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Level 2 Design and Visual Communication 2024

91337 Use visual communication techniques to generate design ideas

Achievement

TOTAL 03

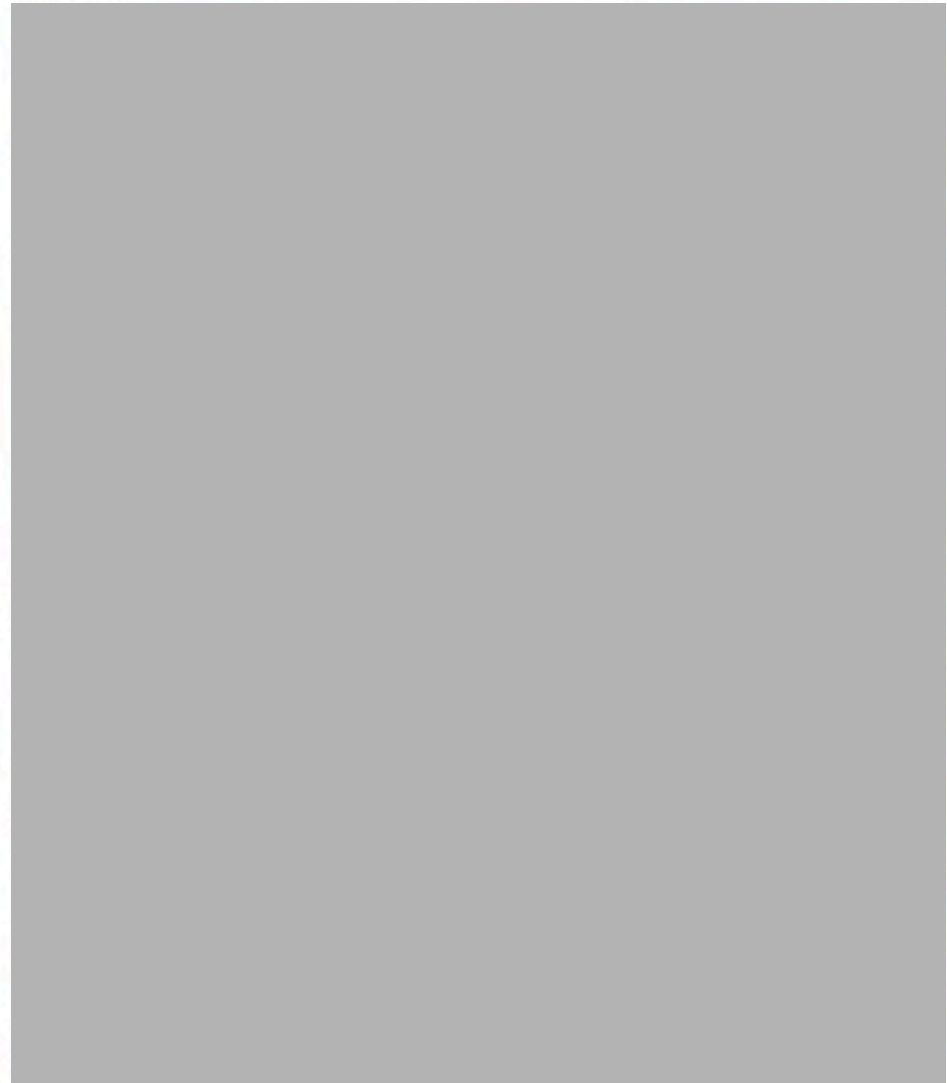
60s Architecture

Aesthetics

The sixties was all about pushing boundaries and experimenting with different shapes, colours and patterns you could see this throughout there architecture.

The sixties were all about taking retro designs from the past, such as art nouveau organic shapes, curves, flowers, and peacocks, and re-imagining them, covering everything in bold colors and floral/psychedelic patterns.

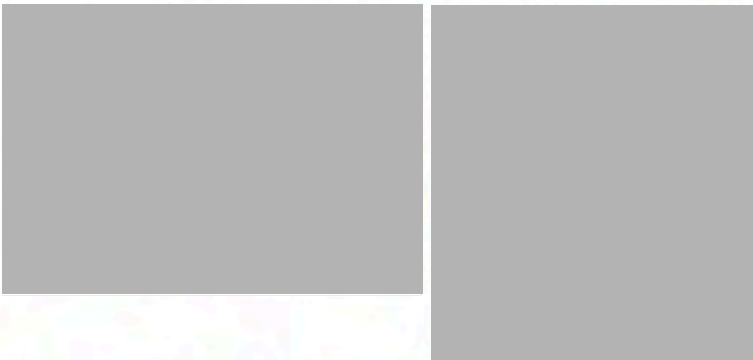
Technology advancements at the time, such as new materials and manufacturing processes, also massively contributed to the sixties style as designers and artists could experiment more as it was now easier than ever to bring their new and innovative ideas to life. Pop art was also gaining popularity with artists like Andy Warhol, Roy Lichtenstein, May Wilson, and many more, hugely influencing the sixties. The bold graphic elements and playful designs captured people's attention in the sixties, quickly made their way into clothes designs, homes, and inspired much of the room decor. Most home decor at the time, especially in the UK, was inspired by space travel, calling it "retro-futuristic." For example, the furniture at the time (specifically chairs) took inspiration from space pods, using materials like chrome and plastic to make designs that were futuristic and elements of the space age



60s Architecture

Function

The 60s were all about rebelling against past trends that were way more conservative and put together. With this new found rebellion, came the rise of drugs and, most commonly for the time, psychedelics. Because of this, the room decor became more extravagant, with psychedelic patterns and bright colors.



In the same rebellious fashion, the decor, taking inspiration from the Art Nouveau era, ditched the straight lines and made the furniture more round and obscure with more floral shapes and patterns. Some examples of this are the chairs, and when you look at photos in the '60s, the chairs were all made to be on different levels, had loud colors and round edges.

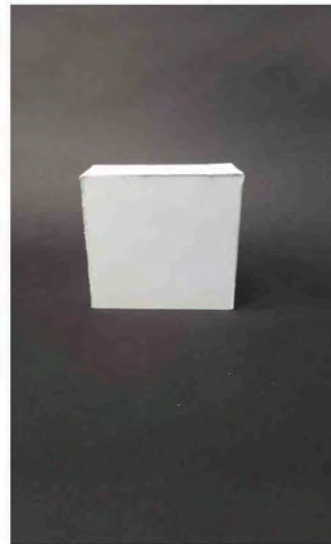
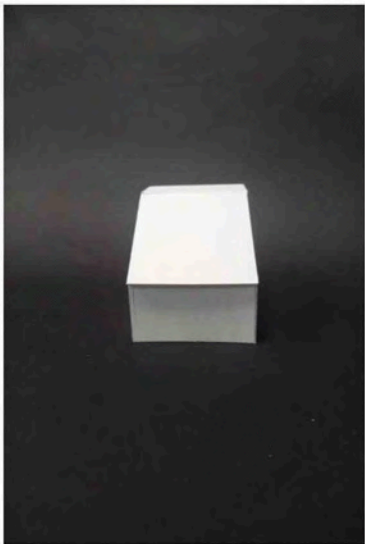
Materials

The materials used in this era were concrete, wood, glass that was used for big windows usually on an angle or tinted, brick asphalt shingles, used on roofs due to their affordability, vinyl and other plastic were commonly used for windows, lighting and most commonly home decor.



