MADE YOU SEE

Ekaterina Pogodaeva

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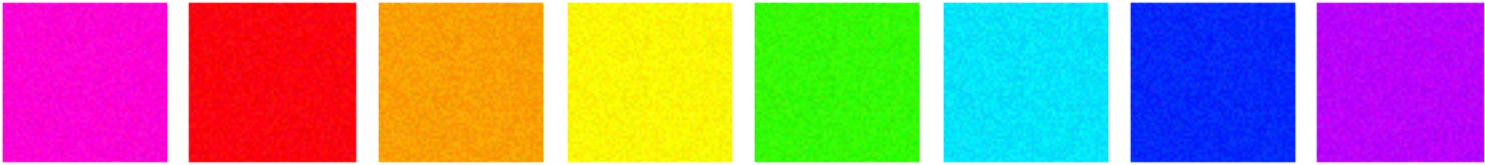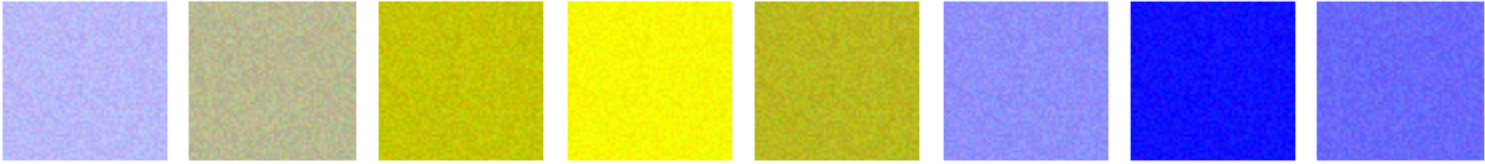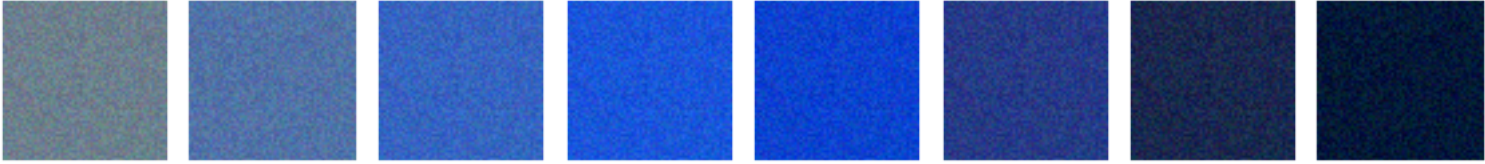
Research & Observations

HUMAN SCALE:
A human interpretation of how color exists in physical world

NON-HUMAN SCALE: A scale that is common across many species other than human

LIGHT INTENSITY: Light reflects within its own space bouncing off objects, creating color

It is unclear whether the colors exist in a physical world. Due to variations of what we perceive as color from pigments to hues, it is impossible to comprehend what exactly color is. As humans we simplify such ideas into color models, color spaces and color wheels.
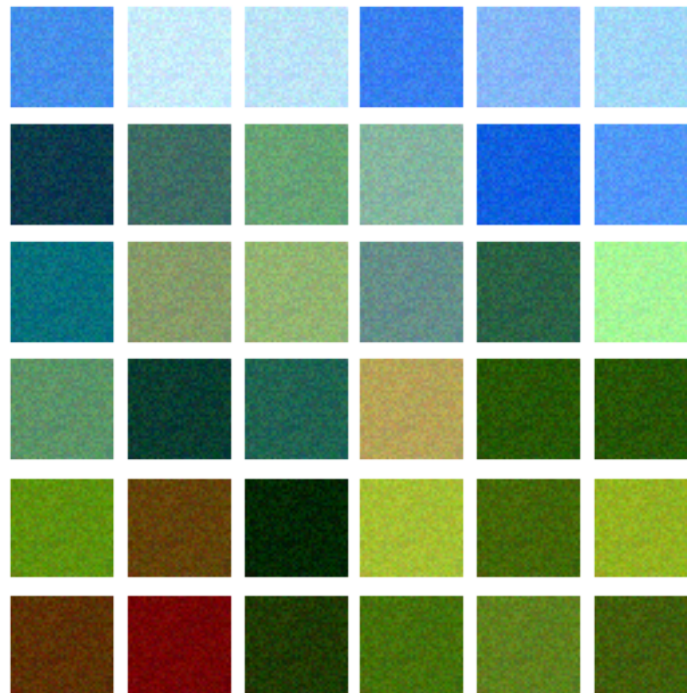
*   Color is defined as the aspect of things that is caused by differing qualities of light being reflected or emitted by them. To see color, you have to have light. When light shines on an object some colors bounce off the object and others are absorbed by it.
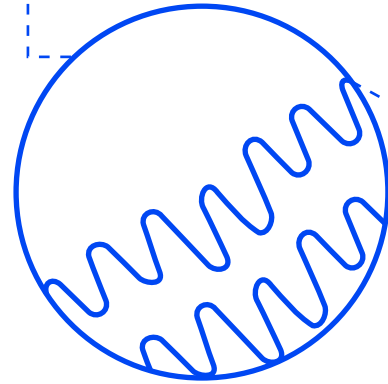
Blue

