

SFAN

Superfan For A Night



By Sher @sherlearns

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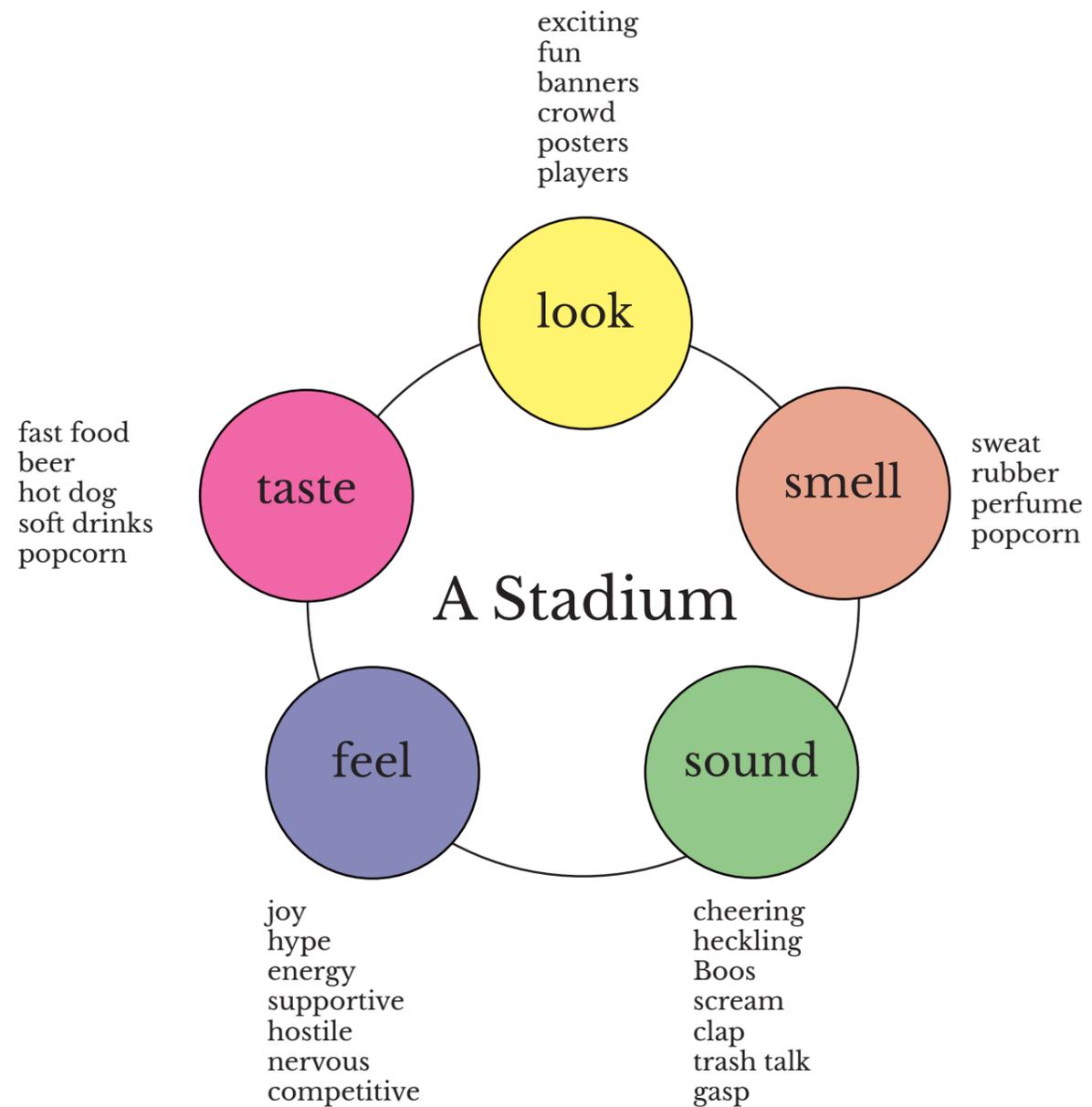
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LAB

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STUDIO

Brainstorming



EXCITEMENT!

is the atmosphere I am going for

Precedents

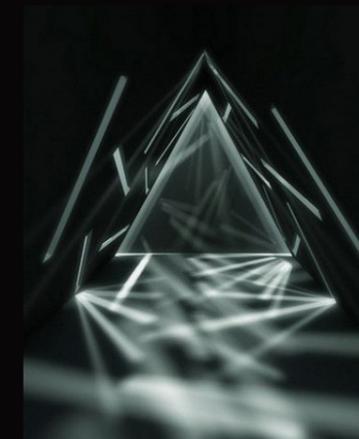


Collage



This is the picture that I took when I watched an NBA game for the first time. I was so excited when I bought the tickets all the way until I left the arena. It was the most excited I've been in my adult life. The memory of watching this game became the original inspiration for this project.