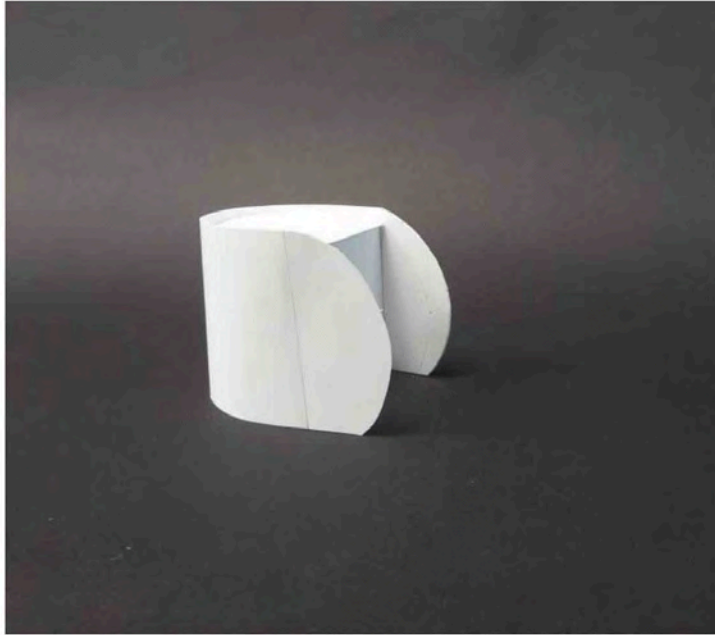
Model exploration/ card model making 1

For this model I chose to showcase the slanted roofs that were common in the 60s design era.

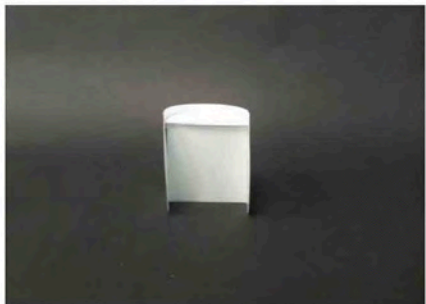


I decided to go with a asymmetrical design that is inspired by the pictures I found but as if I have just taken a chunk of of one to maintain small size.

Model exploration/ card model making 2



When making this model I took inspiration from 60s architecture that a lot of the time featured round shapes protruding from the build.



This is the image I got my main inspiration for this model from. I felt that its round and asymmetrical design was a good example of the trends in architecture at the time

Model exploration/ card model making 3

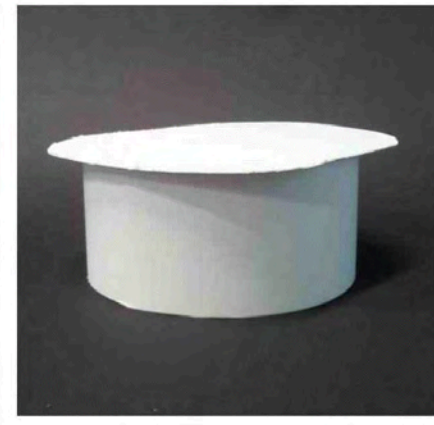
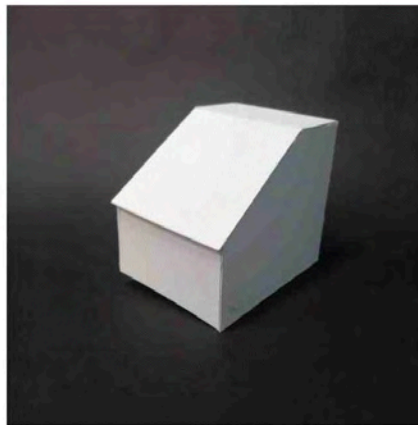
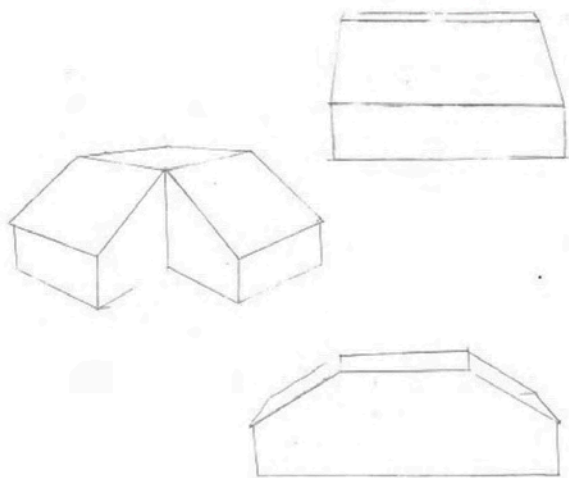
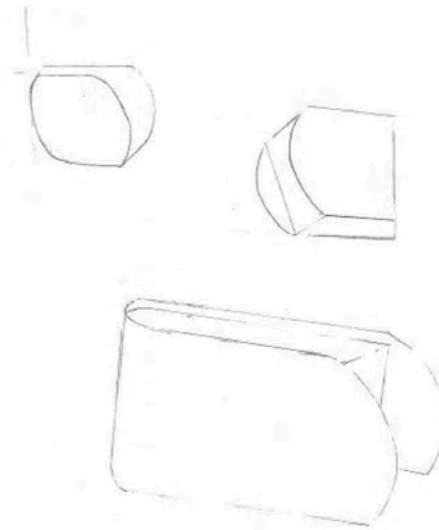
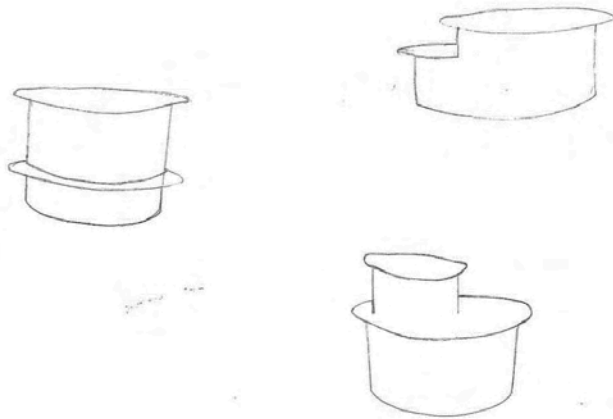


For this model I took inspiration from the unique round/smooth edges on these 60s houses, as well as the overhanging roofs.