/bloo/

of a color intermediate between green and violet, as of the sky or sea on a sunny day.
INFORMAL
(of a person or mood) melancholy, sad, or depressed.

cons allow us
to see color

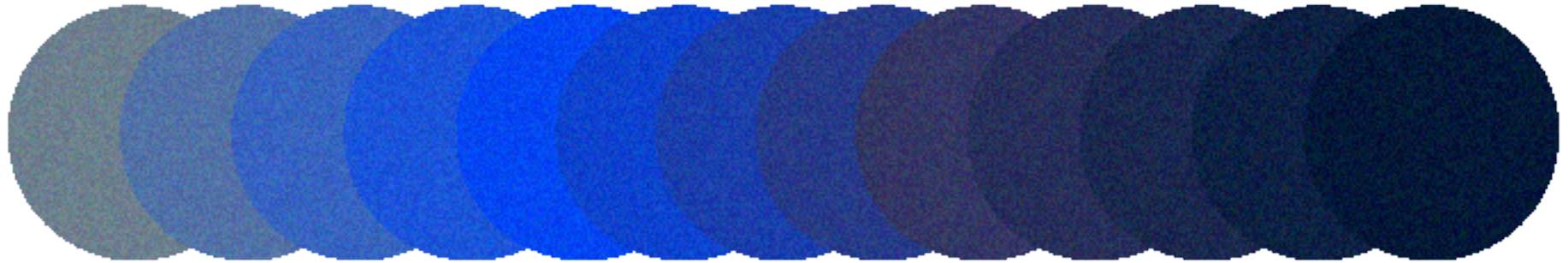Part of human
brain responsible
for seeing color

450 nanometers   495

Due to abundance of colors creating archive based on all of them would lead to numerous variations that may not git into the scope of this project, thus it is important to set scale.
Color Blue was chosen to repsent such scale in terms of this project due to its versatile qualities.

"Girls wear pink,
Boys wear blue..."

*In Western culture Blue is often
used in comparison of
objects/concepts*

"Black wins, red
wins, blue looses"

*Blue is commonly
associated with feeling
melancholy*
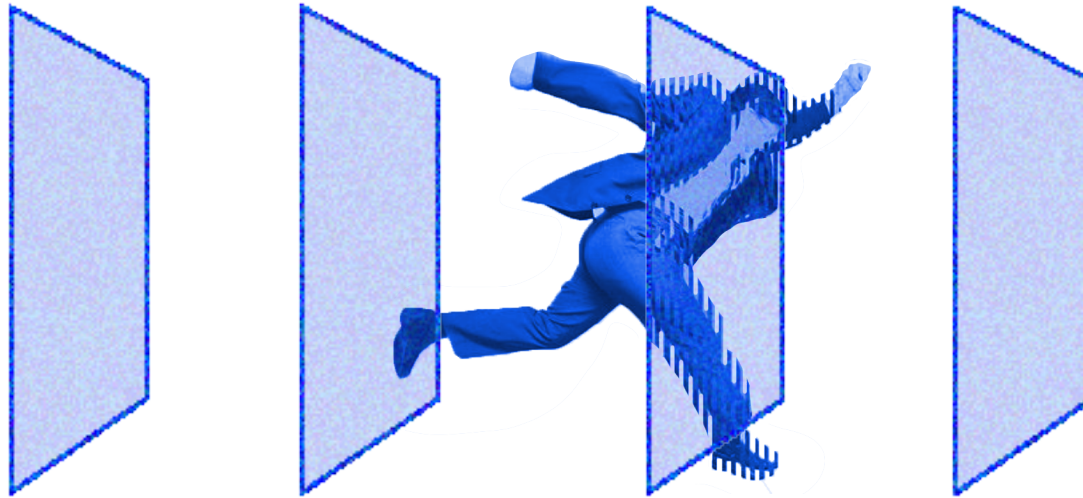
The user of this archive will
have to understabd all the
parameters in which the
color blue exist. Since the
archive is intended to be
used by a designer who
choose to create in the
Western culture, they would
have to understnad all
aspects that the underlined
meanings of the color – – – – *BLUE*

