

# opposition

---

Tactile Design  
Alaijah Hampton



# hipster.

a person who follows the latest trends and fashions, especially those regarded as being outside the cultural mainstream.

counter culture

contemporary

modern

trendsetter

autonomous

individuality

subculture

free spirit

liberal

bohemian

beatnik

hippie



## secondary definition.

a person, especially during the 1950s and 1960s, characterized by a particularly strong sense of alienation from most established social activities and relationships; a beatnik or hippie.



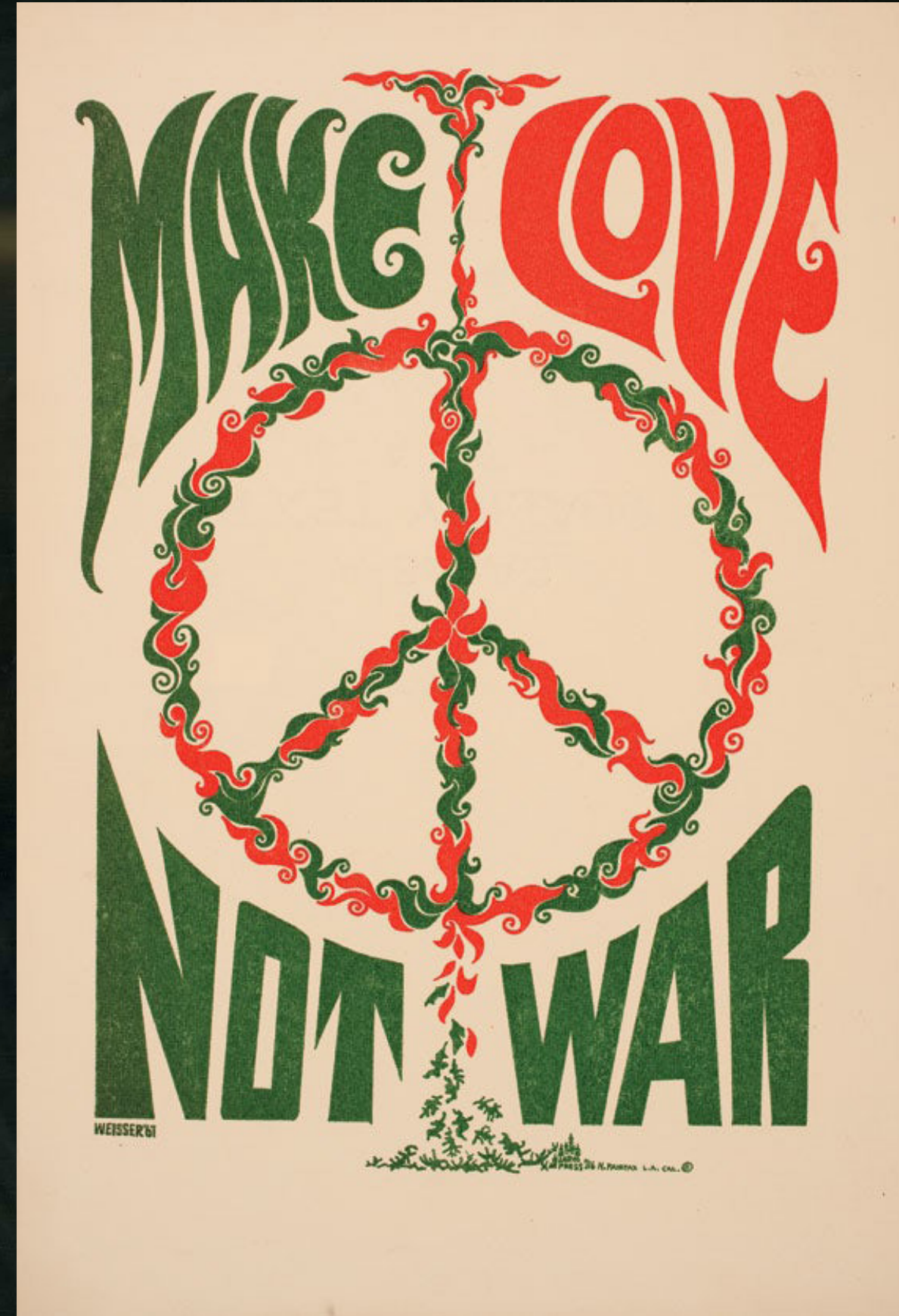


visual exploration.





visual exploration.





# musical exploration.

Music played a crucial role in the construction and solidification of the hippie movement. Many songs were used as anthems, lyrics and chords a banner for the movement to spread its messages. Due to its importance, musical inspiration is pertinent to developing an accurate summation.



## sample list

"Blowin in the Wind" — Bob Dylan  
"Blowin in the Wind" — Stevie Wonder  
"Turn! Turn! Turn! (To Everything there is a Season)" - The Byrds  
"Imagine" — John Lennon  
"Love the One You're With" — Crosby, Stills, Nash and Young  
"The Sounds of Silence" — Simon and Garfunkel  
"For What It's Worth 1967" — Buffalo Springfield  
"Let It Be" — The Beatles  
"California Dreamin'" — The Mamas and the Papas  
"Peace Train" — Cat Stevens  
"Teach Your Children" — Crosby, Stills, Nash and Young  
"If I Had a Hammer" — Peter, Paul and Mary  
"This Land is Your Land" — Woody Guthrie  
"Both Sides Now" — Both Sides Now  
"Here Comes the Sun" — The Beatles  
"Time Of the Season" — The Zombies  
"Break on Through" — The Doors



# scanography

Defined as the use of a scanner to produce photographic, surreal images. Known for the appearance of “floating objects” and distortion caused by alteration while object is being scanned.