In my model I also took inspiration from finding pictures of architecture like this that has a unique shape resembling a jelly bean kind of shape

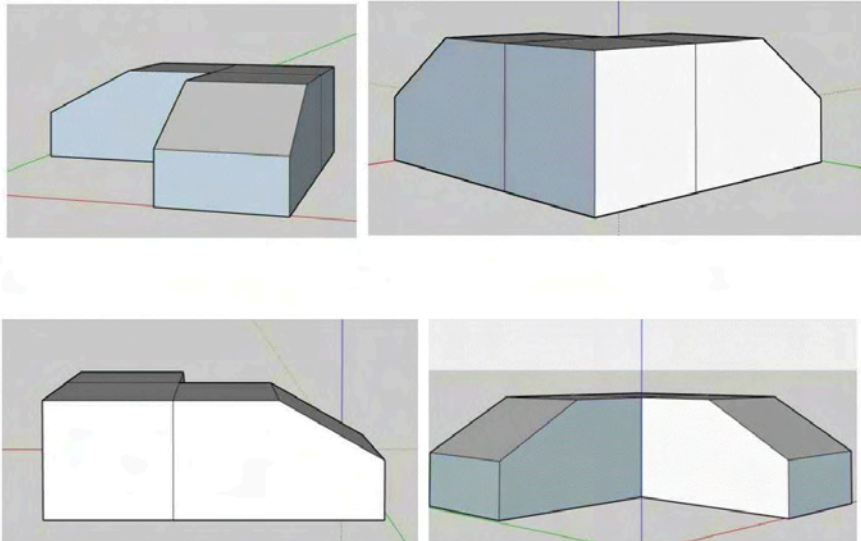
Sketches



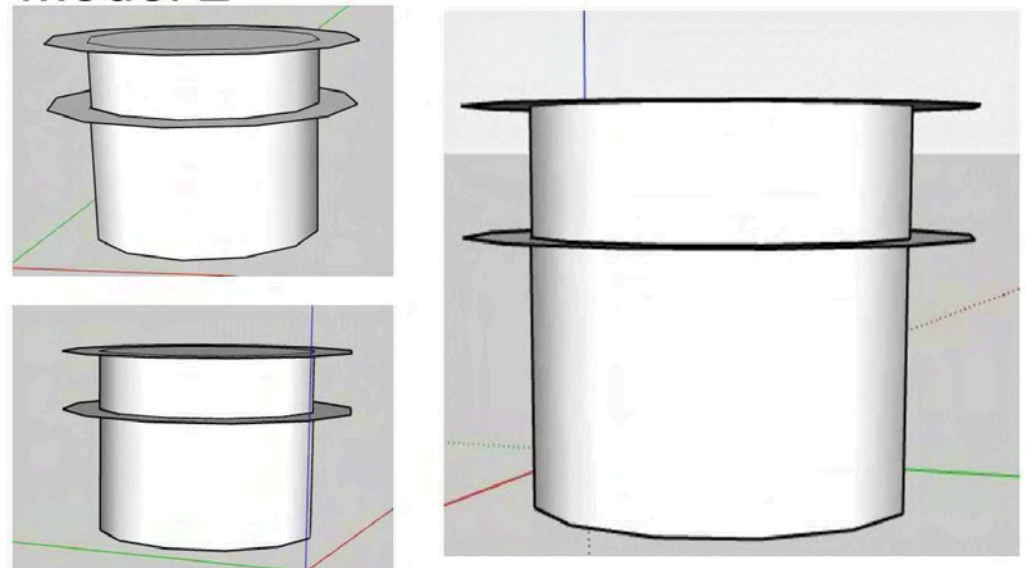
In my sketches I chose to play around with making my models into different shapes, levels, sizes and forms to create more appropriate spaces for living.

Further exploration

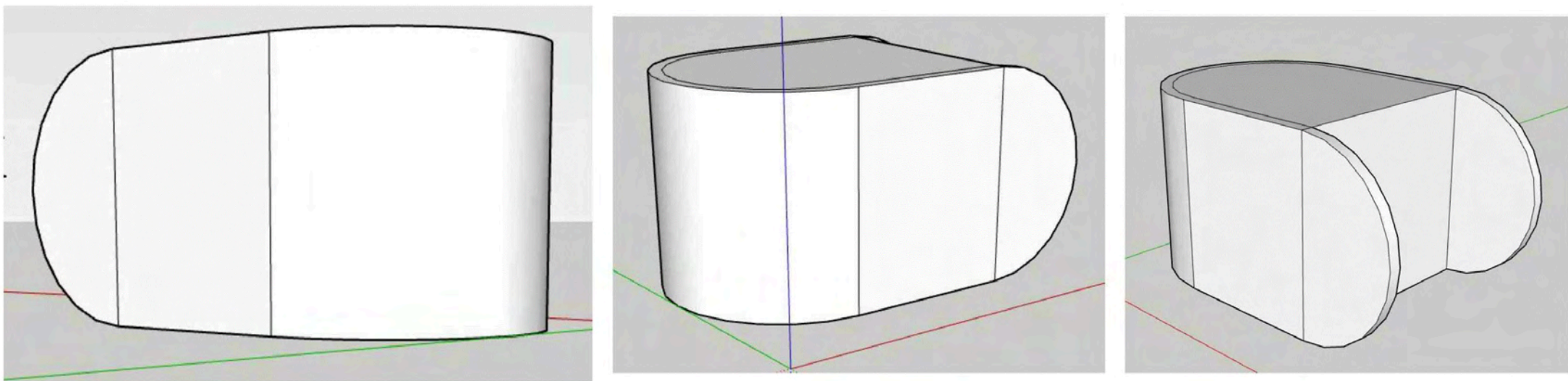
Model 1



Model 2



Model 3



Material research

Glass was a huge part of house designs in the 60s. Glass was used for creating big windows and skylights often being tinted. Glass was also used to make decorative pieces for around the home.

Glass

Wood/Brick

Brick and wood were the main materials used for the structure of 1960s houses, as well as concrete.