The other precedents inspired me in regards to lighting and photography angle.



Light Box Design, Kai L, 2008



Private Suit, Staples Center, 2020



NBA Stars on Tunnel Trash Talk, Bleacher Report, 2018



Students Precedents, Stella Chau, 2020

Concept models

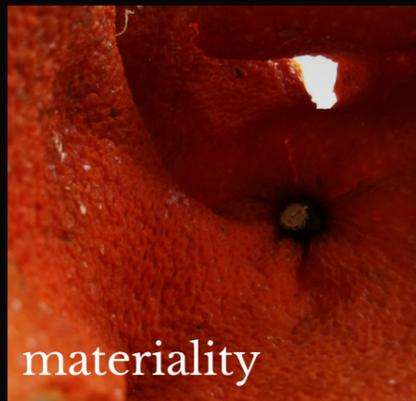
sound



temperature



materiality



perspective



scale

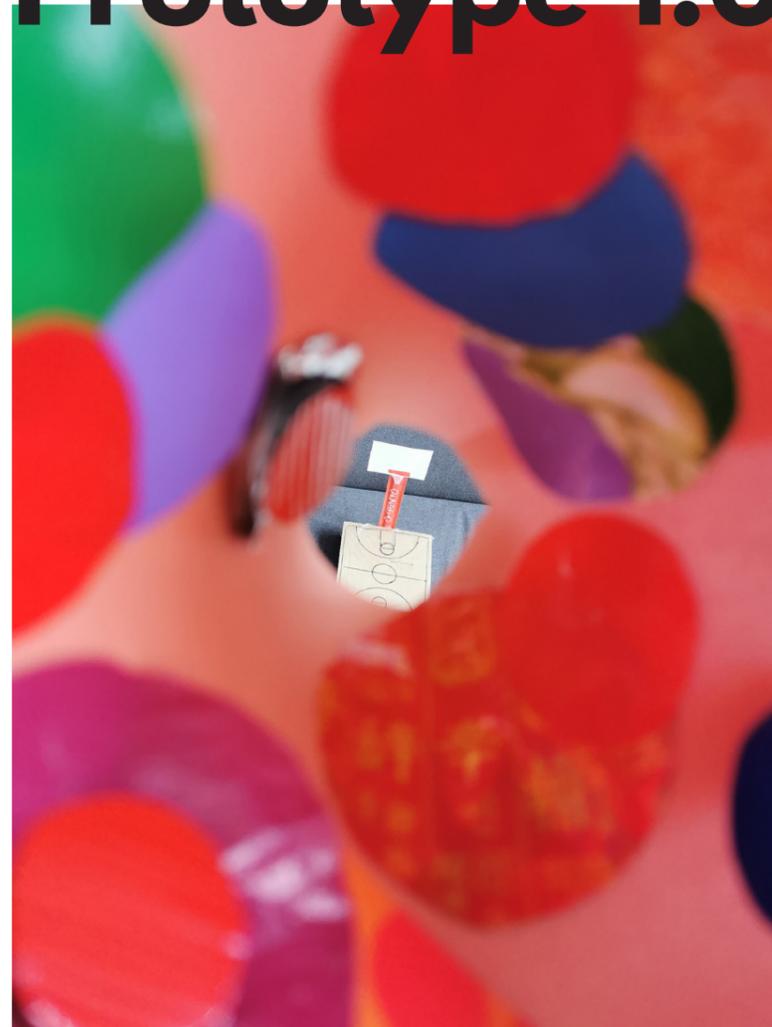


surrounding objects



Red, orange, and yellow colours represent excitement well.
Lighting and temperature will play a crucial role in creating the atmosphere.

