

FLOCK

Design concept:

Birds are classified into different levels of protection, including domestic birds, common birds and rare birds. People usually think that the decline of birds is due to environment-damage, climate-change, human and other reasons.In fact, some birds'living habits lead to extinction.

Questions:

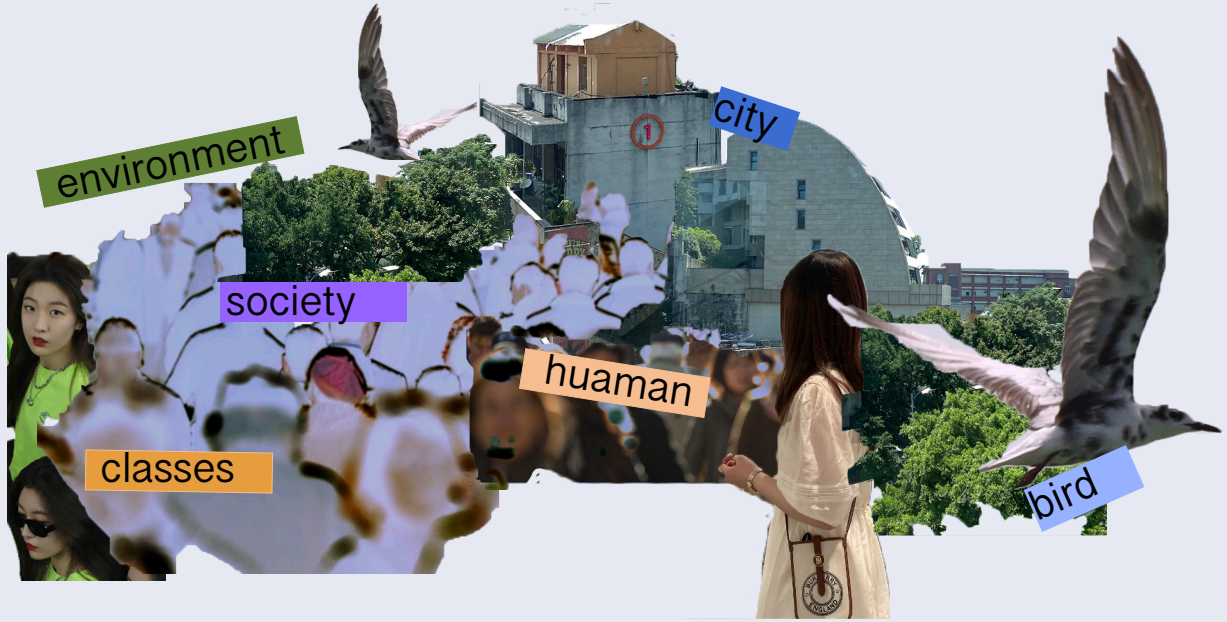
Who gives the distinction to the birds?Do rare birds extinct due to external factors of environment or internal factors of themselves?Whether the classification of birds can reflect the microcosm of human society?

▶ Video link:<https://youtu.be/lf1DkpVJmeo>



BACKGROUND

Nowdays, it is increasingly difficult to see birds. At the same time, the relationship between existing birds is constantly changing. There are different definitions of bird species which birds are classified into different protection levels. As in human society, classes always exist.



Resarch in different birds

Birds mainly After investigation, birds are generally divided into three categories: fowl and domesticated birds, common birds, and rare birds.



Rare birds includes kakap, thorn birds and so on.

PROTECTION LEVEL

BIRD CLASS?

Common birds have a wide range, including swans, Robins (mockingbirds), etc.

RULE MAKER

MIND MAP

I used the novel Wuthering Heights to represent the class and difference of birds, and also to reflect the class distinction of people. Catherine represents domestic birds, Heathcliff represents common birds, and Hindley represents rare birds.



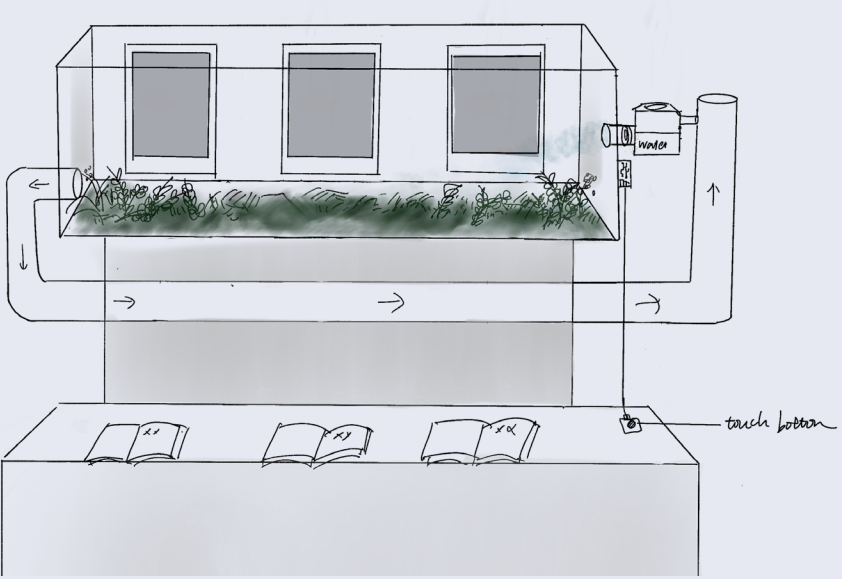
INSPIRATION

Why some birds are protected while others become food for people? What on earth cause birds to be divided into different classes like human beings? Why did humans become the discriminator of bird levels?