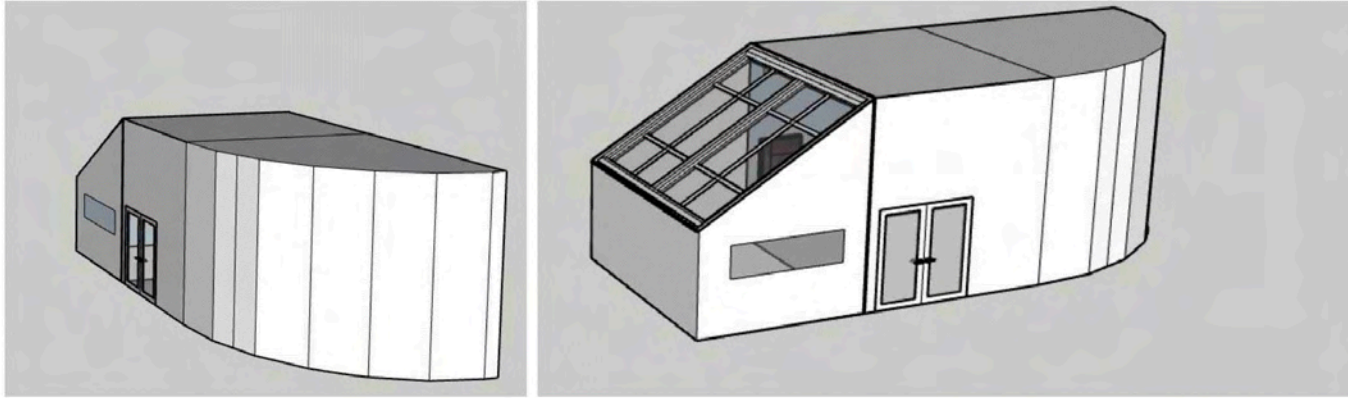
Plastic/vinyl



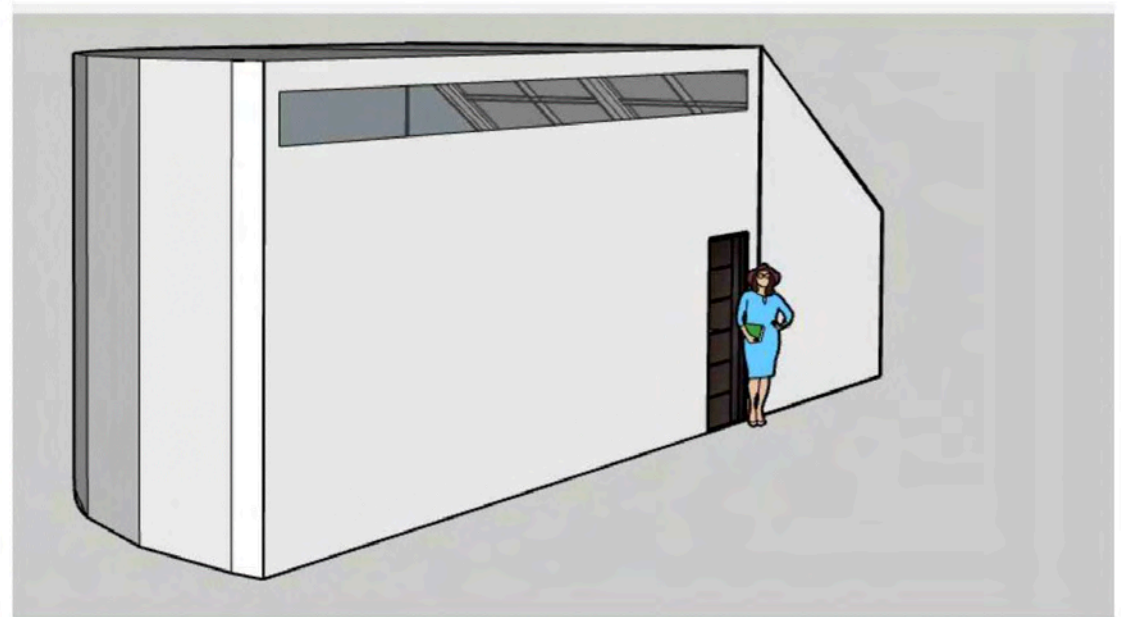
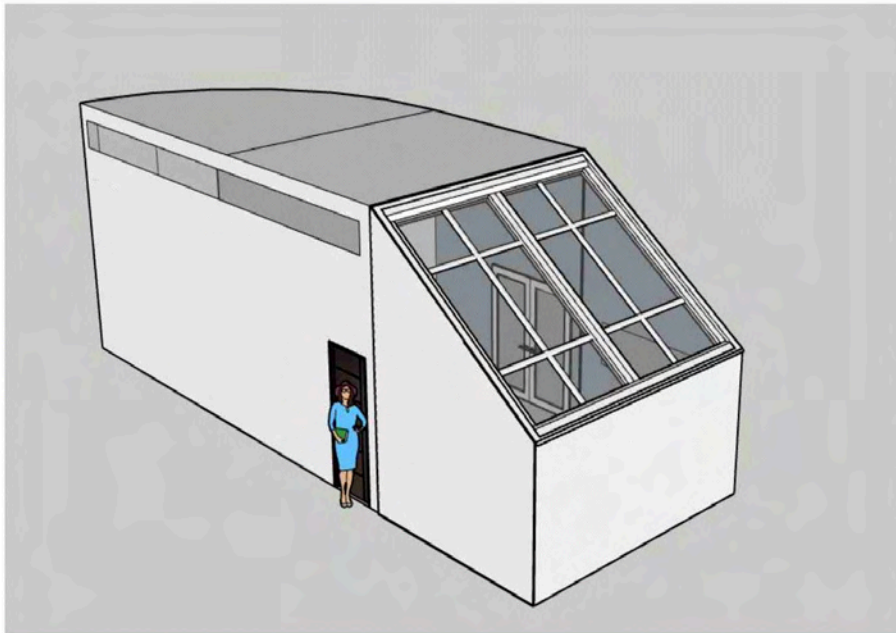
Plastic and vinyl were used mostly for furniture and decor. Plastic was becoming a very cheap and accessible material at this time and was made into decor giving 60s houses unique pieces and bright pops of color.

Changes and windows #1

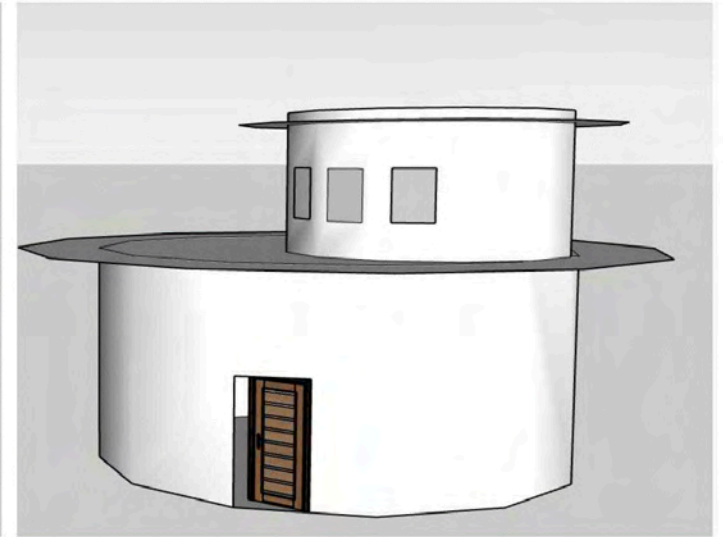
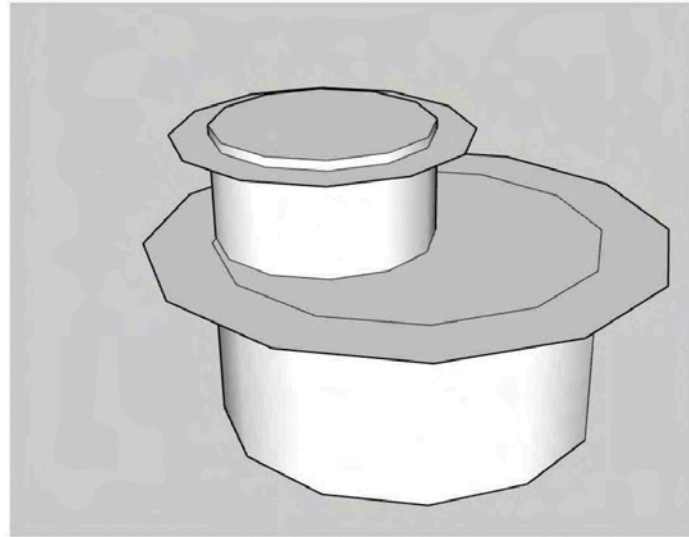
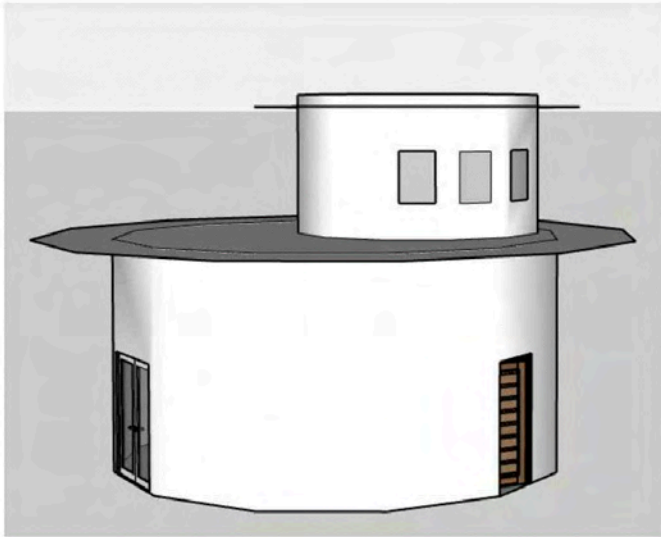
I made major changes on this model by ditching the other half completely and just leaving it as a rounded half circle edge.