Since it mashes together analog, collage elements with digital capturing, scanning creates the desired aesthetic and achieves the design goal in an adequate manner.





# written treatment.

Emphasising the divergence from primary culture, the word “hipster” owes its existence to 60s/70s beatniks and hippies. The 60s hippy movement showed en masse, youth culture straying from the norm and forming their own identity. Their ideas root simply from a innate bond with nature and our necessary return, shunning of consumerism, and unyielding anti-war sentiment.

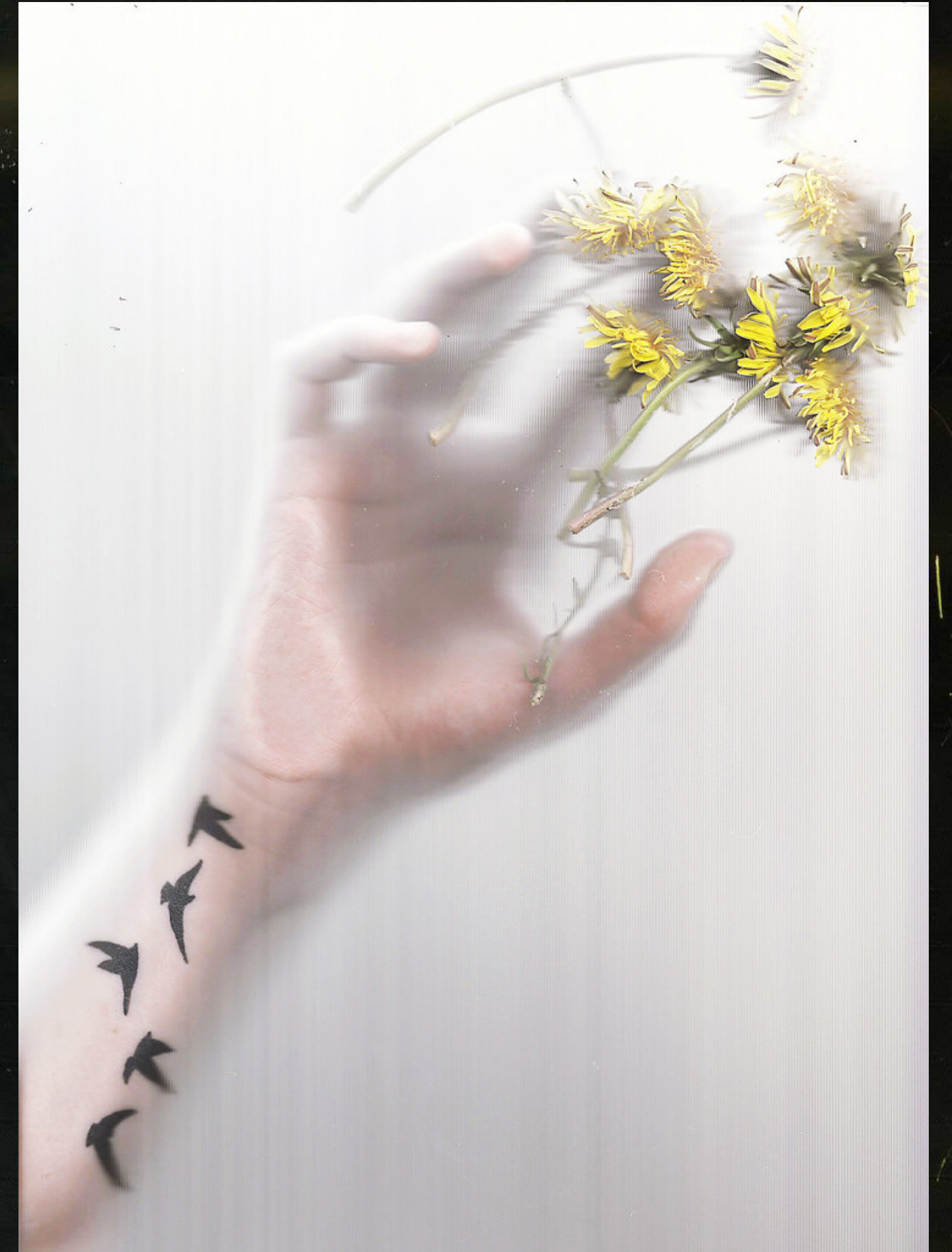
With such strong ideologies, a strictly digital approach isn't appropriate. A blend of both analog and digital is crucial; harmony amongst the two allows the core beliefs to be respected but digitized to grant representation into modern times.

Using a scanner integrates digital and analog seamlessly. To further modernize and respect the aspect ratio provided by scanners, the designs are formatted as an AR experience.

Continuing the scanning motif, a participant could scan printer paper and the video plays within the confines of the white paper.