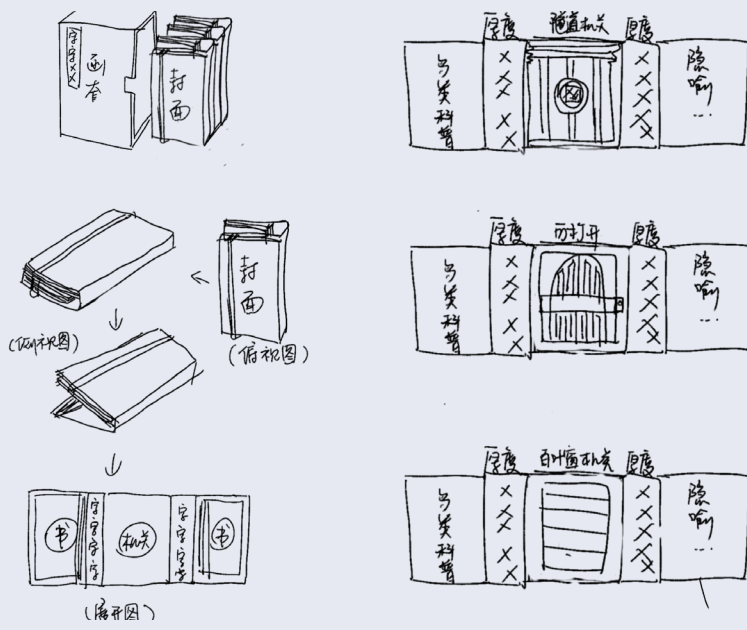
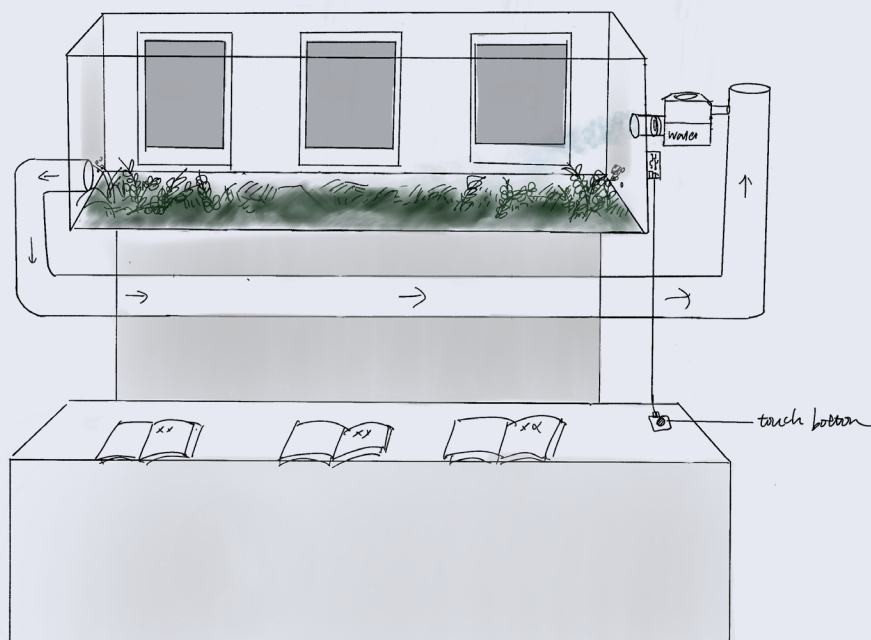
SKETCH

At the beginning, I chose to present the form of the book with a jacket, a heart fold and a horse tack. There were three books wrapped in a letter set, each responding to the three kinds of birds in the theme. Each single book is packaged in two folds for the appearance and the left and right sides are presented in the binding way of riding nails.