I added a slanted roof as it was a very common theme in my research. I also added a long window to the top of the right side as well and a kitchen window and a large window on the slanted roof.

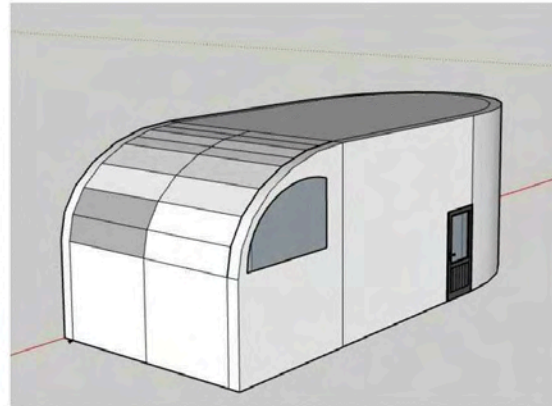
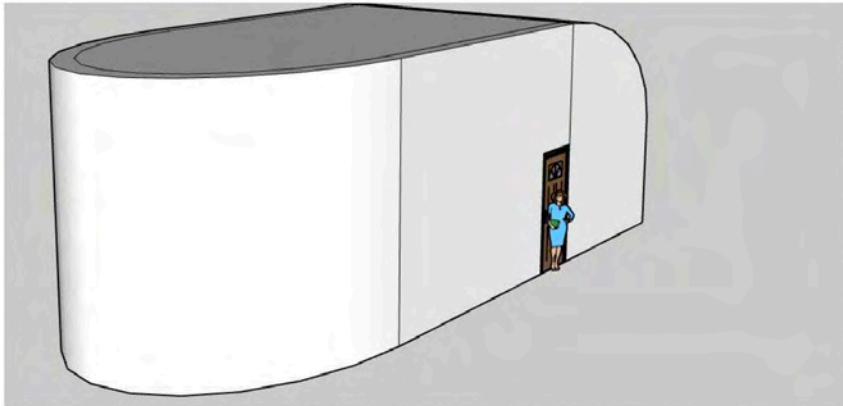


Changes and windows #2



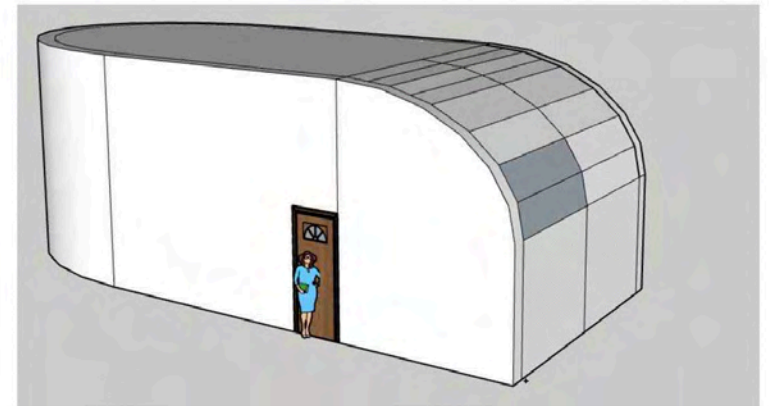
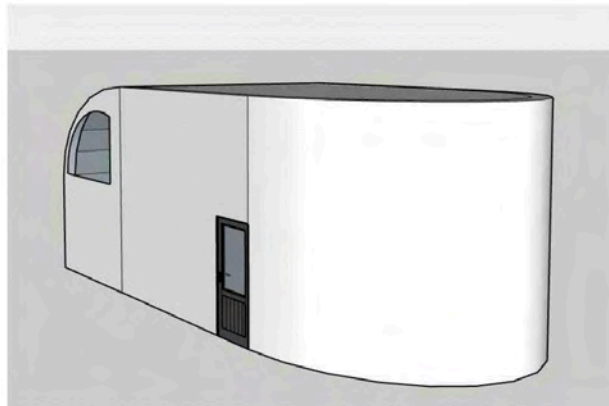
When looking back at my research I have found that a lot of the rounder houses have larger bottom floors and a smaller upstairs so I decided to change to model, shrinking the top adding three symmetrical windows, an over hanged roof on each floor, a wooden door that was seen on many houses of the sixties and a double back door.