4

Ultramarine, Cobal. Indigo, Prussian Blue. Egyptian Blue, Woad. Electric Blue, Cerulian. YlnMn, Virginal Blue. Navy Blue, Royal Blue. Light Blue, Sky Blue. Carolina blue, Yinm.

"...everyone even nonsighted, posesses a special receptor that senses blue light..."

"...present in the highest concentrations in early daylight which sets our circadian rhythm ..."

"The secret Lives of Color" St. Clair.

colour that symbolizes trust, security, and authority—a reason why many American banks, such as Citi and Bank of America, use blue for their logo.

Opportunity for Design

The primary goal of this opportunity is to expand human color experience, in order to shift color design boundaries to capture the experiences of the nonhuman and create opportunities to make potential designs more universal*.

The opportunity will present itself through a universal and ever-expanding archive that depicts object through non-human color perspective.

VOL 1

VOL 2

Design Process

MODERATOR:
Manages the digital platform. In charge if filtering through the suggested content and curating monthly Volumes for the users.

USER:
A subscriber that gets to interact with the content (download, learn, add, suggest, etc.) and receive monthly subscription Volumes.
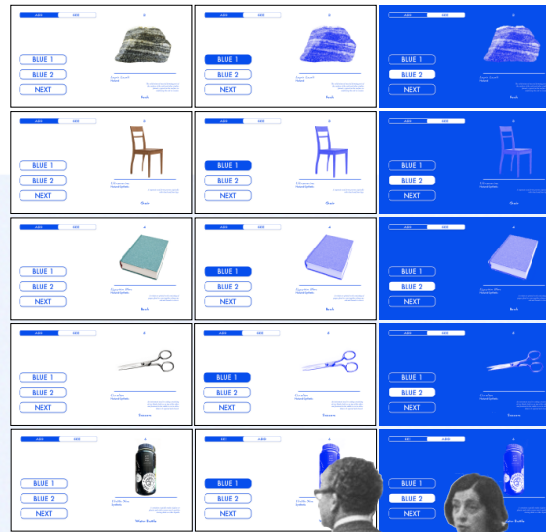
VOL 2...
Physical volumes are curated by the moderator and are sent out monthly to the subscribers. They will differ in sizes and content, but will always take a shape of a box with pages depicting selected objects.

ARCHIVE:
Results in a collection of knowledge that shifts human color perspective.

SUBSCRIPTION:
Once the user subscribes they have unlimited access to the digital volumes as well as monthly curated physical Volumes.
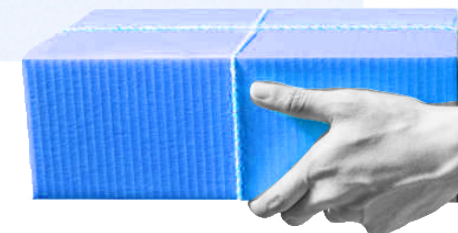
Product Outcomes

Volume 1 is a digital archive that is open to anyone who choose to expand their color experience or upgrade their design practices beyond human. It is an ongoing and ever-expanding archive that is designed to be fully interactive: from color filters to the data that is uploaded to the archive.

