



Workshop Design for Emotion 28 august 2009

In the 'design & emotion' workshop, you will conceptualise design ideas that aim to elicit particular predefined emotions. We have formulated two 'emotion sampling' preparation assignments. You should consider them to be sensitizing tasks that will help you to prepare yourself and to generate workshop input material. The more effort you invest, the better you will be prepared for the workshop. Note that it is strongly advised to finalize task 1 before you start with task 2. The material that you generate will be used in the workshop.

- *Use the assignment templates that can be downloaded from the website.*
- *Submit your files before August 15 to using the submission buttons below*
- *Note that submitting the files is highly recommended for workshop participation and required for receiving the 1 ECTS study credit.*
- *Besides submitting, also print and bring the files to the workshop.*
- *In case of questions about the homework assignment, send an email to Linda@designandemotion.org.*

Emotion Sampling - Task 1:

Give examples of when you personally experienced each of the 10 emotions below. The cause can be anything; something that happened, something you did, something someone else did, and etcetera, as long as it is a personal and real example. For each emotion, describe why you felt this emotion, using max 150 words.

- 1- Admiration
- 2- Contempt
- 3 - Anger
- 4 - Fear
- 5 - Hope
- 6 - Joy
- 7 - Pride
- 8 - Sadness

9 - Satisfaction

10 - Shame

Emotion Sampling - Task 2:

Generate three personal 'emotion samples.' With samples we mean short descriptions and visualisations of situations in which an emotion was experienced. For each sample, take a picture of a product or situation to or in which you have personally experienced an emotional response. It can be any emotion, as long as each was experienced in response to one of the following three given domains.

- Fabric care (e.g. washing, drying, ironing clothes);
- Preparing food (e.g. cutting, cooking, food);
- Air travel (e.g. check-in, inside the airplane).

If you do not have a picture of the product or situation you can also make a sketch or draw a scenario. Use a separate a4 sheet for each of the three samples: describe or visualise what emotion was involved; what happened; what people and what objects are involved; and what behaviours and expressions were shown, etcetera.