Changes and windows #3



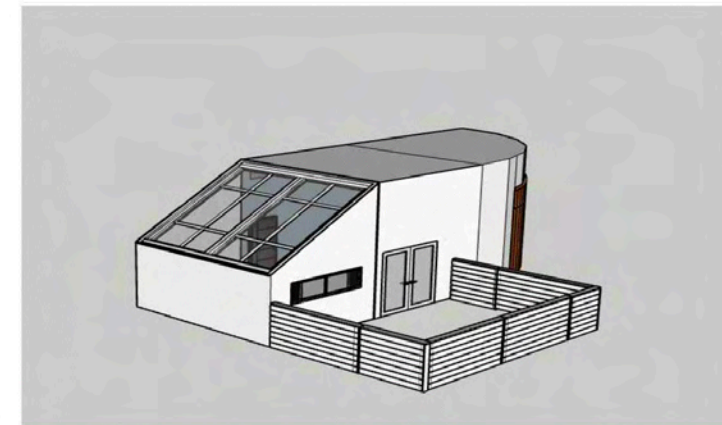
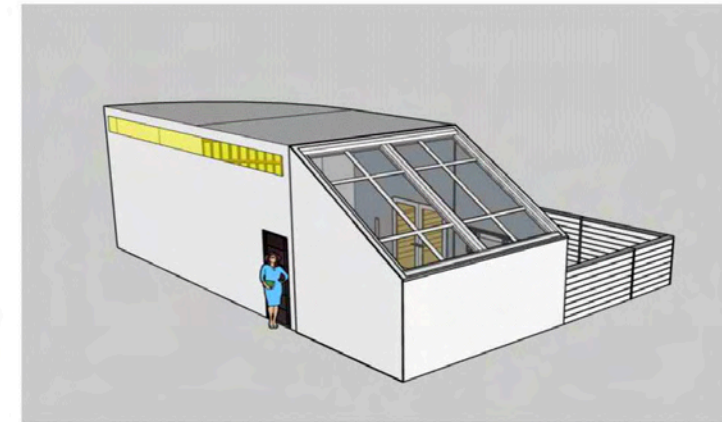
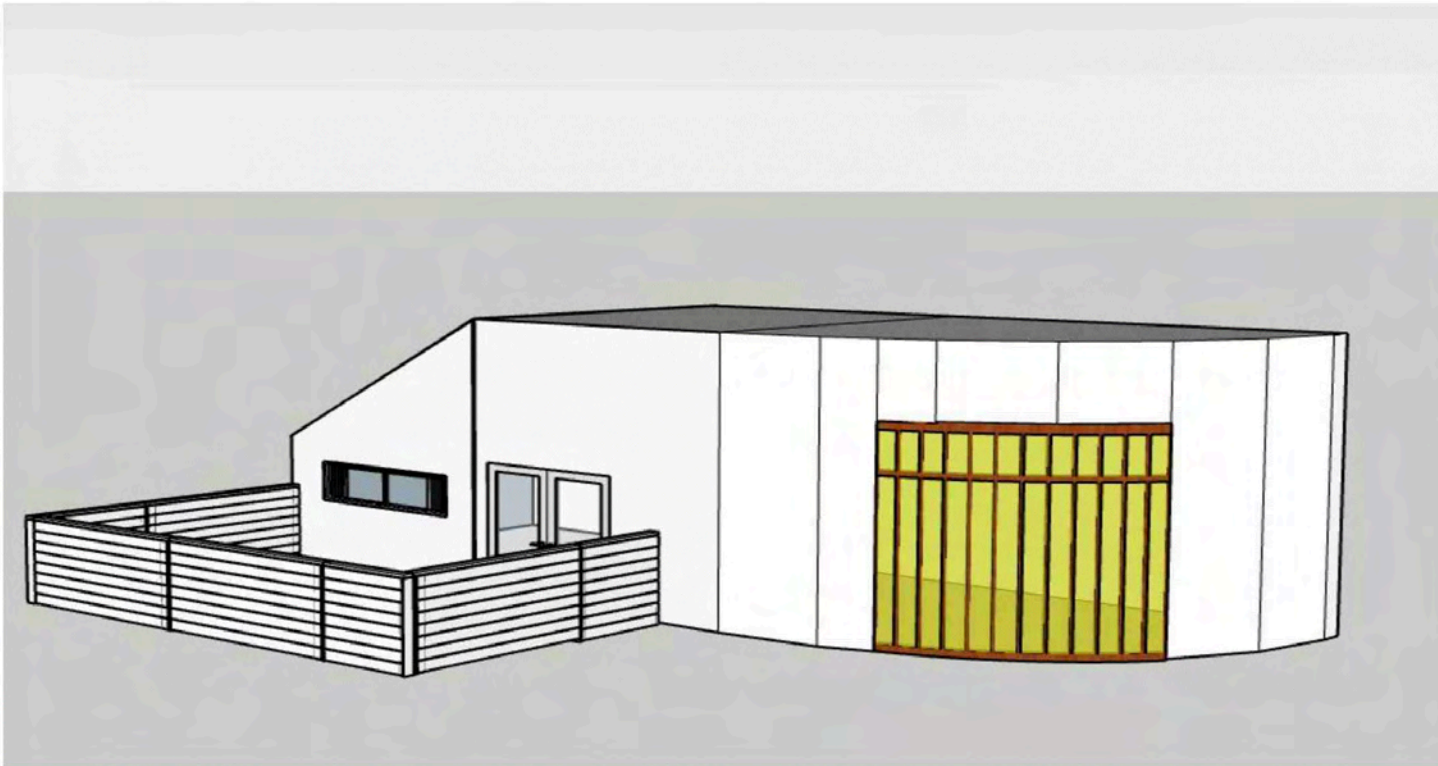
I featured the round edges i found in many home designs and exsadiated them to make an Asemetrical house design.

I made some pretty big changes on this model by taking the round side and filling it out and making the bottom touch the ground, I added a quarter circle window on what plan to be the bedroom and a small look out window from the kitchen.