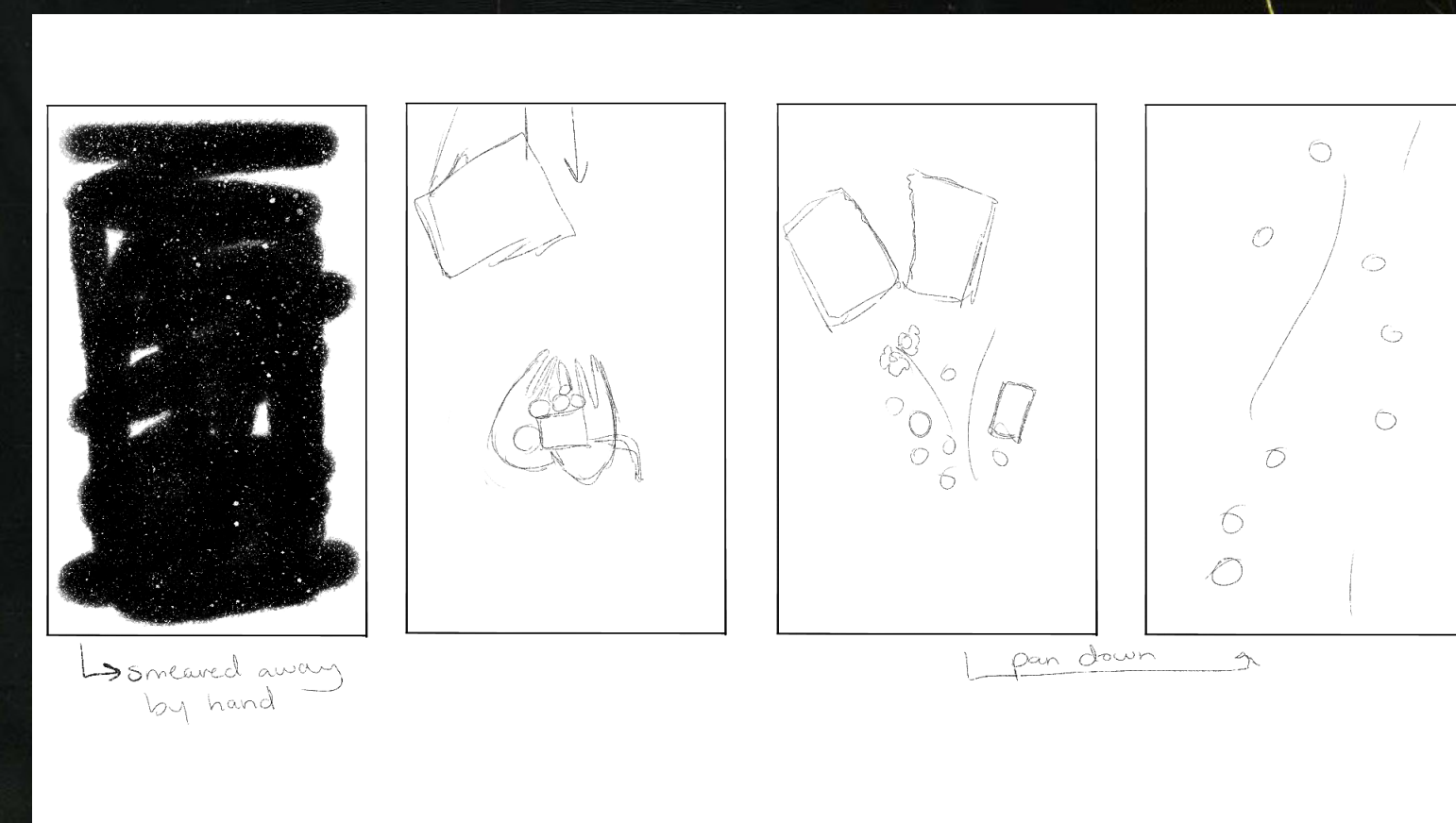