Prototype 1.0



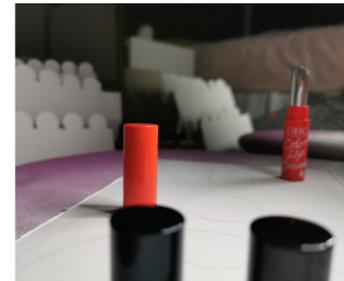
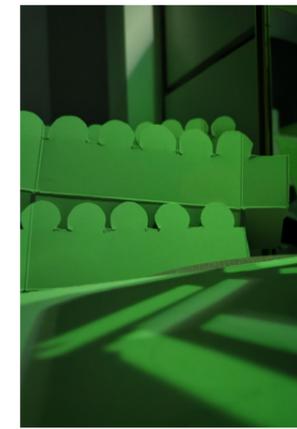
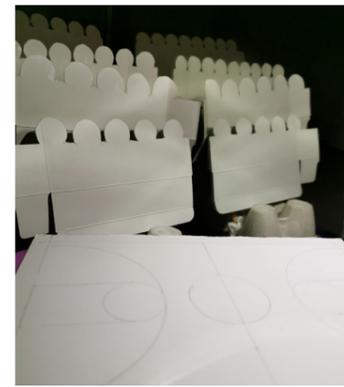
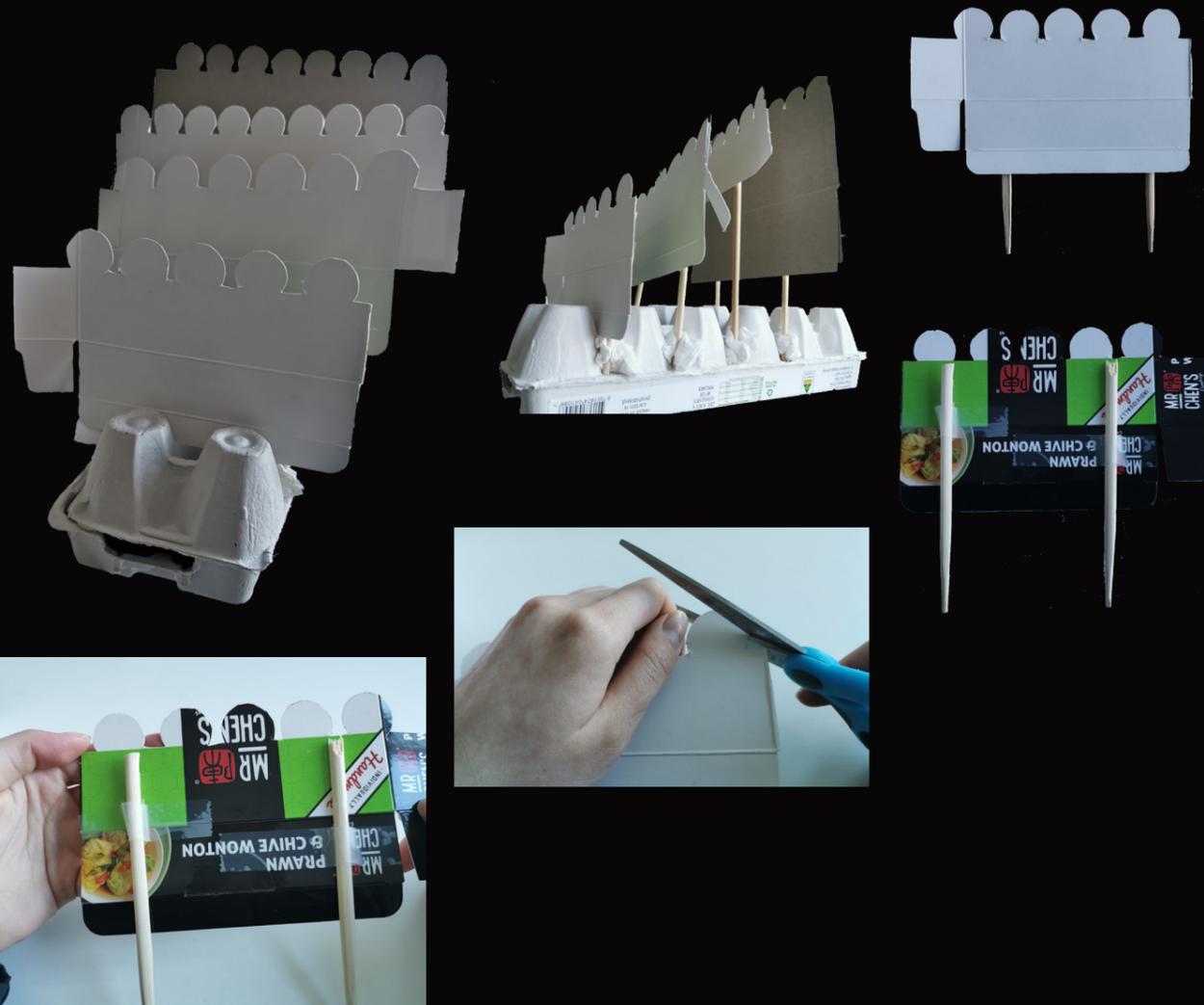
“I really love the use of colors. I think it works particularly well to convey excitement.”

