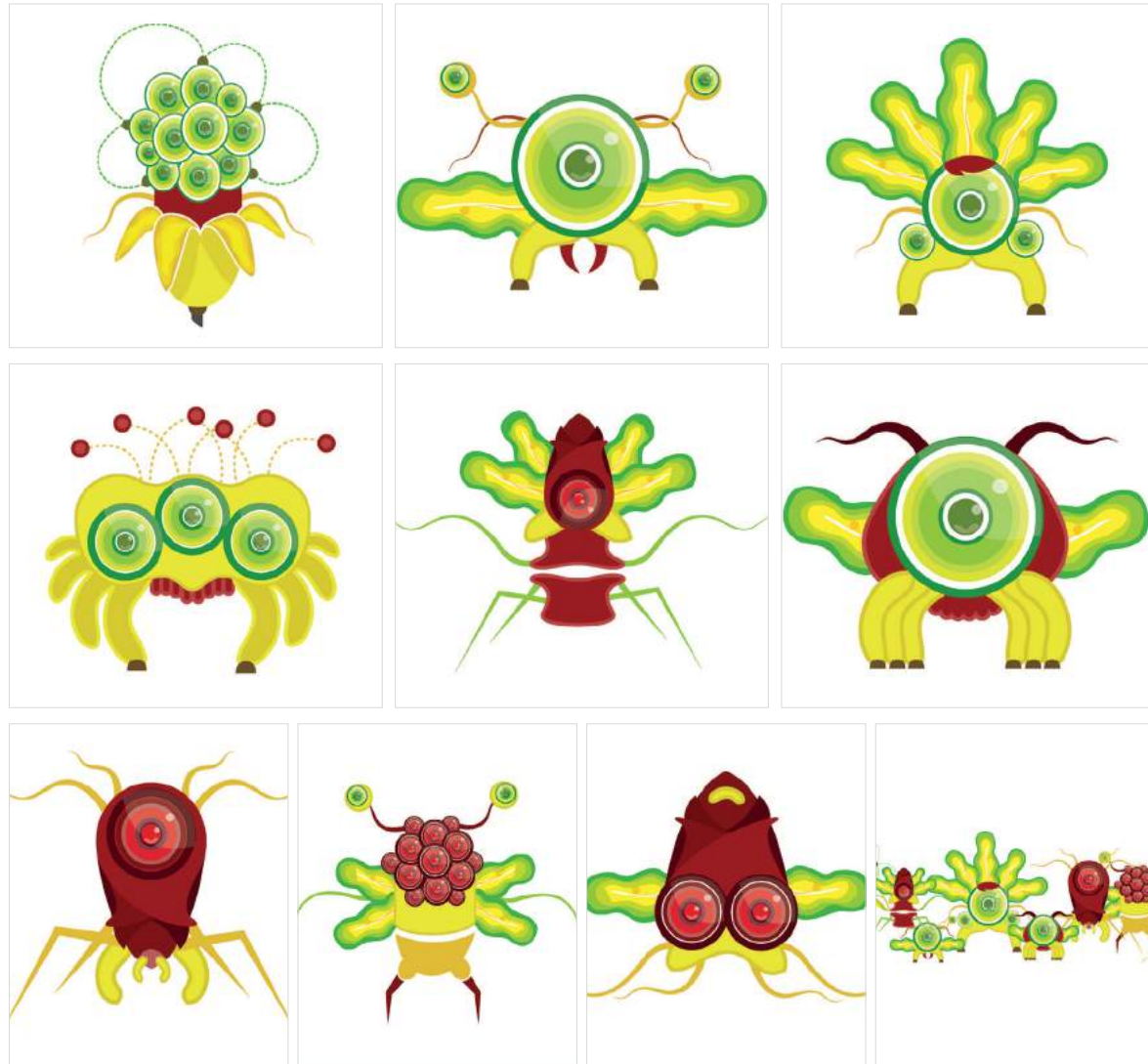
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Source:

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Banana Plant - Alien - 14:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
 - 5d. Banana Plant - Alien
 - 5e. Grape Vine-Perfume Bottles
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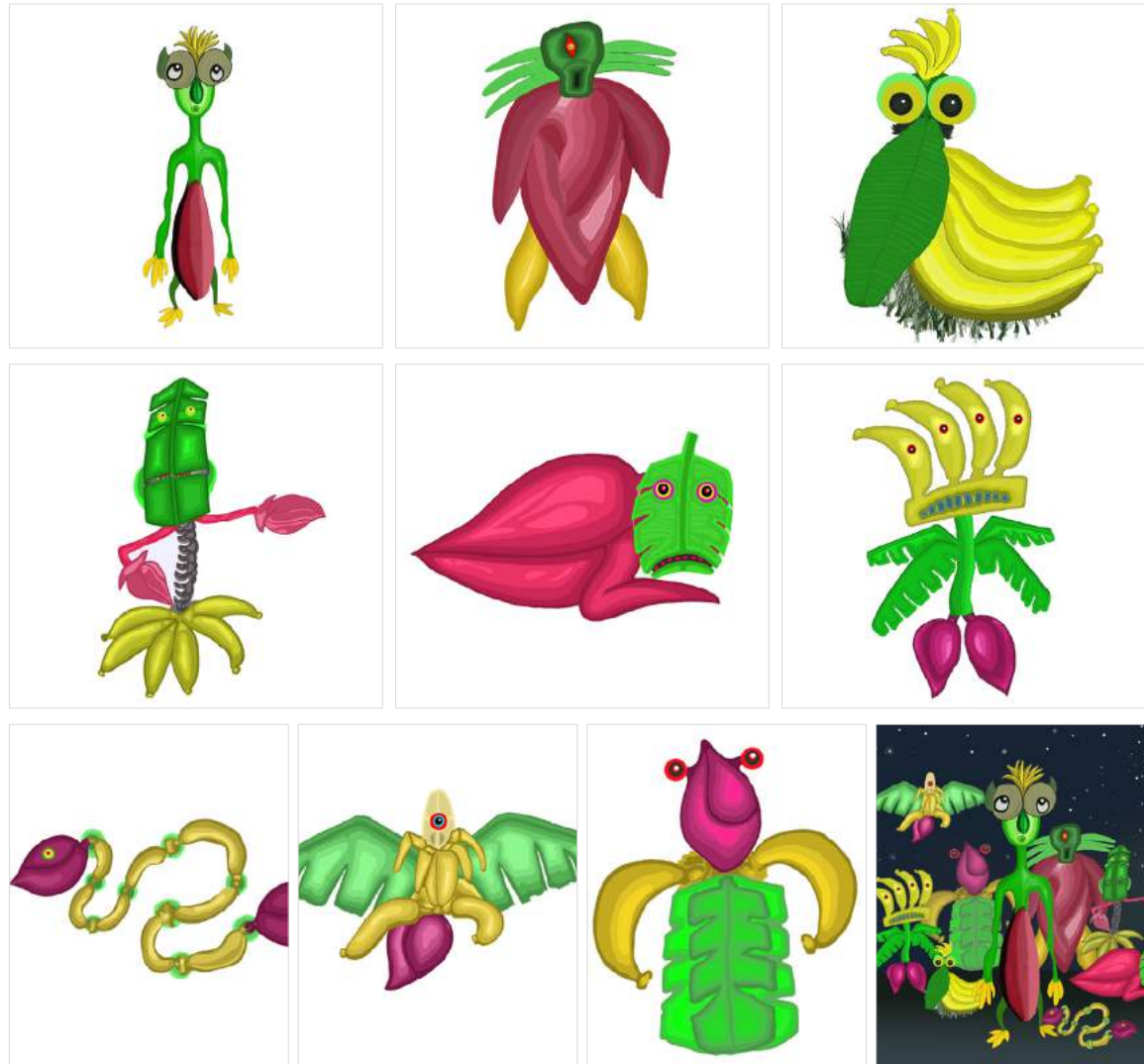
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Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/banana-plant-alien>

Banana Plant - Alien - 15:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
 - 5d. Banana Plant - Alien
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Source:

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Banana Plant - Alien - 16:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
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Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/grape-vine-perfume-bottles>

Grape Vine-Perfume Bottles

A set of perfume bottles with characteristics from Grape wine.