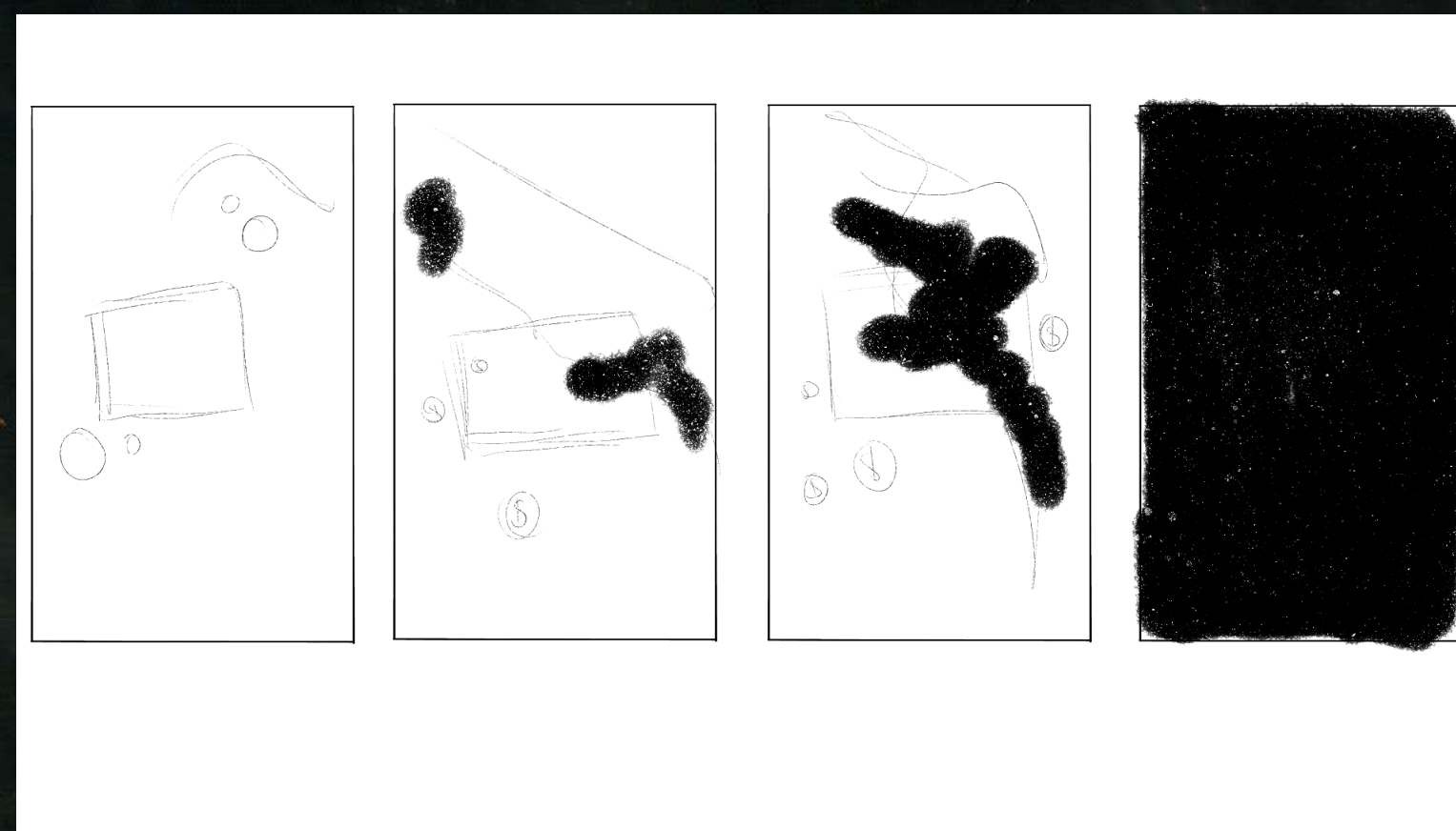
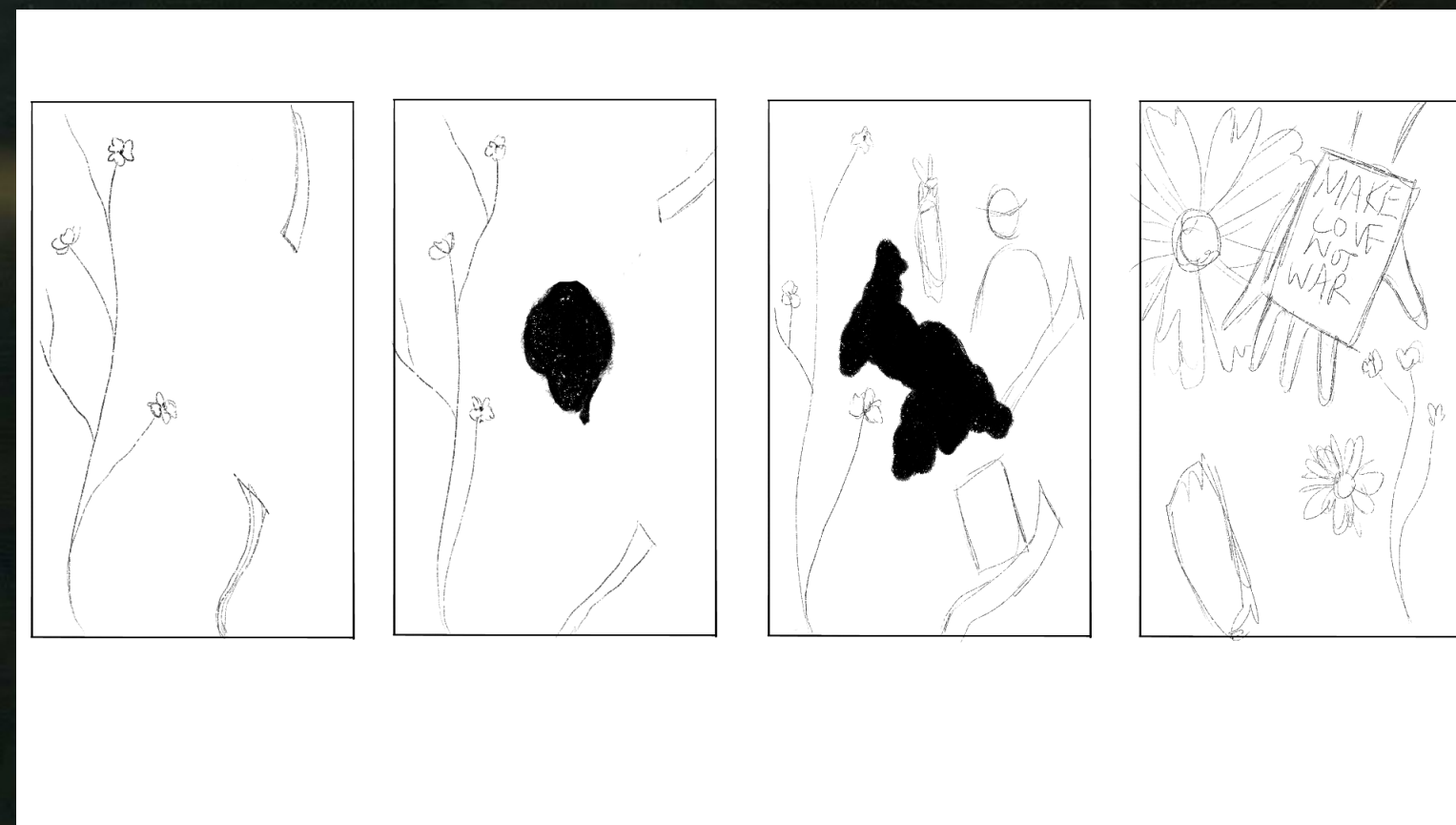