- Yuxin Song

Prototype 2.0

Started with creating audience using cardboard and egg cartons.

Excitement is created by the presence of audience. The best games always attract audience.



Experimented with camera angles and lighting.

The tunnel angle works best, so I added the tunnel to the prototype.

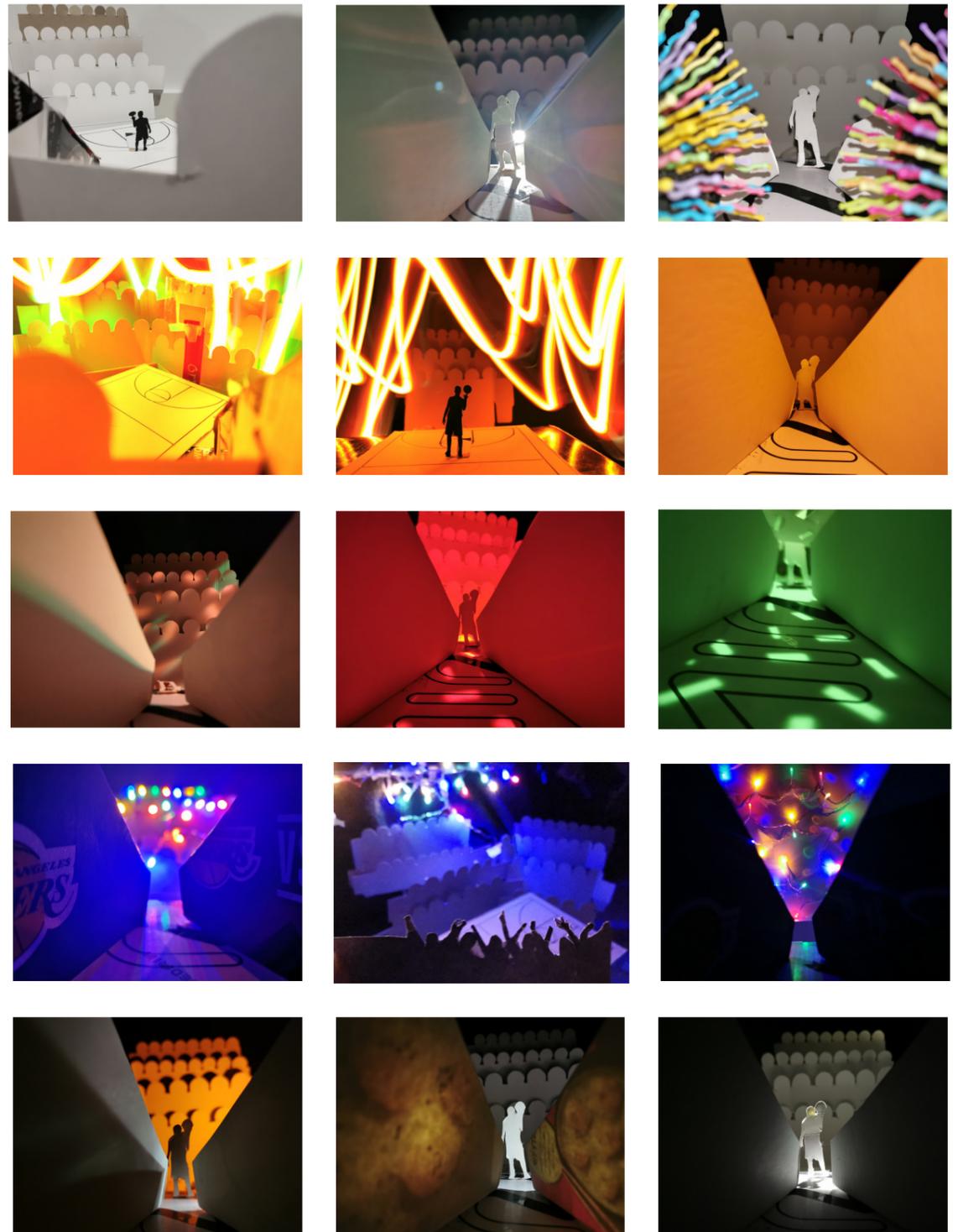
“Try using cheerleader color scheme.” - Cherry

Prototype 2.5



Photography experiments

“You can test the process of photographing from different viewpoints.”
- Anna Conrick



Prototype 3.0 (final set-up)



Image sequence

START



FINISH

LAB

Publication analysis

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THE DESIGNERS, ARCHITECTS AND PRODUCTS FEATURED THIS MONTH

How many columns are there?