Initial concept



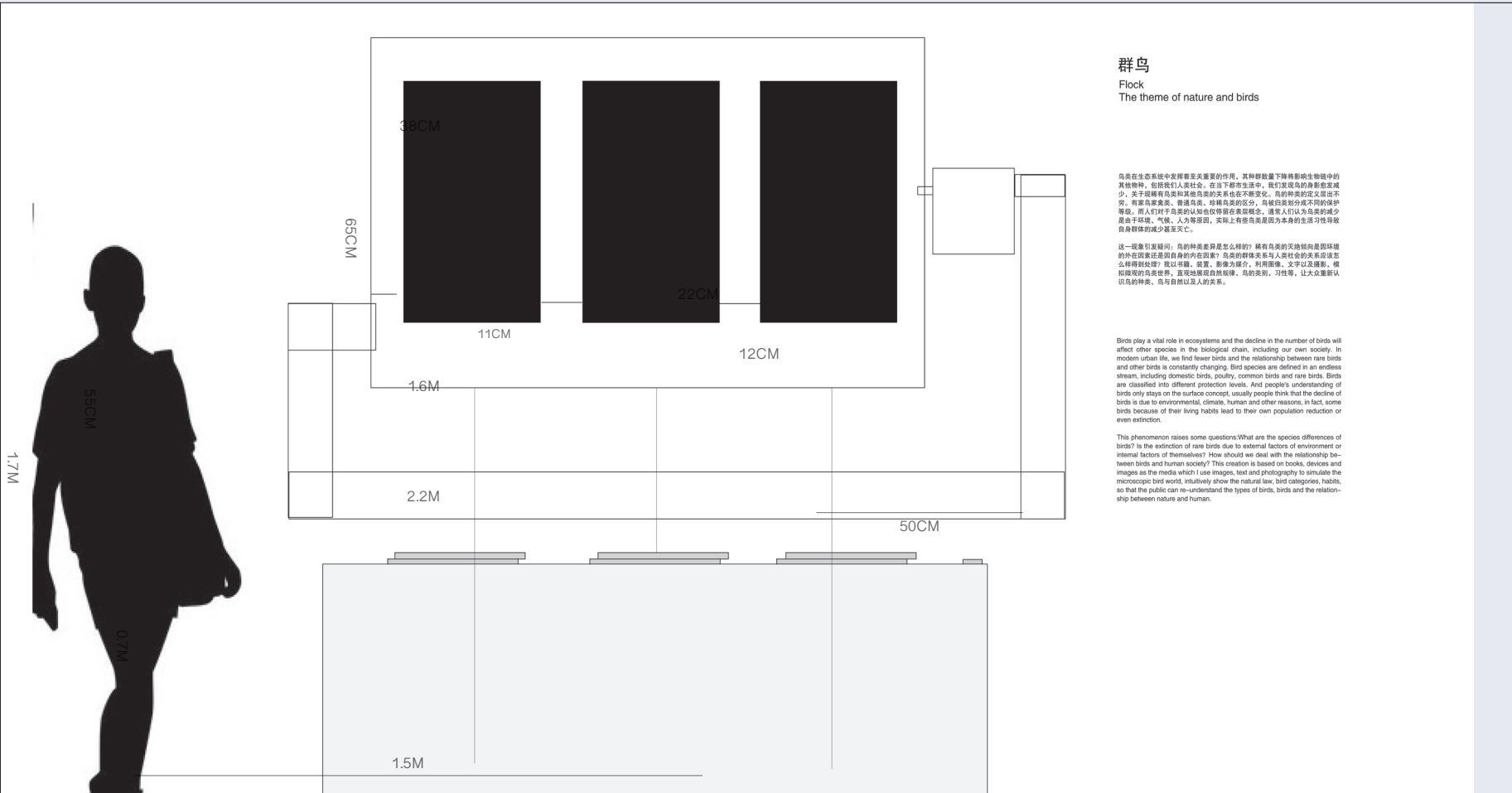
Final concept



However, in the process of making samples, I found that such a complex binding method is actually to stick two riding nails respectively on the large cover of the hardcover hard shell. The ordinary riding nails are not much different and it is not much special significant that I only pursued the appears to be a bit of sensationalism.

Therefore, I abandoned the original complex binding form, and replaced it with a simple three separate horse-bound books.

Exhibition sketch



VISIUAL PROCESS

Field filming

I took a lot of photos of different birds through on-site photography, and closely observed their **appearance characteristics, lifestyle habits, etc.** to screen these birds.



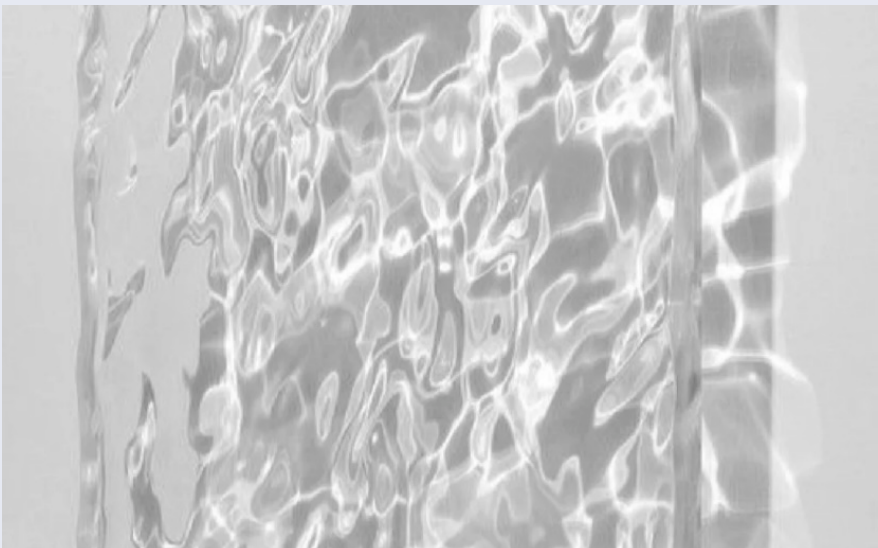
Device research

Based on the device form envisioned in the sketch, I visited different exhibitions and observed in detail some device forms that share similarities with my ideas.



Material selection

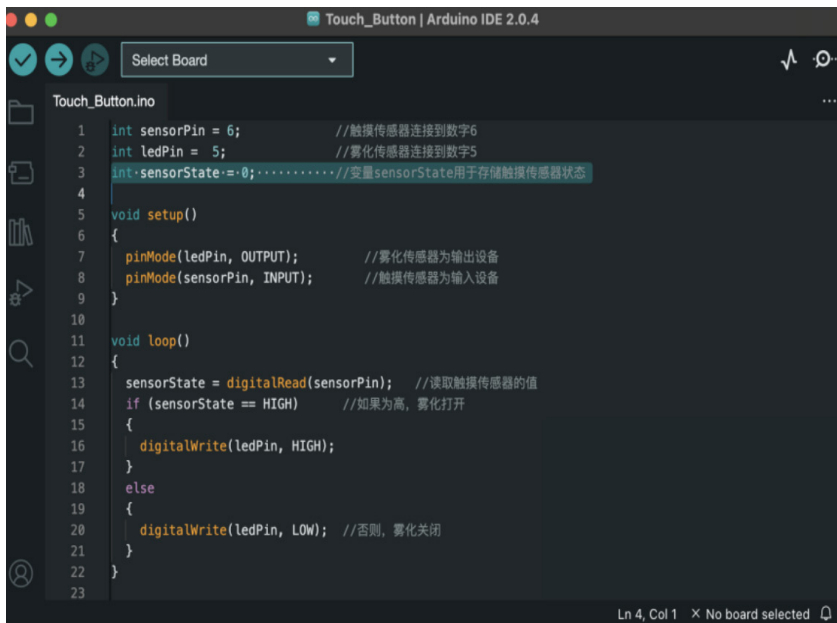
I choose Coated paper for books because Coated paper can give people a sense of **humor and ironic.** I chose acrylic as the carrier for the device because it has a **certain degree of load-bearing capacity and transparency.**