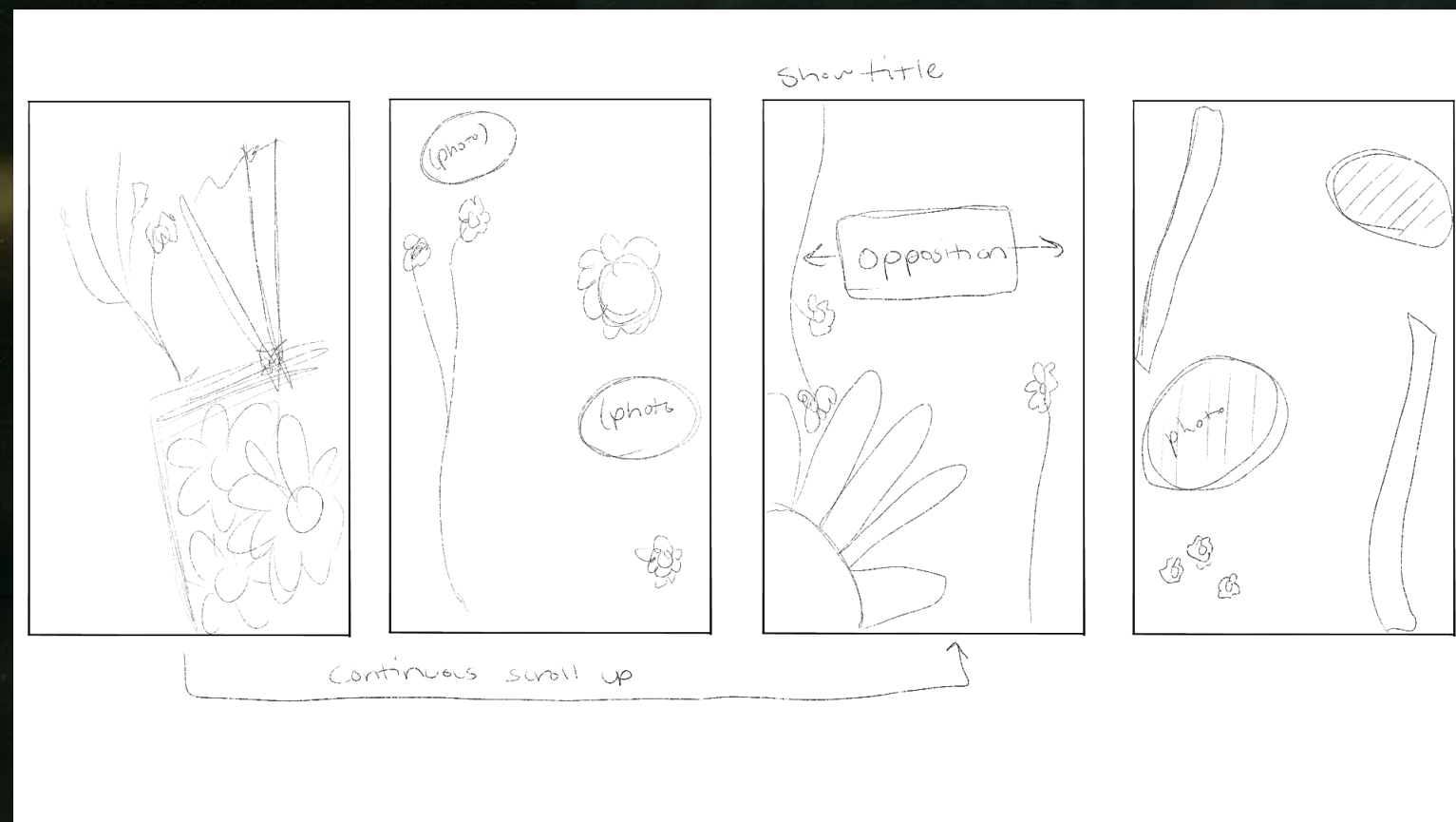