It is intended to be used as a source or reference in any practice that the user decides to expand.
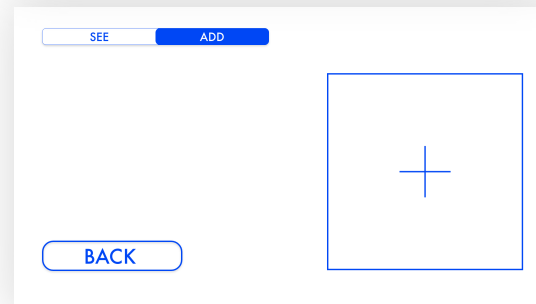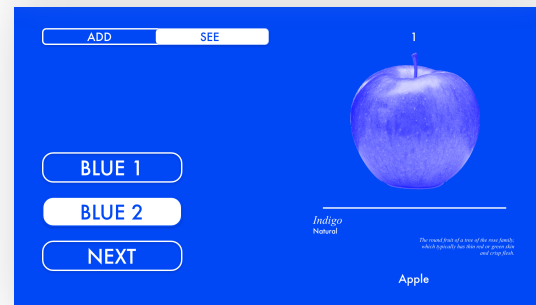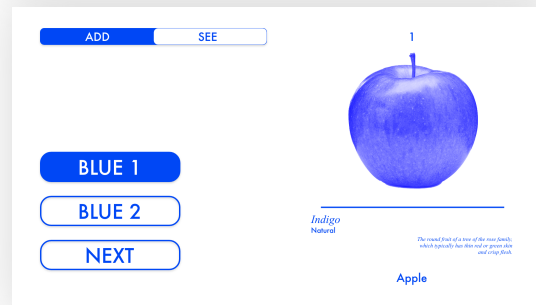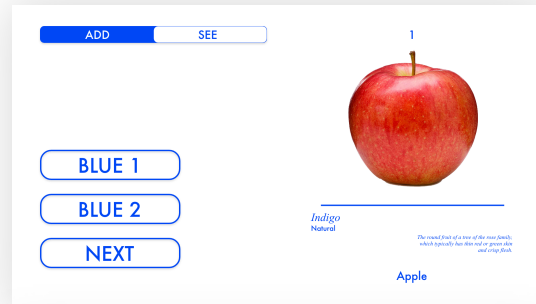
ADD: with an abundance of what human consider "everyday objects" any user interested in using or accessing the archive have a possibility of suggesting or adding an "everyday" object to the database.

Every suggestion or added item will be chronologically recorded so that future volumes of the archive have order and organization in both digital and physical forms.

VOL 2

The simplicity of the artifacts brings attention to the visual changes that exist outside human environment.

The artifacts exist within non-human environment as they can only be seen through color distorted prism.

8.5 inch

2 inch

6.5 inch
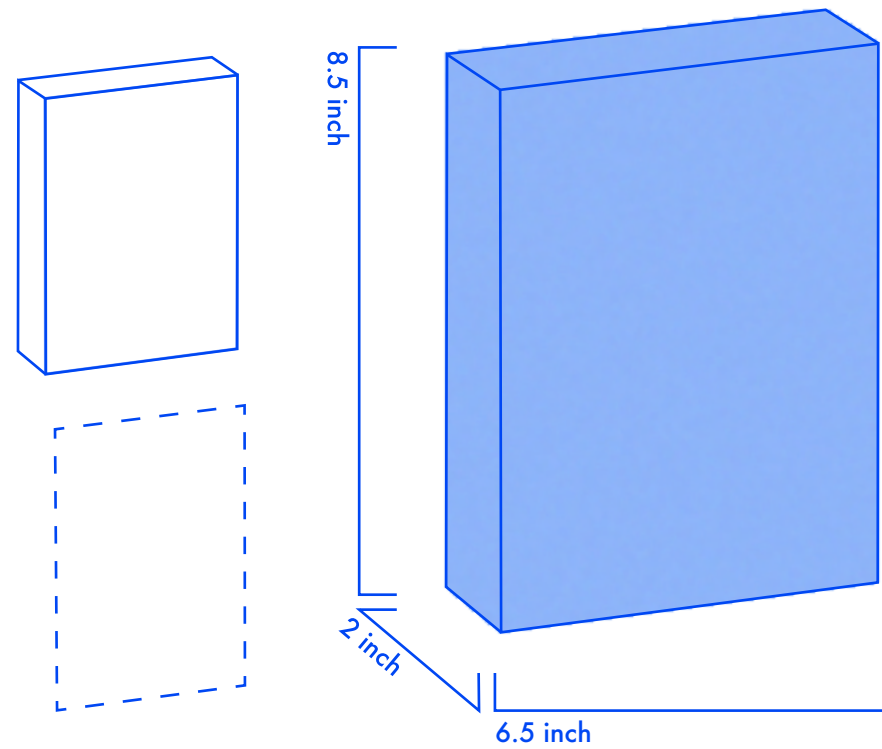
A physical archive made out of clear color treated material that stores selected artifacts.