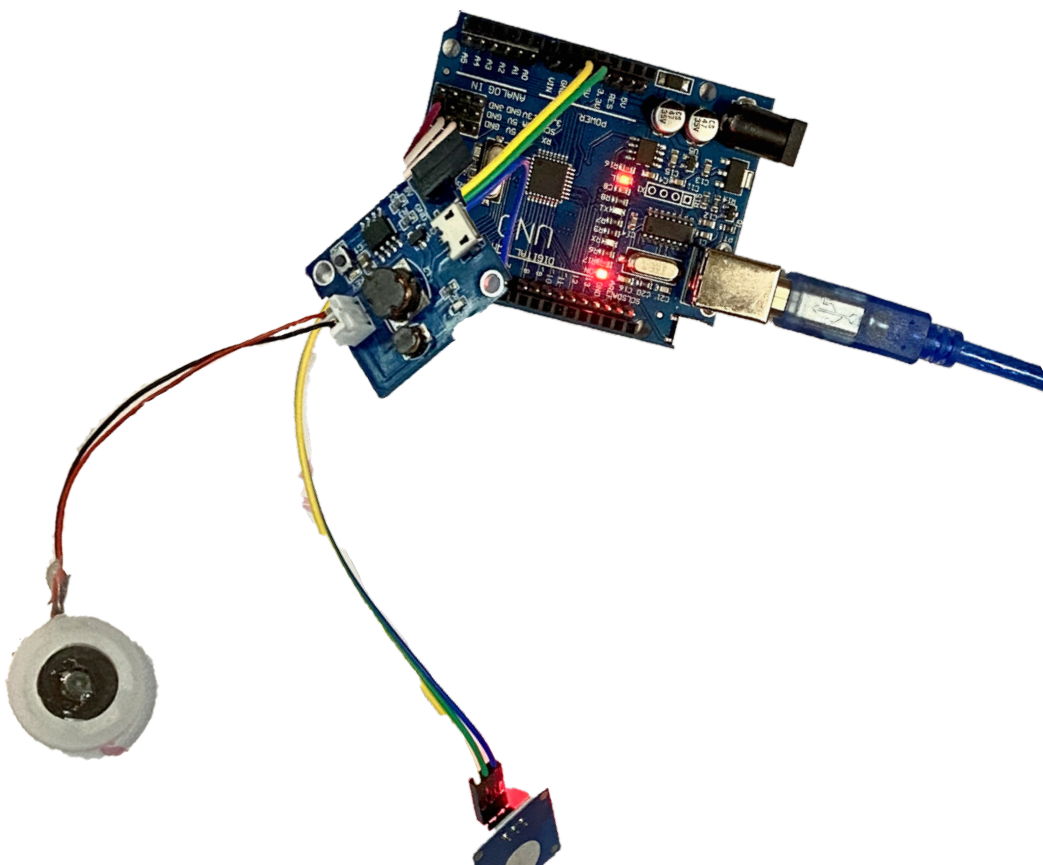
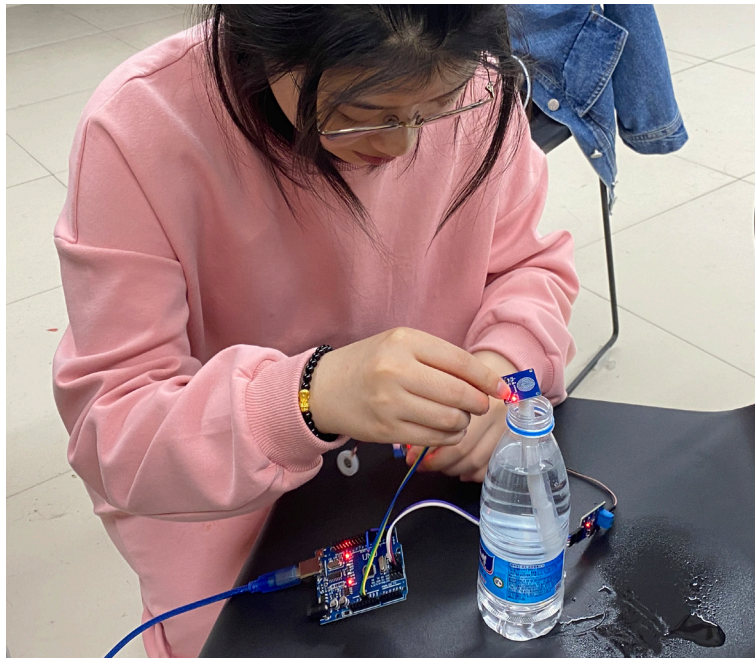
CODE TEST

Principle

I used Arduinio and programing in this project so that viewer can interact with the device. The programing can control **the spray of mist used by ultrasonic fog shee.**

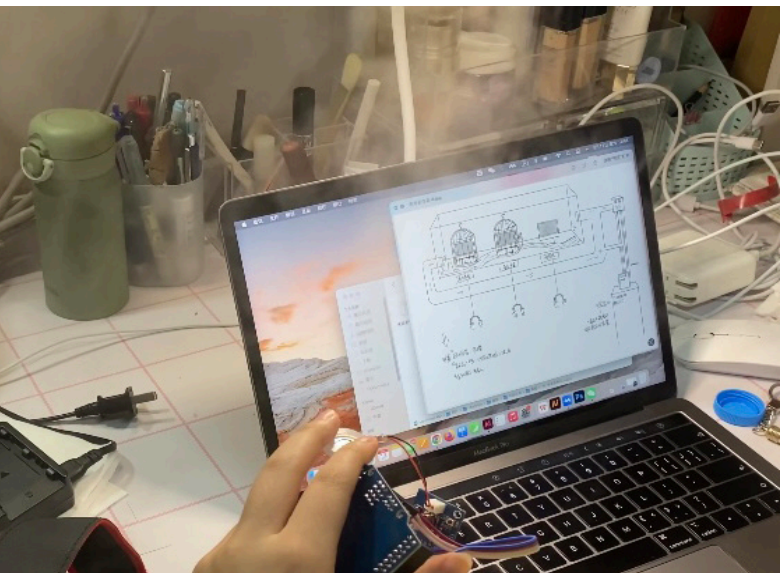
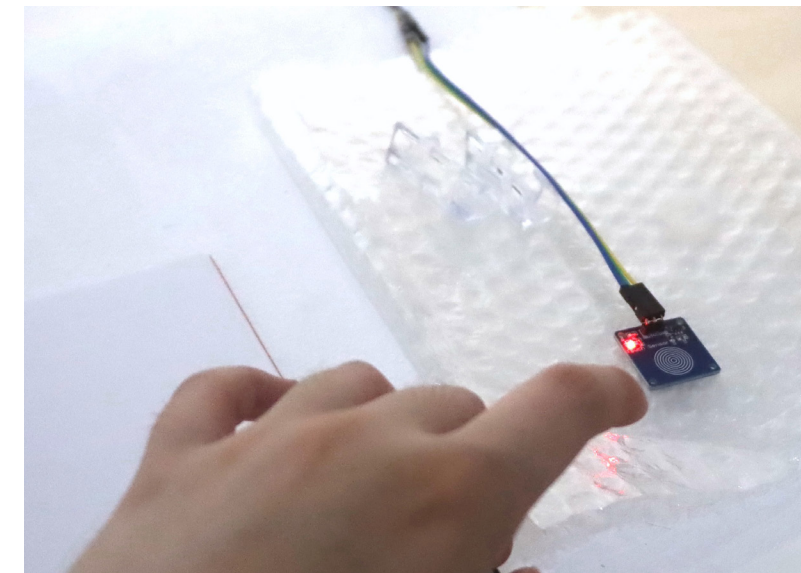