mood board.



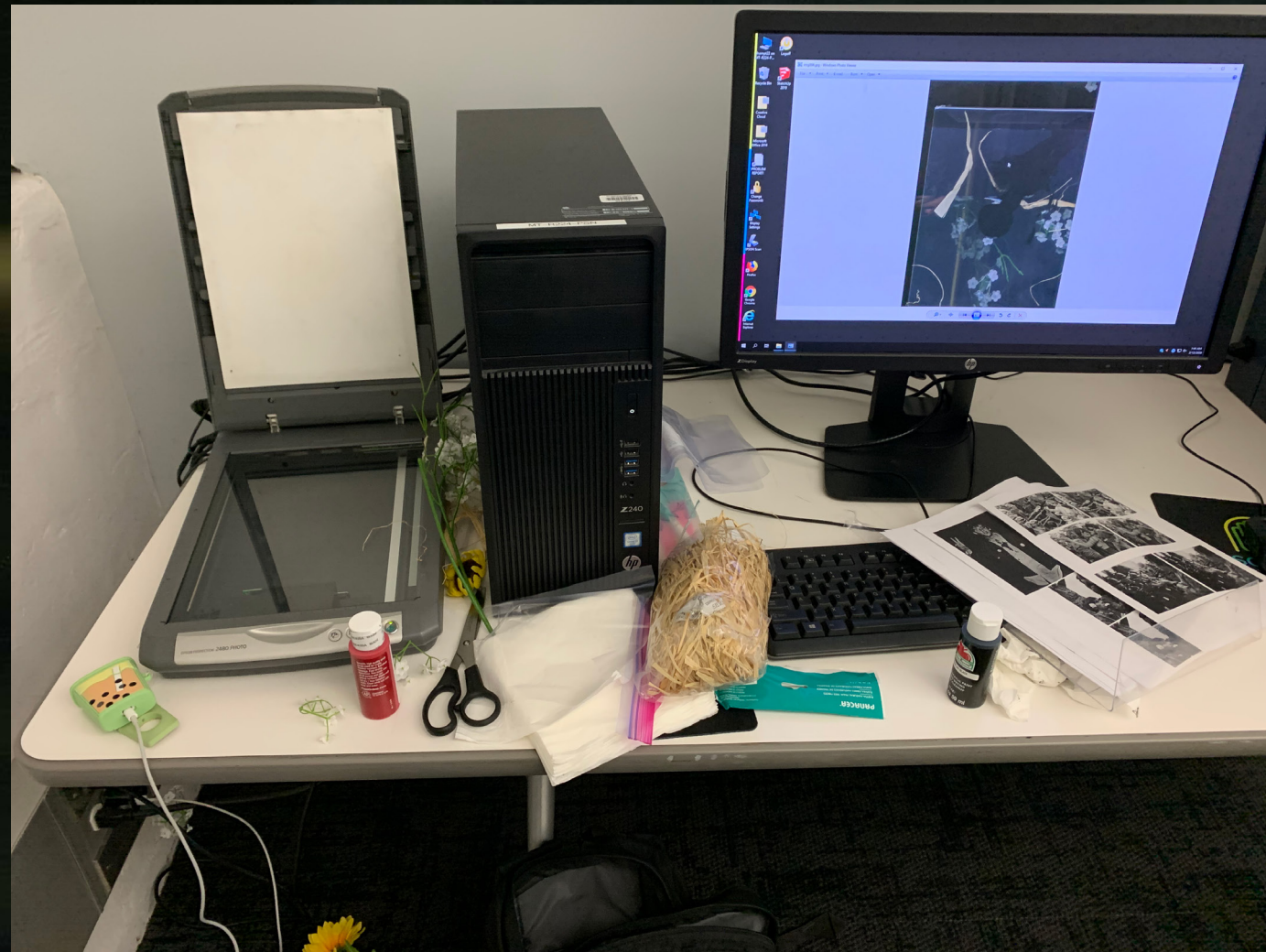


# storyboard.





process



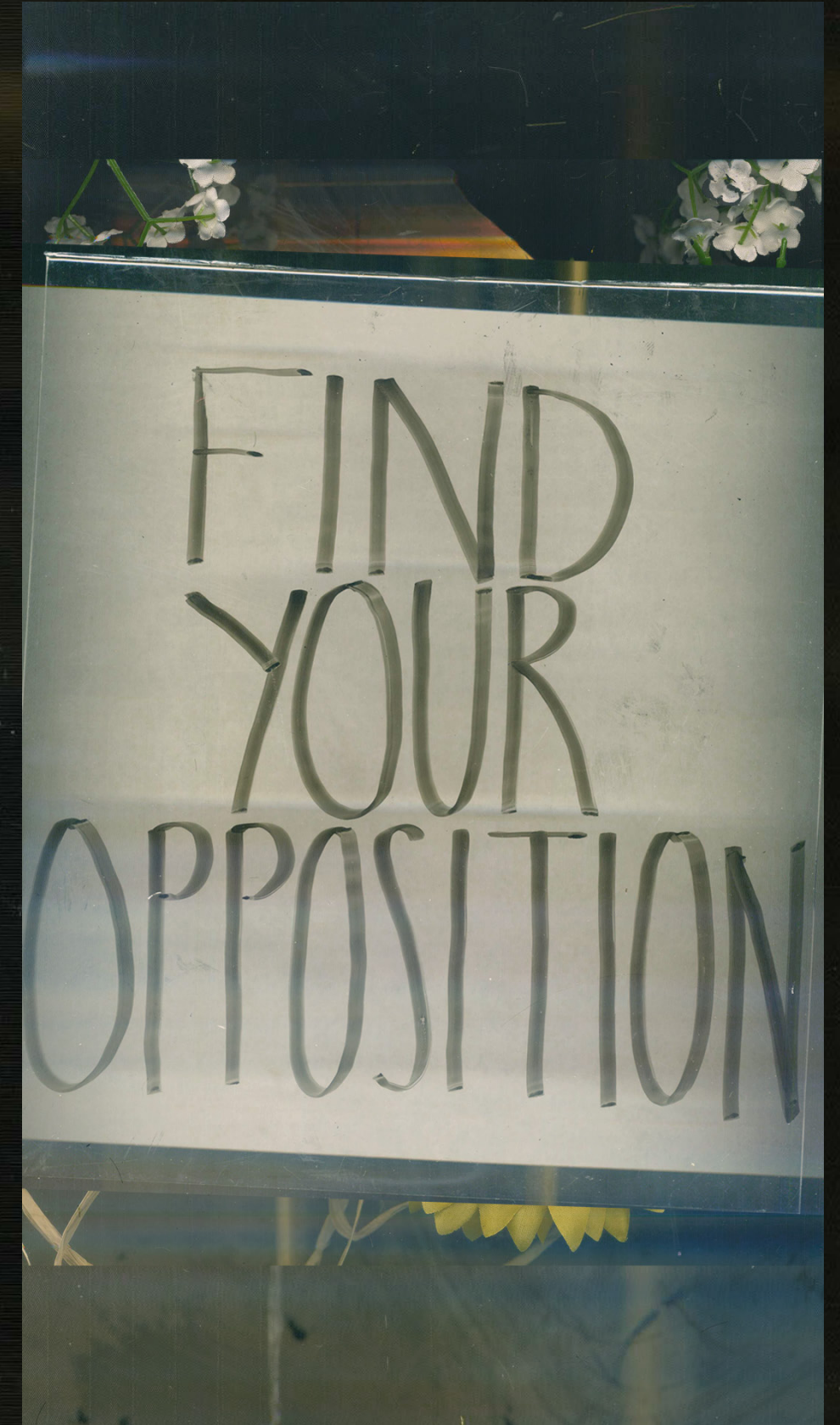


styleframes.