There are three columns.

How have they treated the margins and gutters?

The margins are 7mm while the gutters are 2mm.

How has the type been used?

It's Bodoni Recut FS Regular for "TABLE OF CONTENTS" and "FEATURES". The body texts are aligned left with a simple typeface that represent the elegance of an

architecture magazine. Font sizes used for the title and subheadings are big so it's glance-able.

How has colours been used?

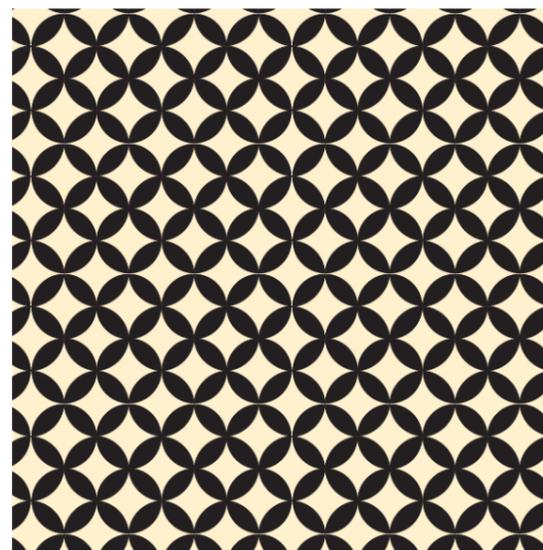
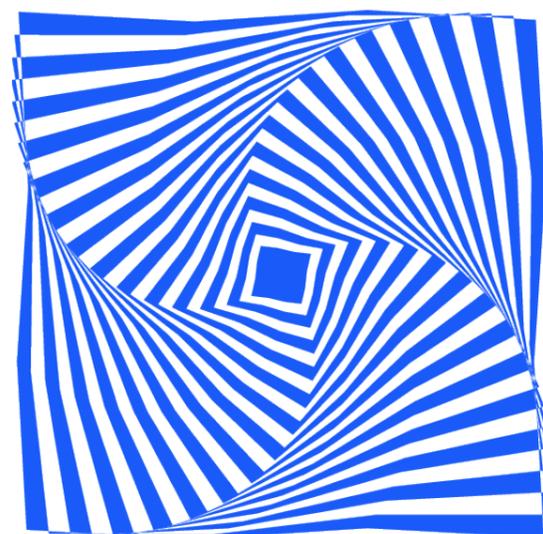
Colours are used only on the images as the focus point as the texts are only in black.

How has images and type been positioned and sized to form a visual hierarchy?

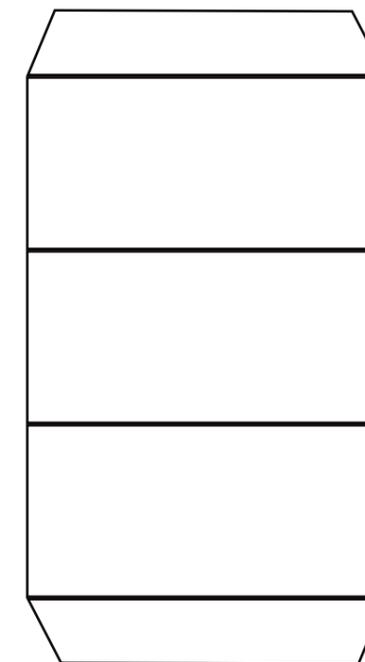
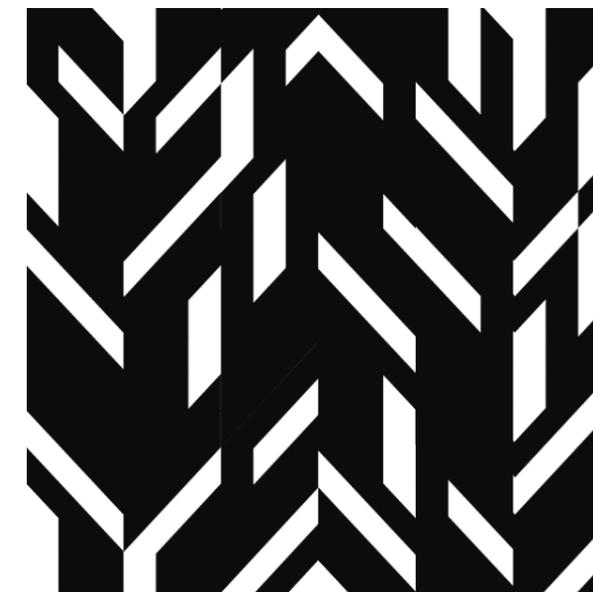
Table of contents has the biggest font as it's the title. Caps lock is used for