Grape Vine - Perfume Bottles - 1:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
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Grape Vine - Perfume Bottles - 2:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
 - 5d. Banana Plant - Alien
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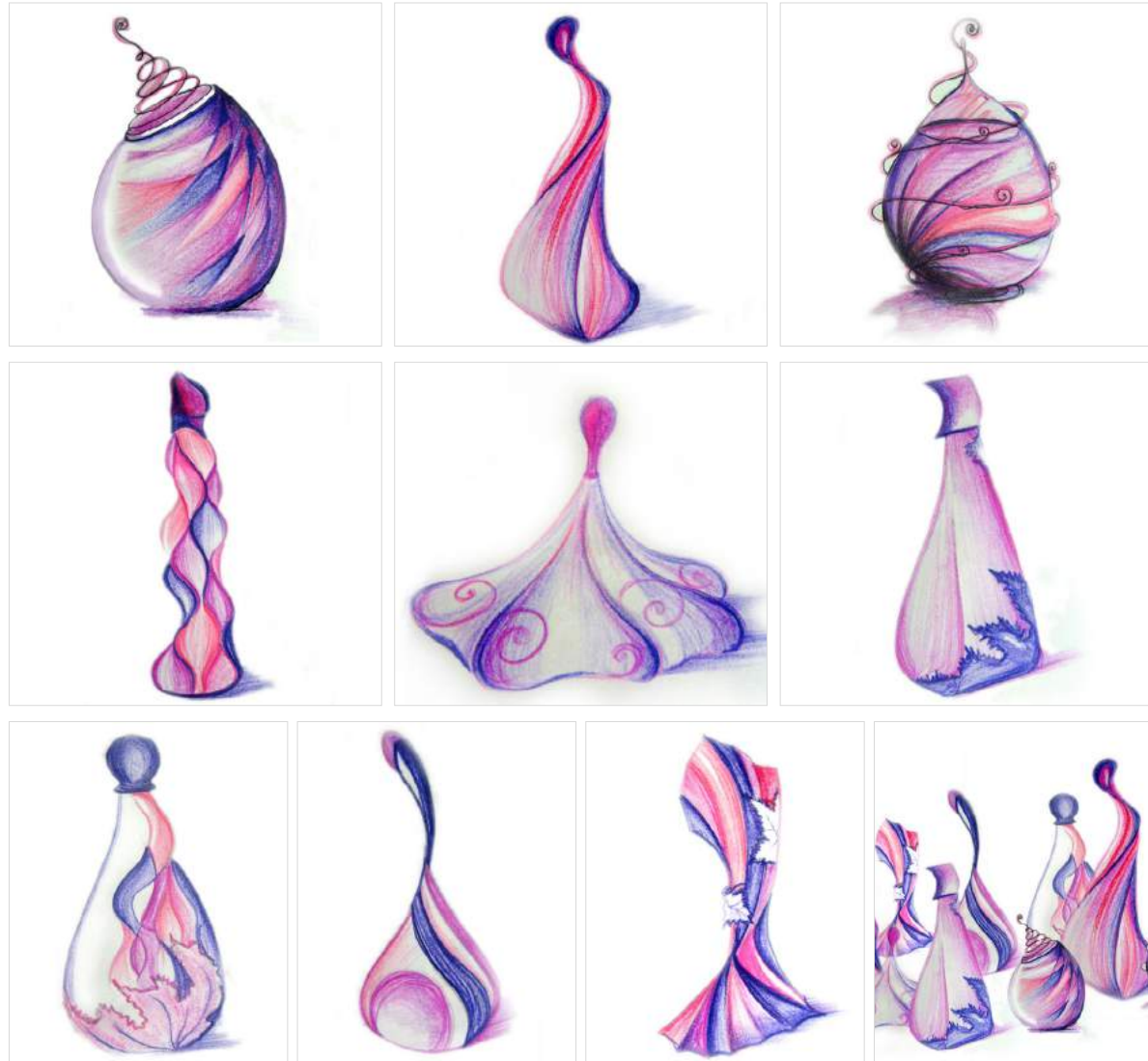
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Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/grape-vine-perfume-bottles>