Experiment&assembly



Preliminary test

When finger touching the sensitive edgethe ultrasonic mist will start to spray, and when the finger is **released, it will stop spraying.**



Build the device

- Measure the size
- Fixed the acrylic
- Stick the interface
- Install the Arduinio board



BOOK PRESENTATION

Rare bird



Common bird



Fowel&Domesticated bird



FONT DESIGN

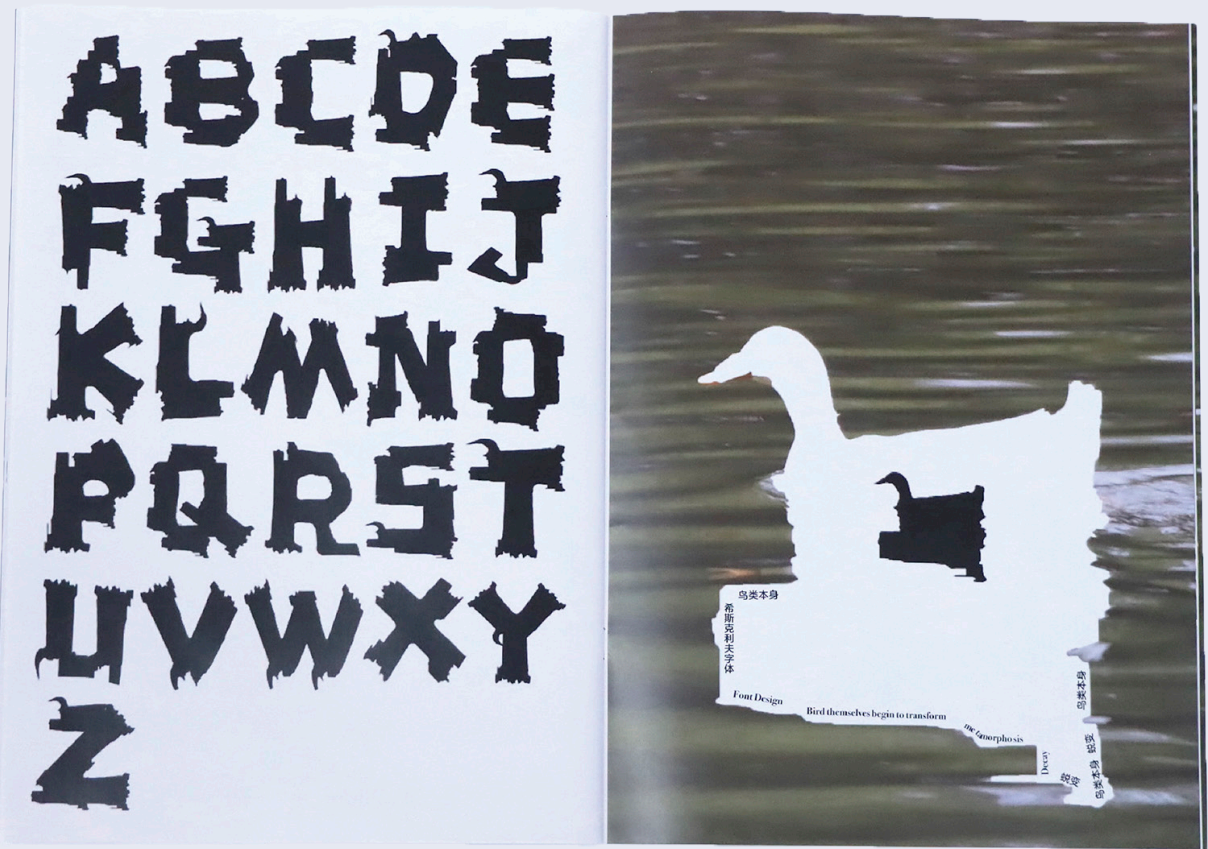
3 kinds of fonts

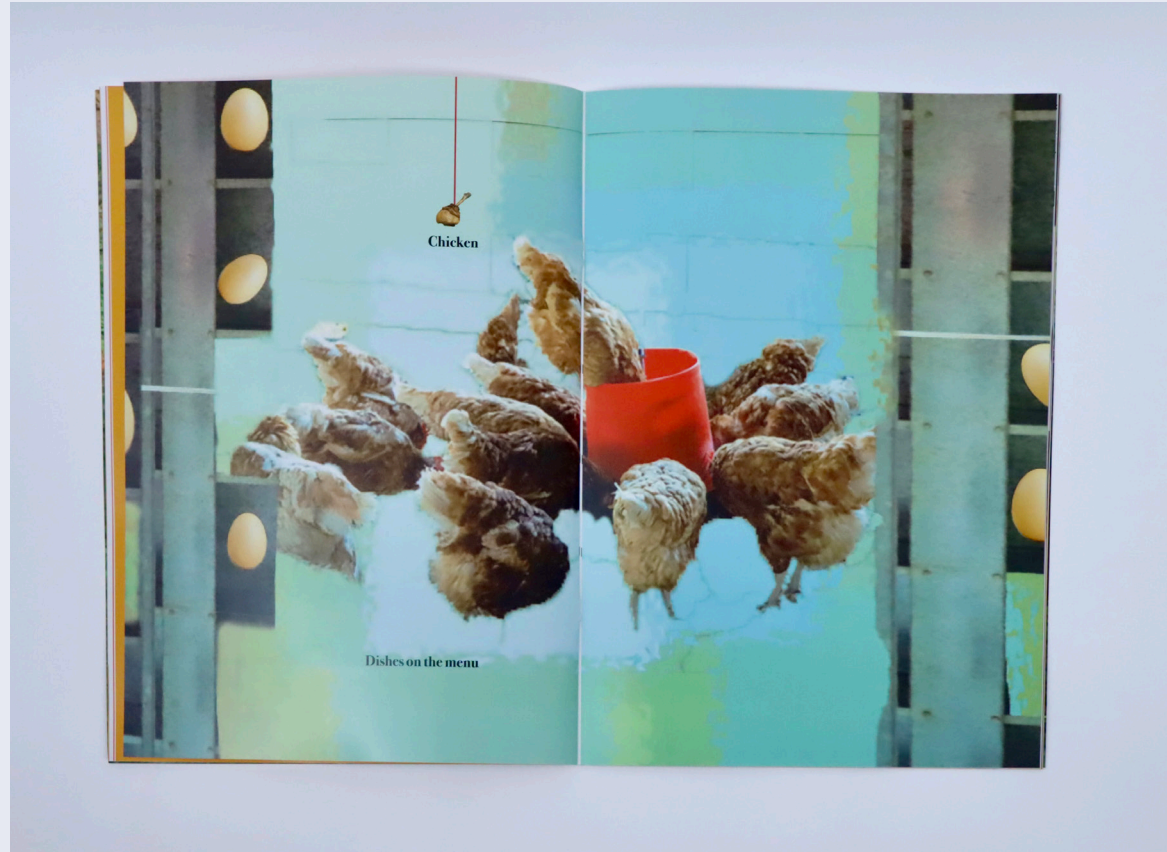
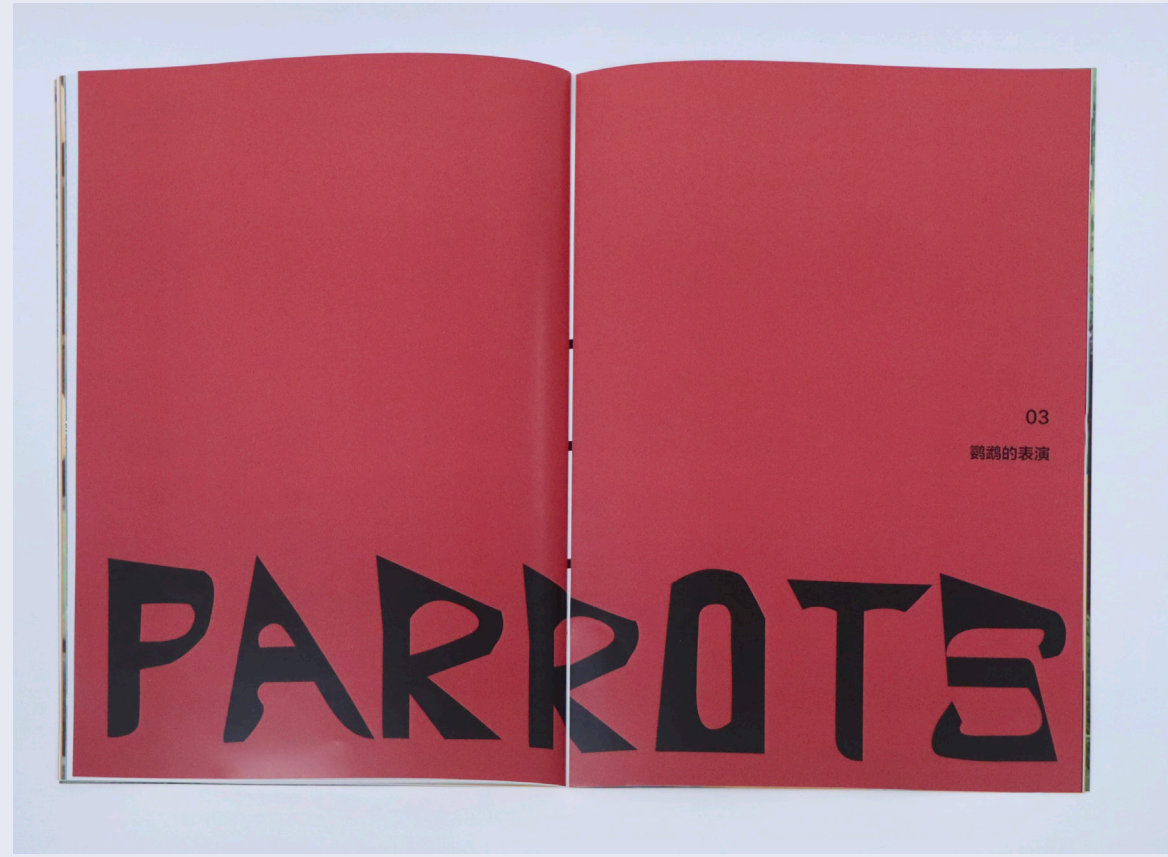
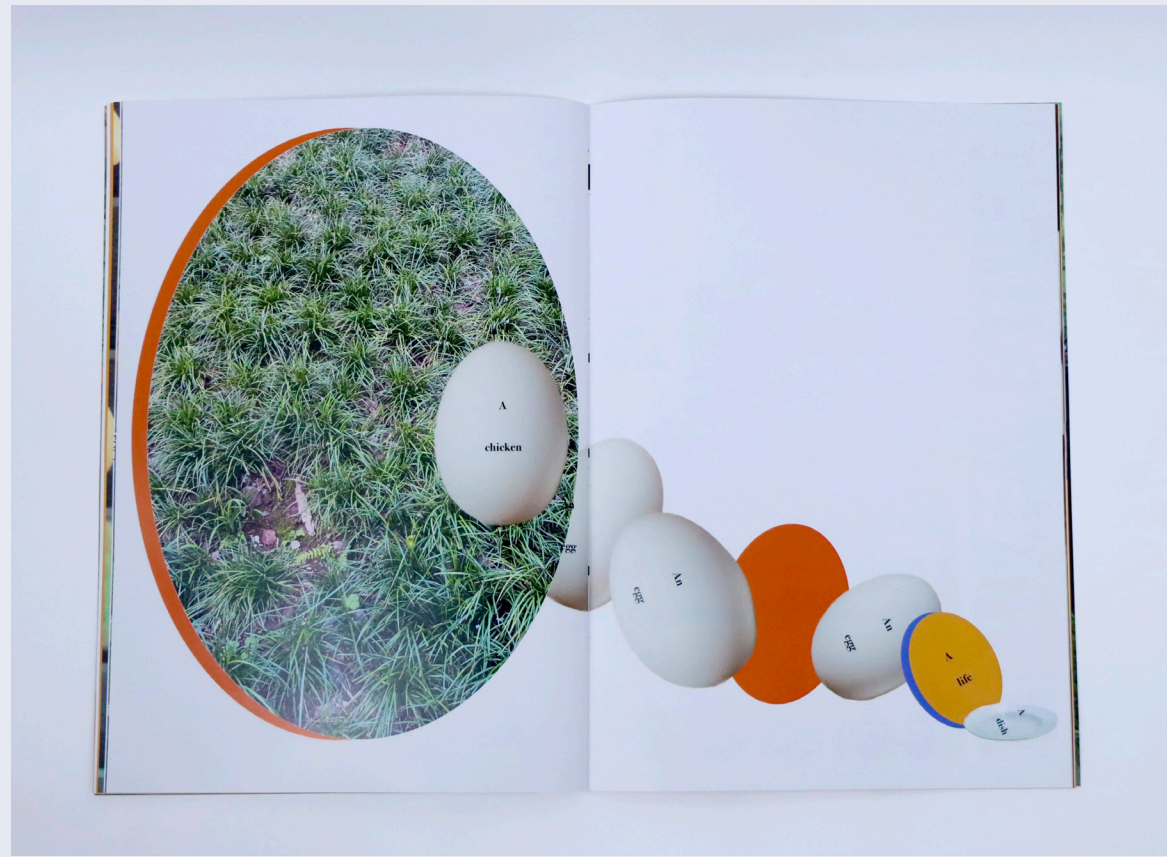
I designed three different fonts based on three different birds.