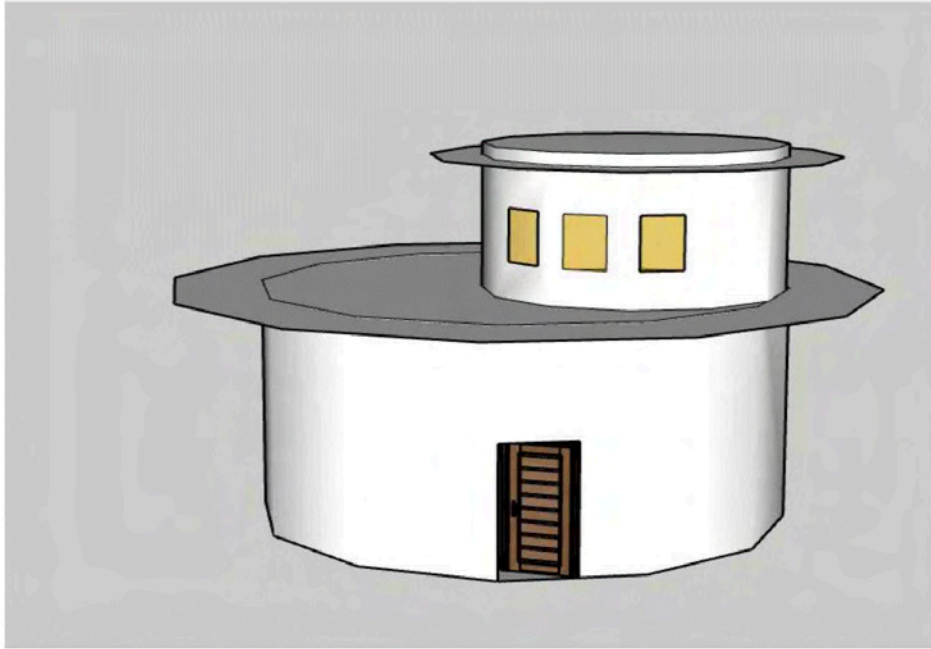


Exterior development 1

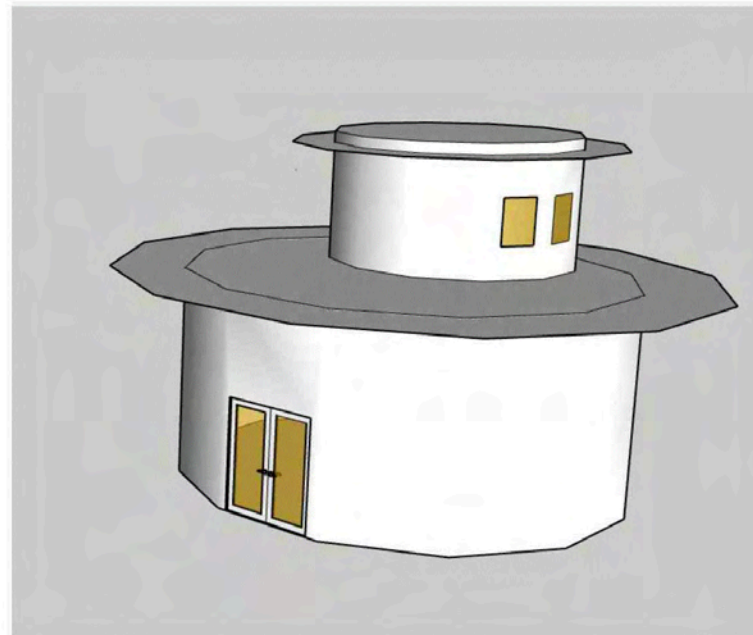
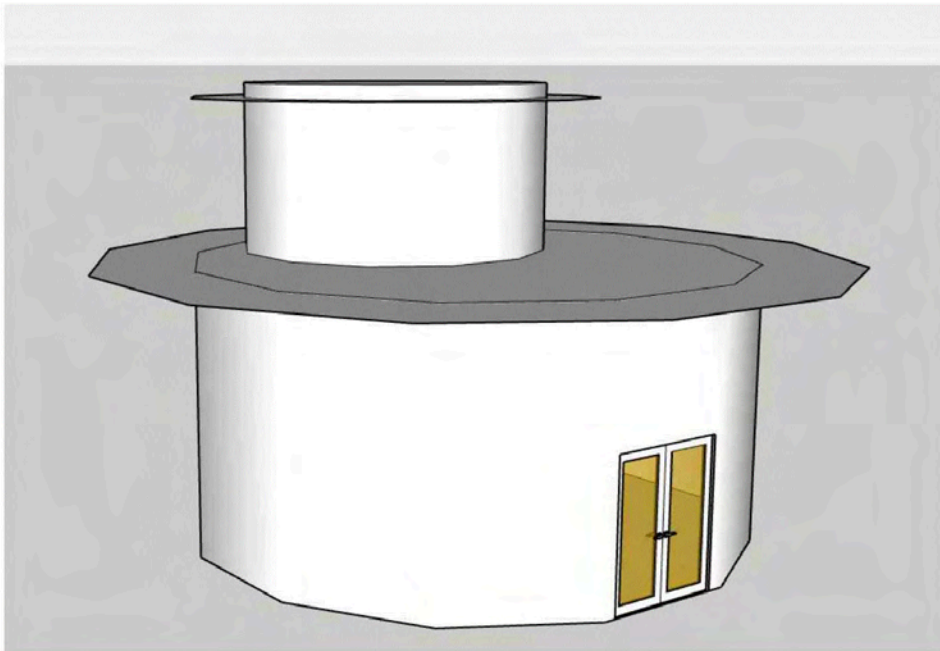
In this development I have added a round tinted window with wood paneling adding texture to the houses surface. I added curtains to the kitchen window and tinted the top right window as well as adding a fence around the back door.



Exterior development 2



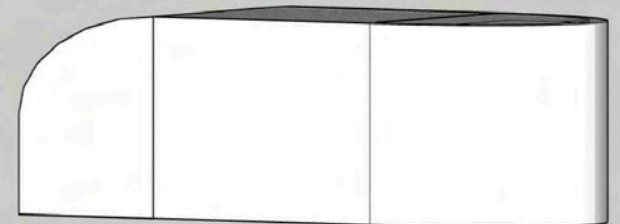
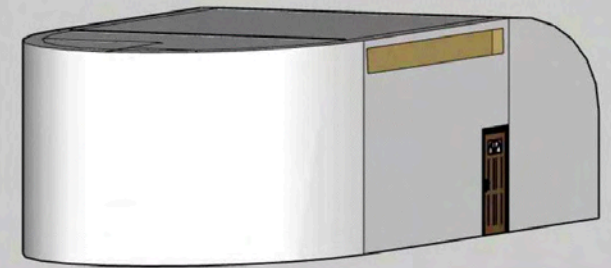
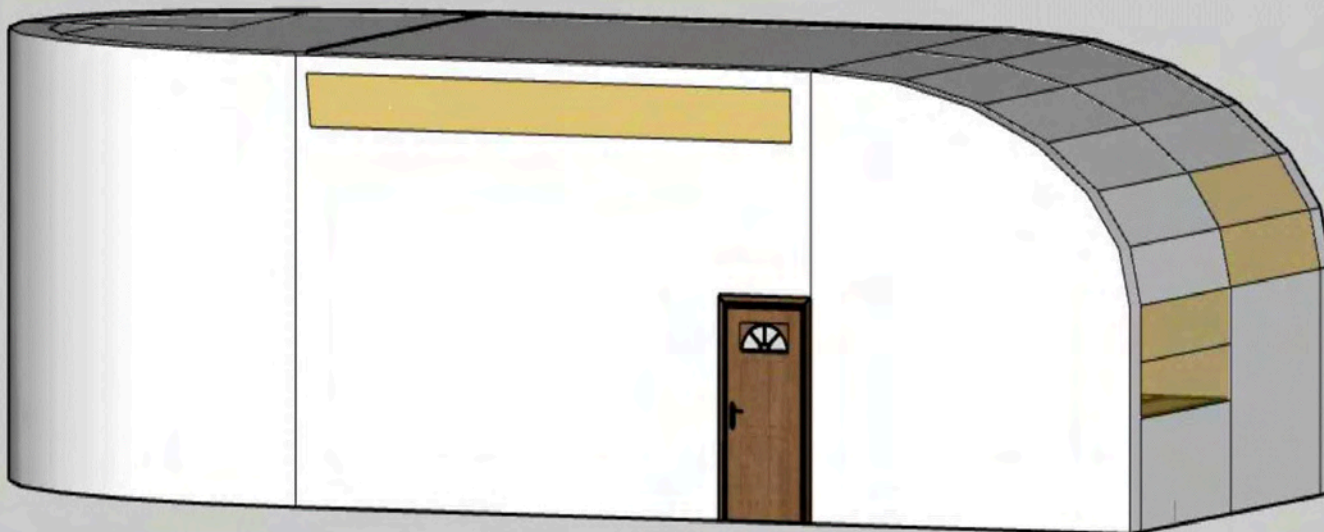
For this model I added tint to the top windows as well as the back door windows.



Exterior development 3

Instead of having the window on the side in the bedroom, I have moved it to the roof for natural light and extra space for shelves on the inside.