Grape Vine - Perfume Bottles - 3:



1. Introduction

2. Family and Identities

3. Design Exercise

4. Explorations

5. Transformations

5a. Coconut Tree - Cat Family

5b. Lotus Flower - Mobile Phone

5c. Banyan Tree - Letterforms

5d. Banana Plant - Alien

5e. Grape Vine-Perfume Bottles

5f. Christmas Tree - Furniture

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Source:

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Grape Vine - Perfume Bottles - 4:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
 - 5d. Banana Plant - Alien
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<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/christmas-tree-furniture>

Christmas Tree - Furniture

Furniture for the house with characteristics from Christmas Tree.

Christmas Tree - Furniture - 1:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
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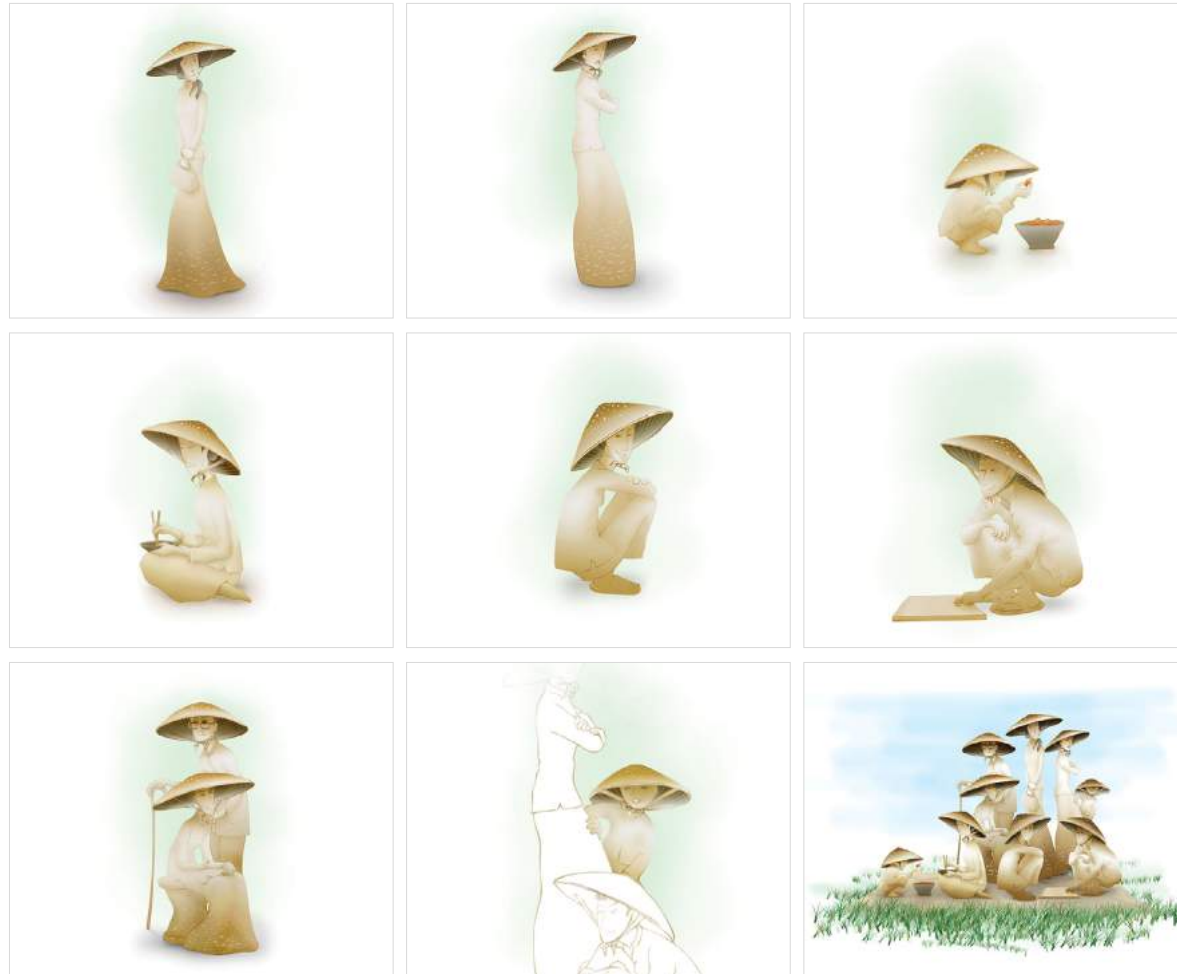
Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/mushroom-family-vacation>