VOL 2   VOL 3   VOL 4   VOL 5   VOL 6

ARCHIVE

The archive would be divided into categories of blue which strach from Indigo to YlnMn Blue.

The significance of such organization is in the origin of color. Each of the pigments used to divide a sectin of the archive vary in their nature.

Organic vs Inorganic
Created by Humans vs Non-Humans

All of the objects in the section that they are placed in will be a representative the pigment's natural degree.
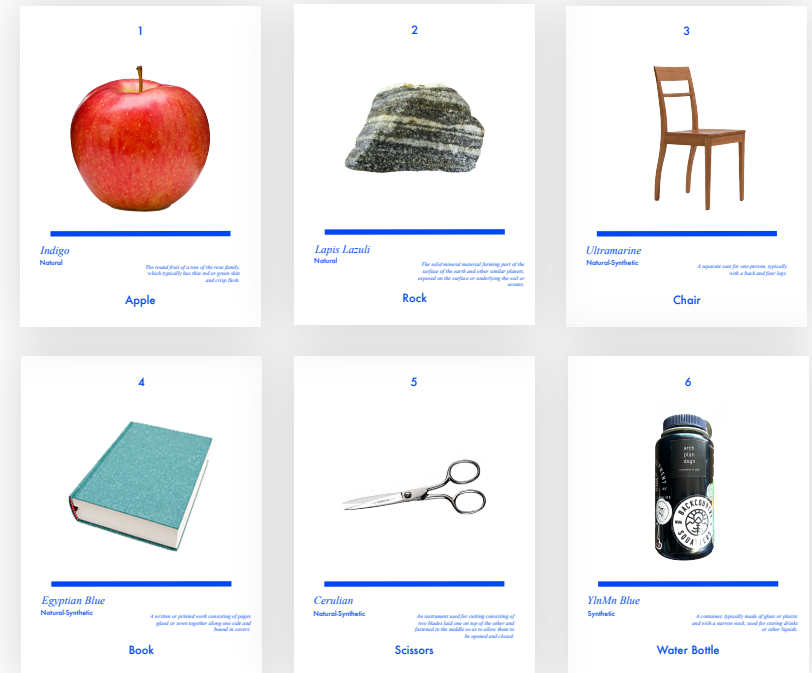
Since Lapis Lazuli is an Organic, Non-human made pigment the objects in this section will most likely resemble the properties of Lapis Lazuli.

The sorting of objects is somewhat subjective.

1

Indigo
Natural

The round fruit of a tree of the rose family, which typically has thin red or green skin and crisp flesh.

Apple

2

Lapis Lazuli
Natural

The solid mineral material forming part of the surface of the earth and other similar planets, exposed on the surface or underlying the soil or oceans.

Rock

3

Ultramarine
Natural-Synthetic

A separate seat for one person, typically with a back and four legs.

Chair

4

Egyptian Blue
Natural-Synthetic

A written or printed work consisting of pages glued or sewn together along one side and bound in covers.

Book

5

Cerulian
Natural-Synthetic

An instrument used for cutting consisting of two blades laid one on top of the other and fastened in the middle so as to allow them to be opened and closed.

Scissors

6

YlnMn Blue
Synthetic

A container, typically made of glass or plastic and with a narrow neck, used for storing drinks or other liquids.

Water Bottle

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Produced from a plant of true indigo

A mineral that is crushed and powdered and used as a pigment. The more it is ground the light the color becomes.

The finst lapis lazuli powder that is purifie into it a specific blue color shade.

First artificial pigment consisting of sand, copper and natron that are crushed then heated.

Produced by combining copper and cobalt oxide.