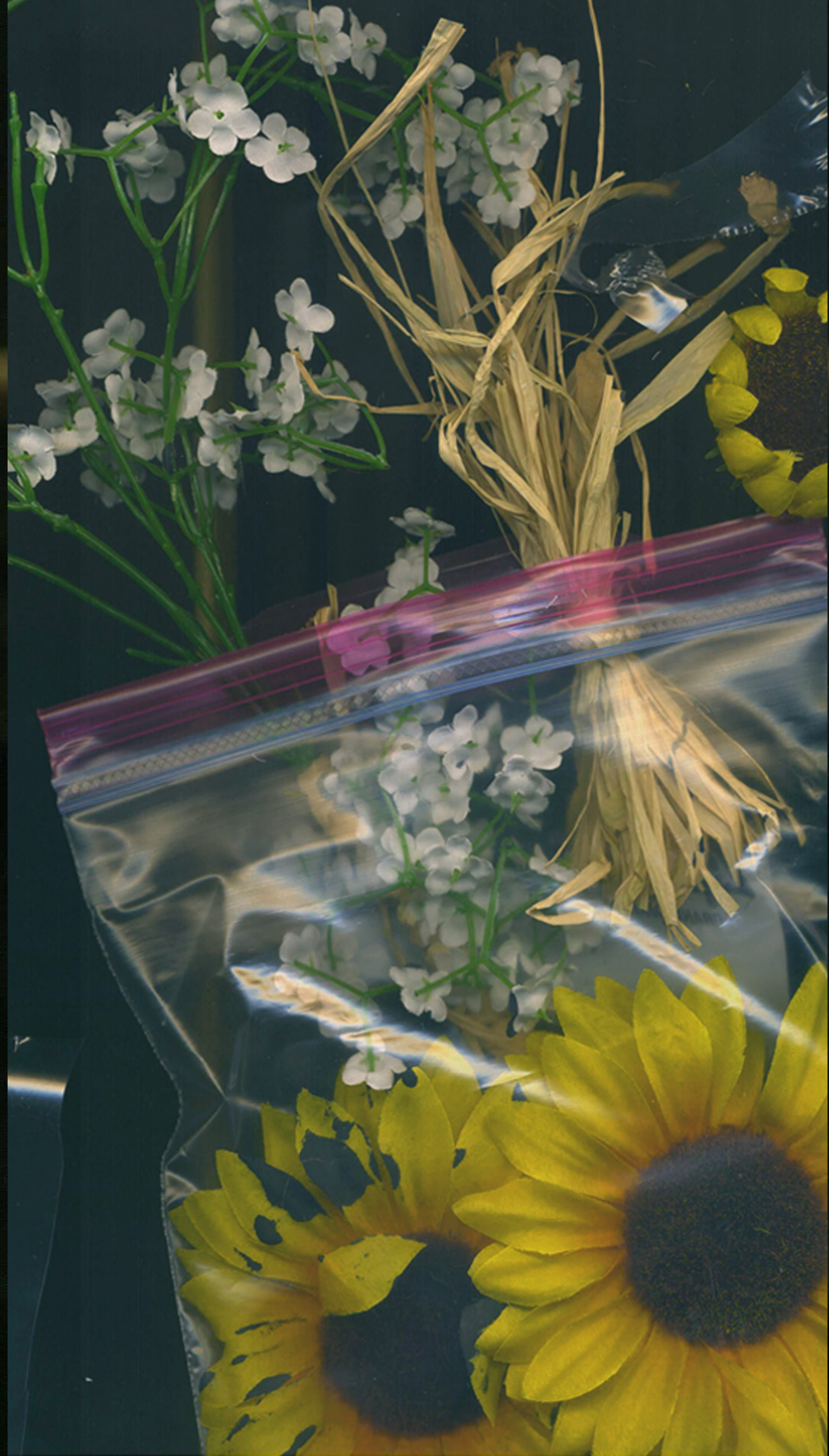




styleframes.