Mushroom-Family Vacation

A family on vacation with characteristics from Poisonous Mushroom.

Mushroom - Family on Vacation -1:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
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Mushroom - Family on Vacation - 2:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
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Mushroom - Family on Vacation - 3:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
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Mushroom - Family on Vacation - 4:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
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Mushroom - Family on Vacation - 5:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
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 - 5c. Banyan Tree - Letterforms
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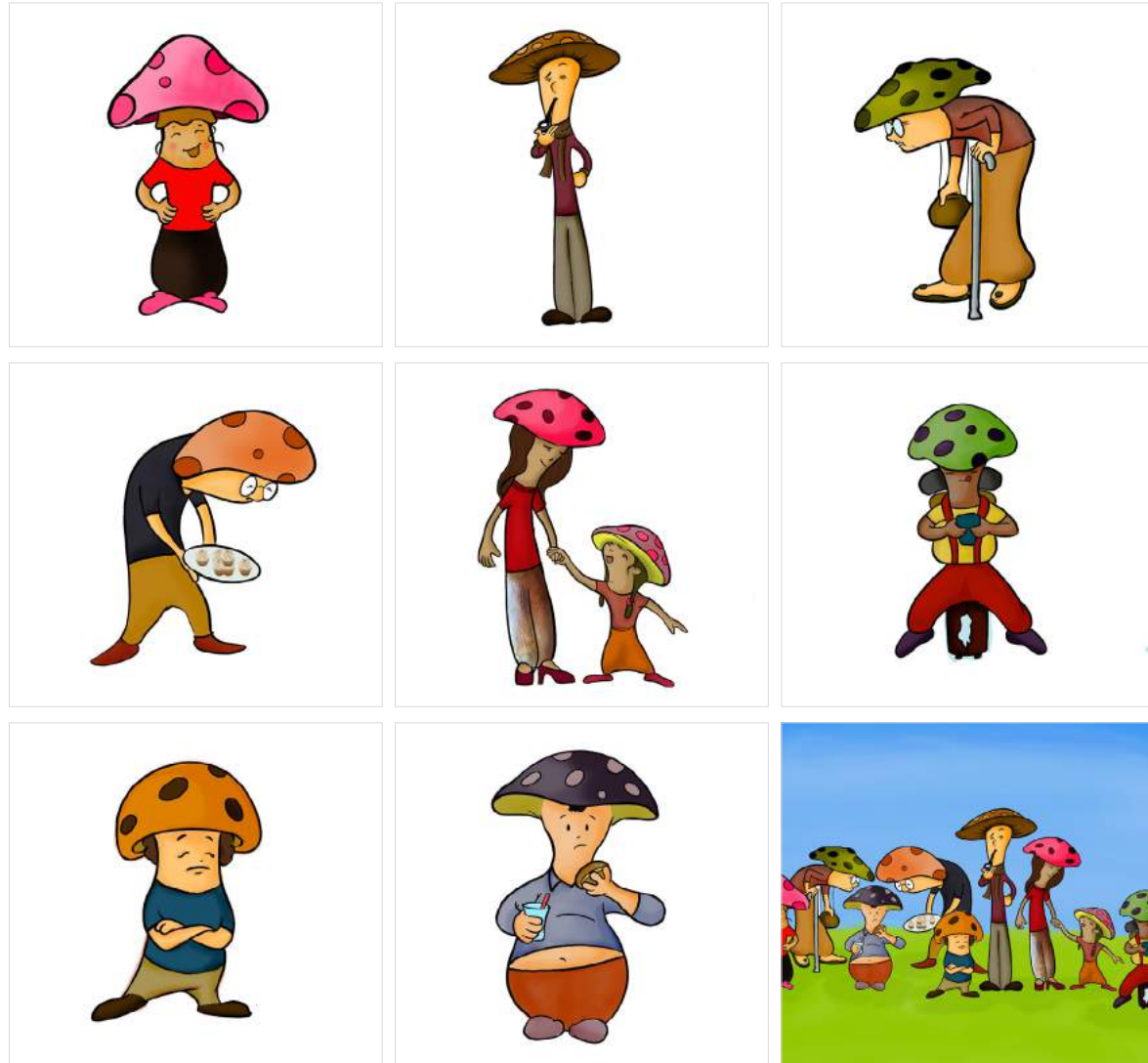
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Mushroom - Family on Vacation - 6:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
 - 5c. Banyan Tree - Letterforms
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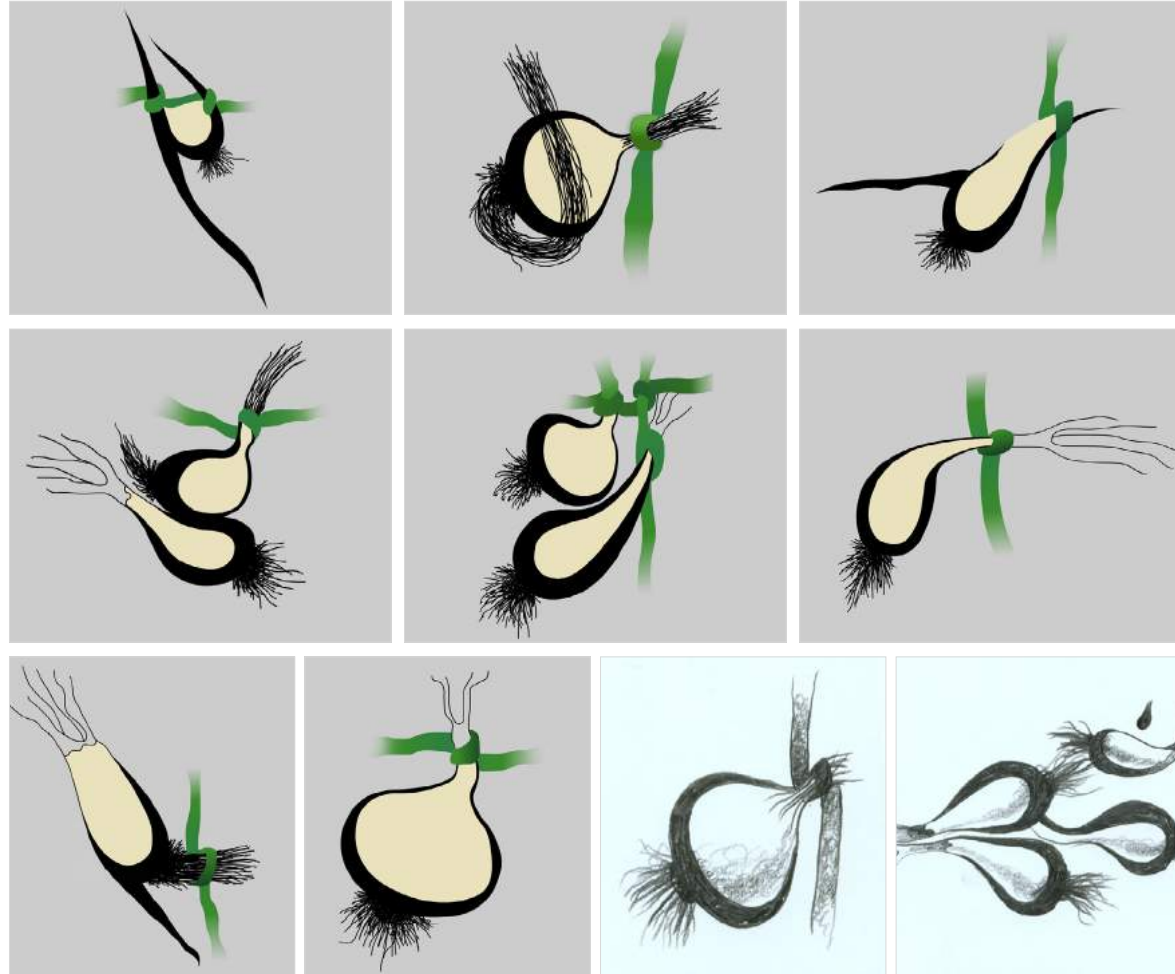
Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/onion-letterforms>