Domestic birds and fowl are trapped in fences all their lives, so I designed with elements of fences to show a feeling of self-imprison;

Ordinary birds are their own freedom without too much restraint, so I use the silhouette shape of the bird itself to redesign;

Rare birds mostly rely on wetlands and forests to survive, so I use create a sense of environment to design.





VIDEO OUTCOME

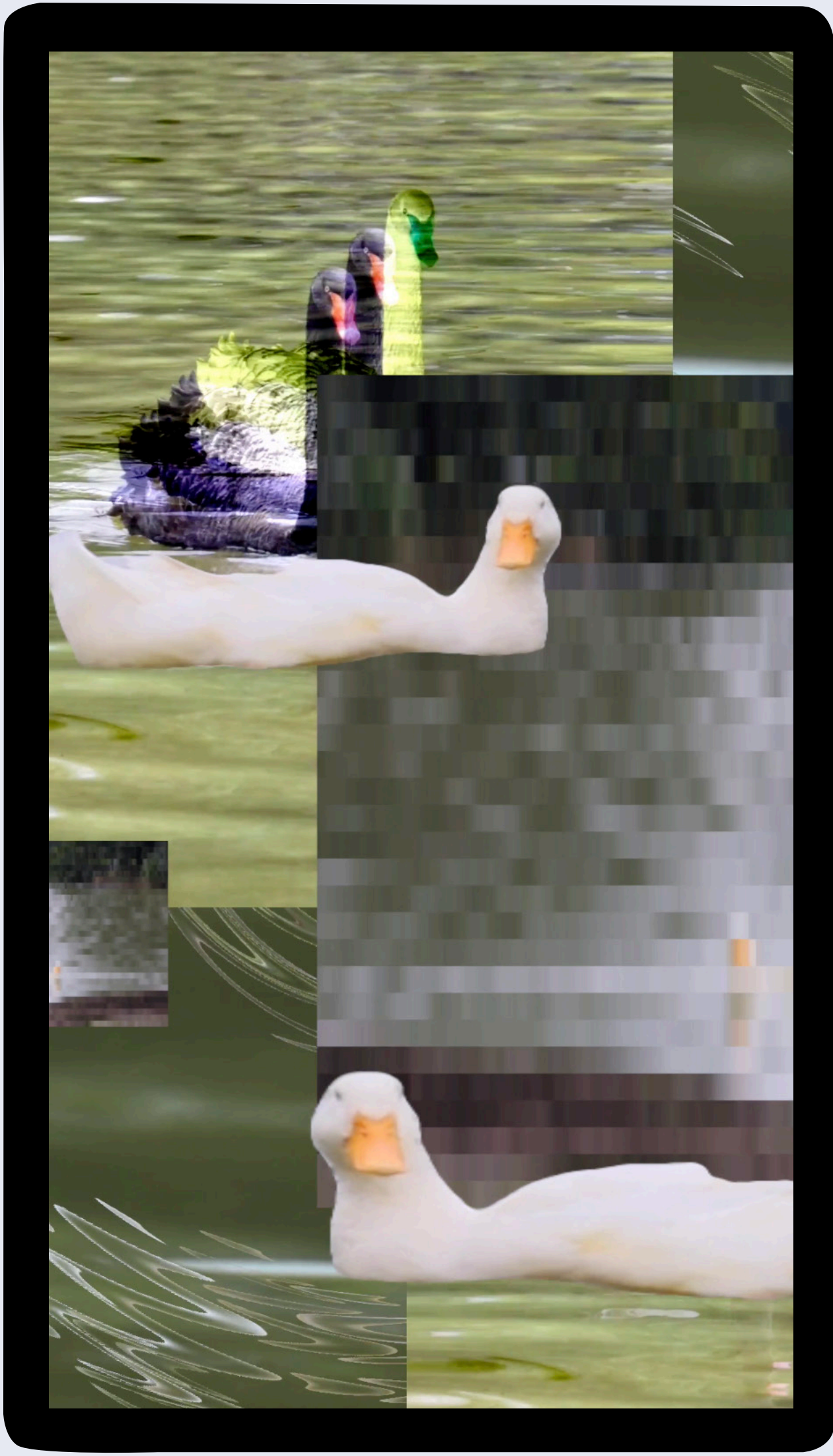
I used three different dynamic effects videos to simulate the difference states of three kinds of bird species. Moreover,the three videos correspond to three different books one by one,allowing audience to better observe and experience them.