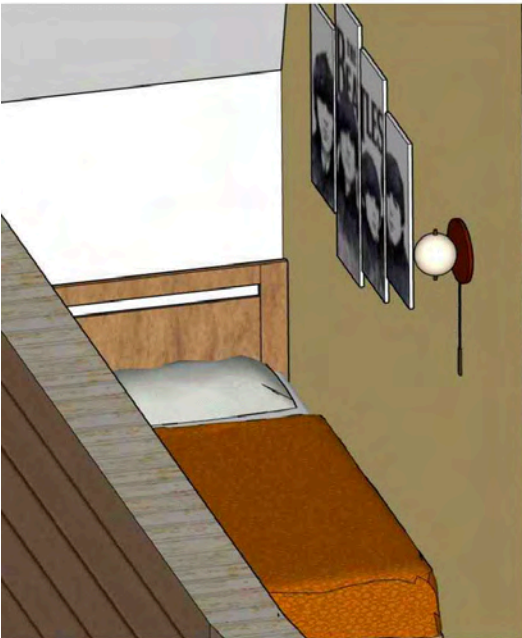
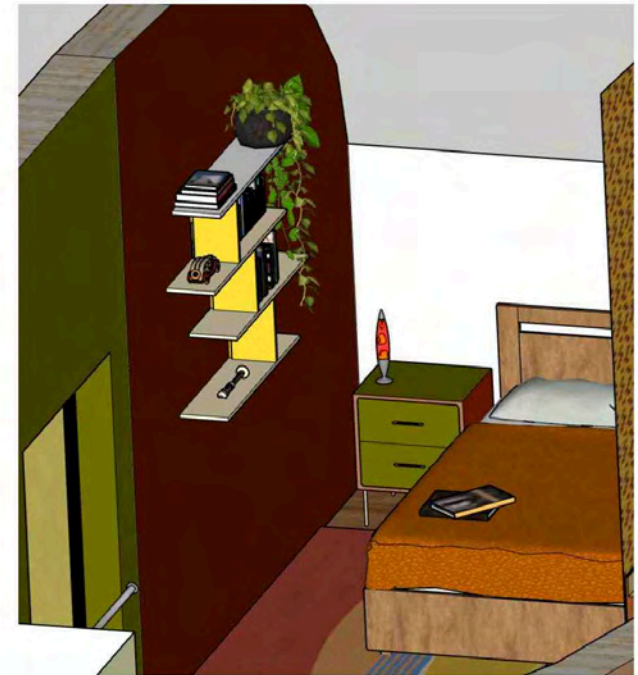
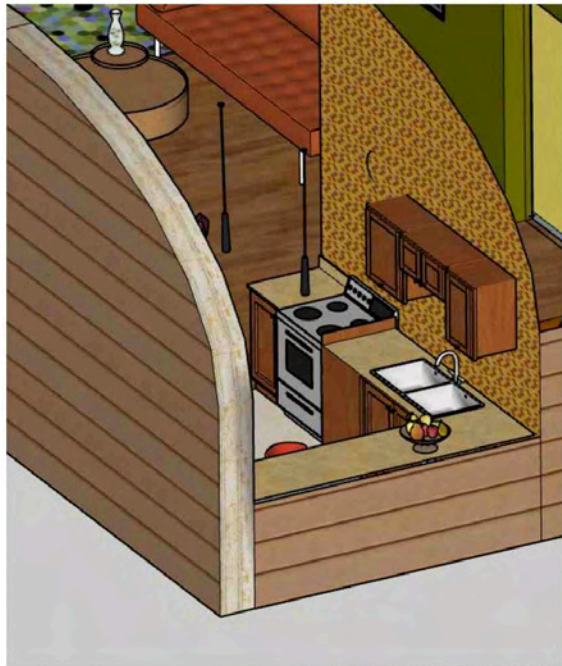
I have also continued the theme of tinting the windows.



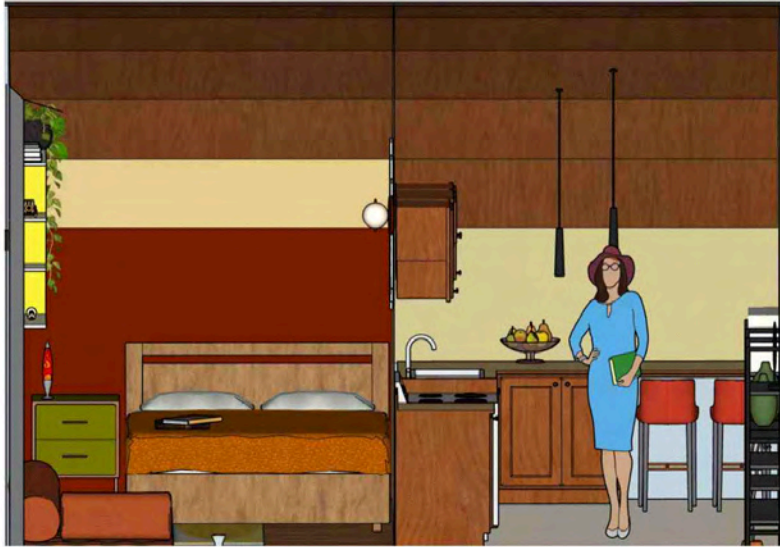
Floor plan



Final interior concept

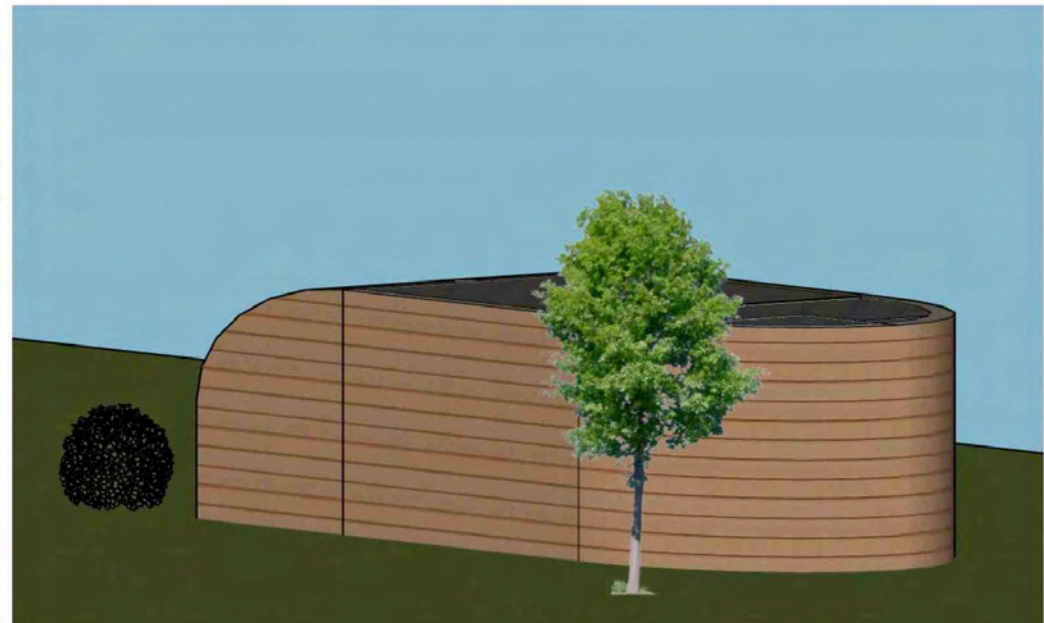


Final interior concept



In my design i have included various 60s patterns materials shapes and ideas in to my model, creating a small tiny home subtle for one.

Final exterior



Achievement

Subject: Design and Visual Communication

Standard: 91337

Total score: 03

Grade score	Marker commentary
A3	<p>The submission uses simple paper modelling to identify and try ideas found within the research images. These ideas are used as the basis of the design possibilities. The context for the design is not revealed until page 9 when we get the addition of windows and doors to show it is a building.</p> <p>Functional and aesthetic qualities are mainly explored from page 15, through the use of the floor plan and 3D views. These views indicate surface finish with materiality and colour, and the function of the space through the furniture placement and use of people.</p>