Onion-Letterforms

Devanagiri letterforms with characteristics from Onion.

Onion - Letterforms - 1:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
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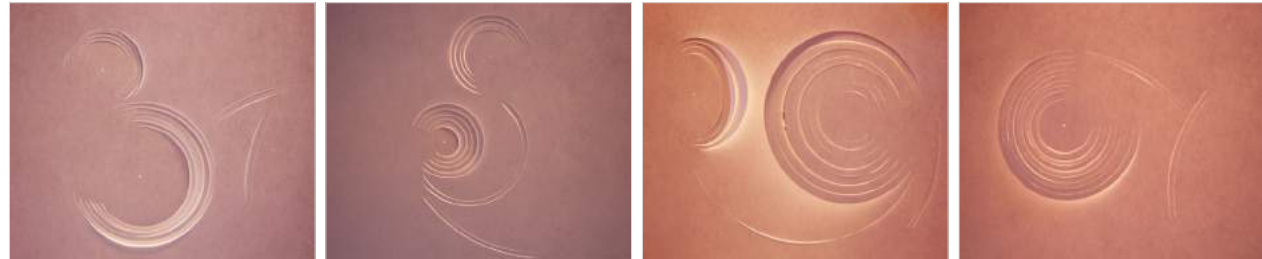
Source:

<https://www.dsource.in/course/visual-syntactics-3-transformations/transformations/onion-letterforms>

Onion - Letterforms - 2:



Onion - Letterforms - 3:



1. Introduction
2. Family and Identities
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5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
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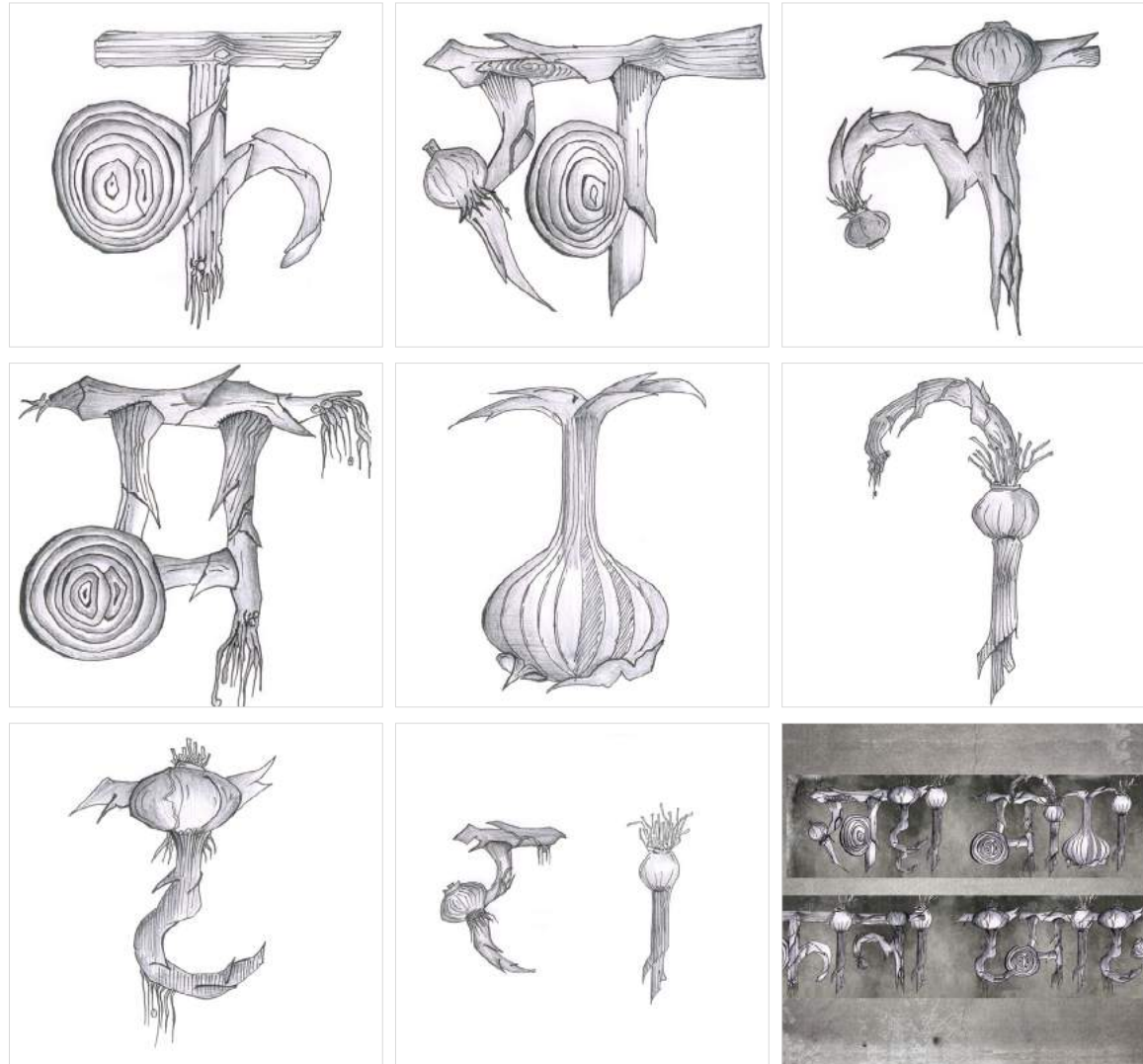
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Source:

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Onion - Letterforms - 4:



1. Introduction
2. Family and Identities
3. Design Exercise
4. Explorations
5. Transformations
 - 5a. Coconut Tree - Cat Family
 - 5b. Lotus Flower - Mobile Phone
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Links

- How to make your own tessellations at www.tessallations.org
- Useful resource e-links related to 'Graphic Design' in India - includes Communication Design, Publication Design and Packaging Design
- International resource related to 'Graphic Design'
- Visual Communication Design at IDC IIT Bombay



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Source:

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Contact Details

This documentation for the course was done by Professor Ravi Poovaiah, faculty at IDC, IIT Bombay.

You can get in touch with him at [ravi\[at\]iitb.ac.in](mailto:ravi[at]iitb.ac.in)

You can write to the following address regarding suggestions and clarifications:

Helpdesk Details:

Co-ordinator

Project e-kalpa

Industrial Design Centre

IIT Bombay

Powai

Mumbai 4000 076

India

Phone: 091-22-2159 6805/ 091-22-2576 7802

Email: [dsource.in\[at\]gmail.com](mailto:dsource.in[at]gmail.com)

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3. Design Exercise
4. Explorations
5. Transformations
6. Links
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