Video link: <https://youtube.com/shorts/75i9non5cMQ?feature=share>



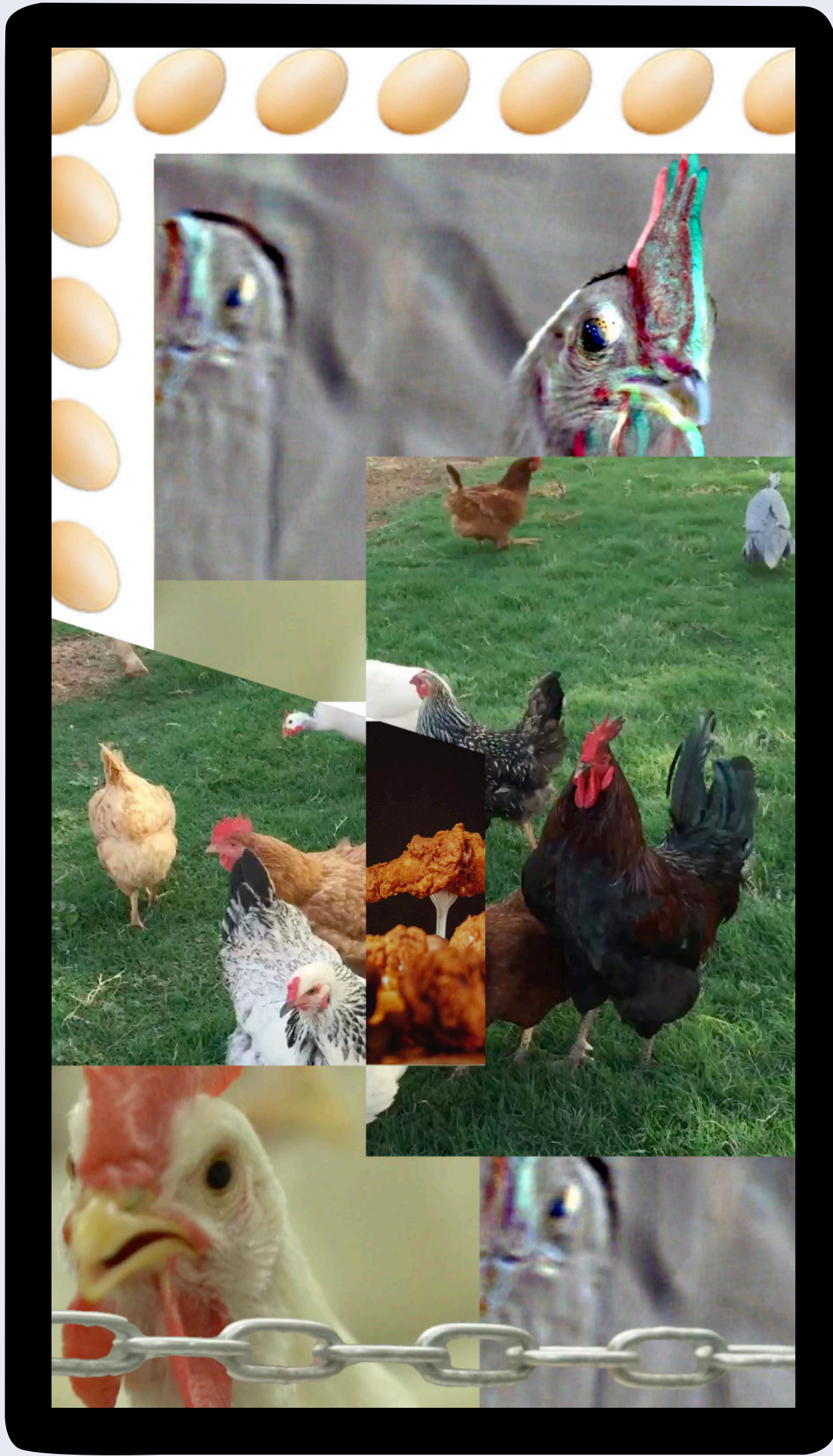
Rare bird

<https://youtube.com/shorts/TZEM8SAhgzQ?feature=share>



Common bird

https://youtube.com/shorts/cPyQ4k_2hxE?feature=share



Fowl&Domesticated bird

EXHIBITION

When the viewers interacts with the device and three books, they are in the same spatial context which means that viewers are in the same environment, the same space. They are sharing resources which are limited. During the process of interaction, "human" is actually a "bird" closed in a container, but we think that we are the master.

Video link: <https://youtu.be/lf1DkpVJmeo>