the subheadings so the eyes will read it first. The images are bigger than the texts as the central focus of the magazine. The images' equal sizes mean equal importance.

Patterns & Cut-out



Black and white pattern for
prism printable template.





First experiment with the cut-out. Although the pattern was too big, it translates well when I experimented with the lighting.

Pattern & light

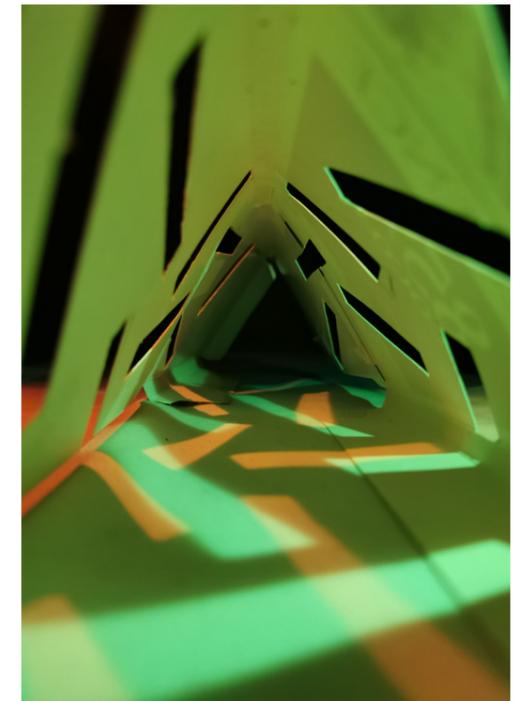
atmosphere: excitement



This might be suitable to be incorporated to the model photography.



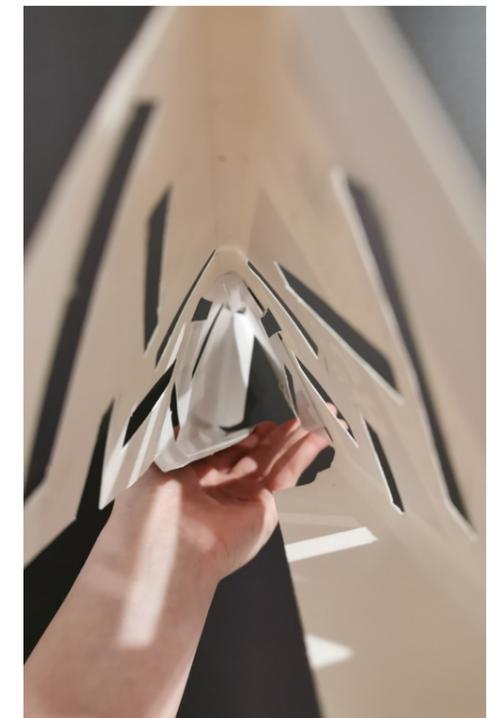
atmosphere: isolated



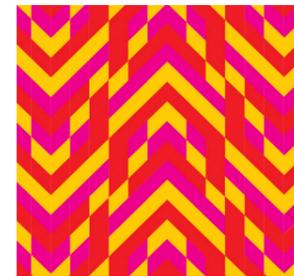
atmosphere: anticipation

This is the second cut-out, this time with smaller pattern but the triangle prism is longer.

The carton was too thin, so some of the light shone through.



Combined images



Object: Pattern
Type: Vector image



Falling Confetti Over Black Background, Nimedia, 2020

Object: Confetti
Type: Raster image



Curry Png, pngio, 2020

Object: Steph Curry
Type: Raster image

EXCITEMENT! EXCITEMENT! EXCITEMENT!
EXCITEMENT! EXCITEMENT! EXCITEMENT!

A publication about excitement.