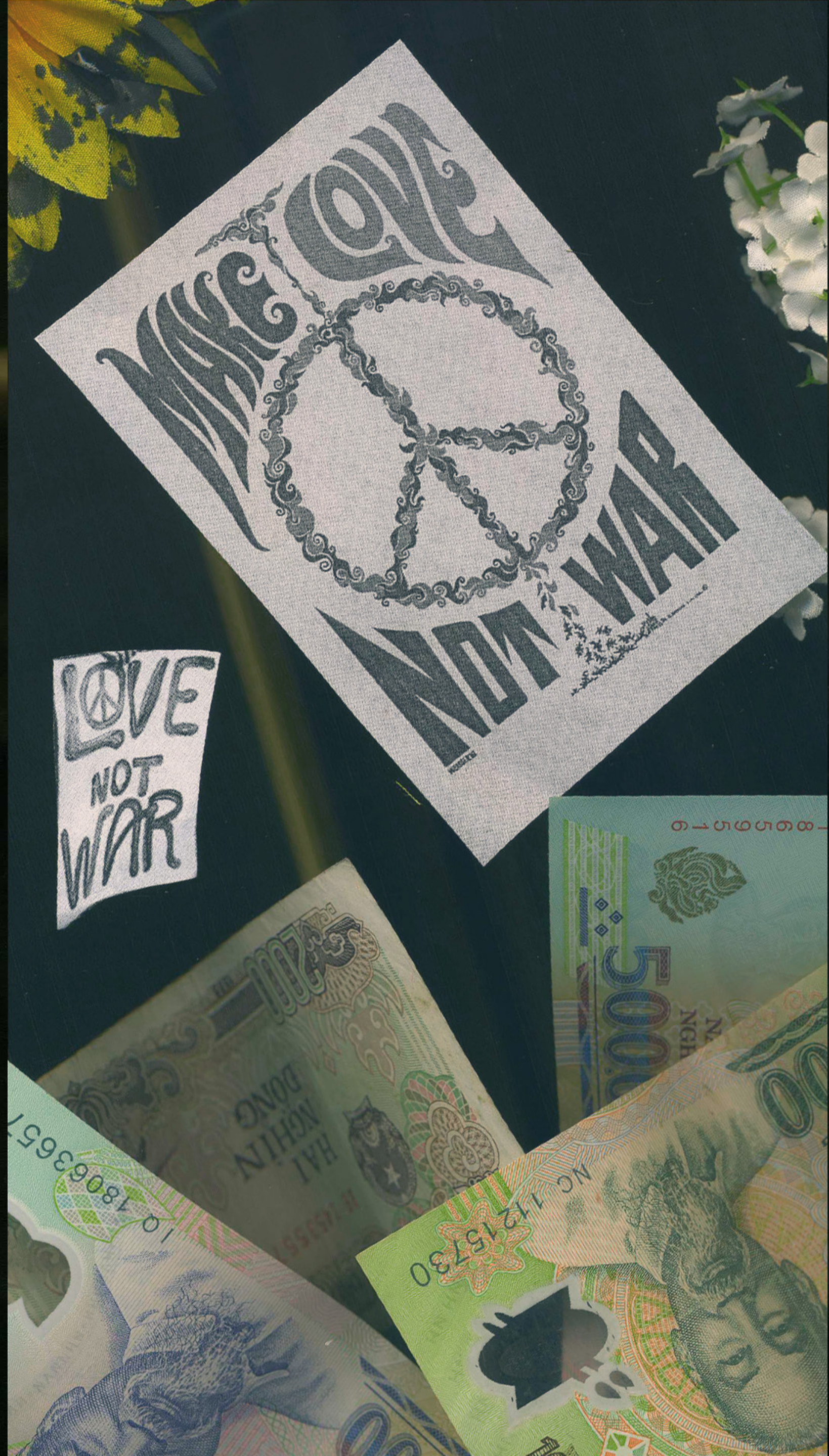
















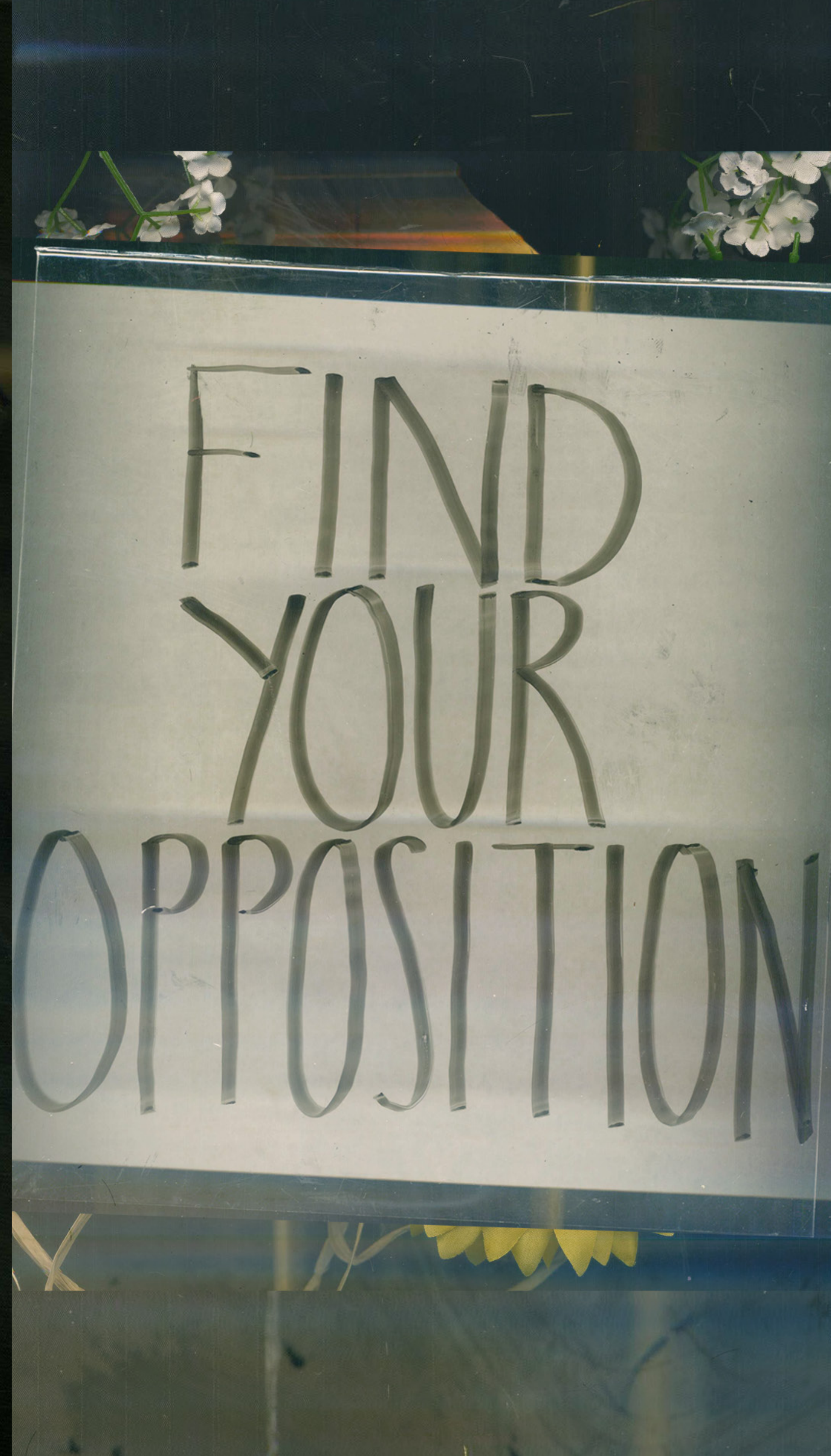














styleframes.





styleframes.