Inorganic compound of yttrium, indium and manganese. Accidently discovered through a chemical reaction.
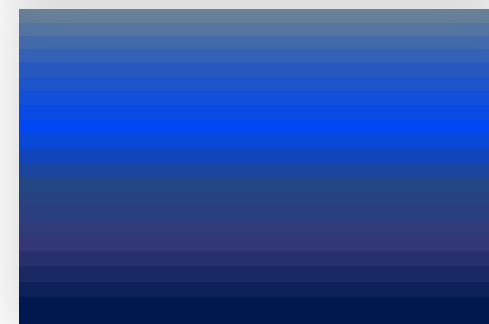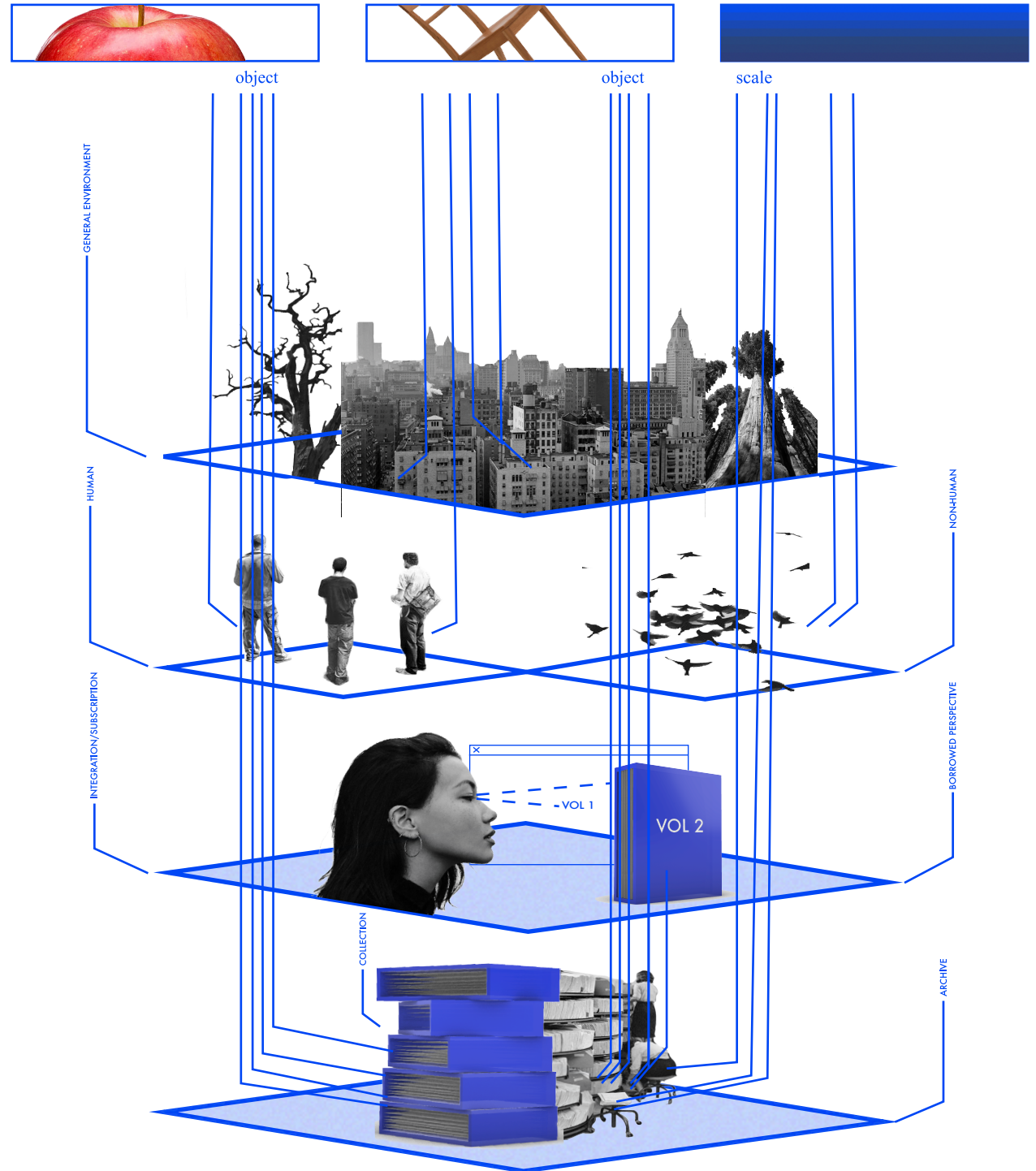
Impact

Color spaces are innately human. Designing within those spaces leaves out a nonhuman perspective making designing human centered. This archive serves as a data base of non-human perspective in order to expand human color experience beyond what is known and rethink design practices in terms of non-human.

Programming design systems

The archive will create a relationship between human and non-human preception of color that didn't exist before. It would be a hiarchy of sorts that allows humans to expand their color experince level by level or VOL by VOL...

object

object

scale

GENERAL ENVIRONMENT

HUMAN

INTEGRATION/SUBSCRIPTION

COLLECTION

NON-HUMAN

BORROWED PERSPECTIVE

ARCHIVE

VOL 1

VOL 2

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