

INTERACTIVE CODE  
SKETCHES WORKSHOP  
ART 4990

F\_24

START: XX.XX.XX

END: XX.XX.XX

[COURSE WEBSITE](#)

## AD FIELD POSTERS - TOUCH DESIGNER WORKSHOP

### WHAT

In this workshop you will learn the basics of how to navigate touch designer and create posters based on personal ad exposure.

### WHY

For my research project I am using Touch Designer in many different ways to visualize my research through interactive overlays and particle systems. This workshop will help strengthen my knowledge of touch designer as well as create some relevant and engaging visuals.

### HOW

#### TOOLS:

Touch Designer

Photoshop

Illustrator

Touch Designer. Can be downloaded at the link below:

<https://derivative.ca/download>

you will also need to download this folder from the link below. Included is the file we will be working from as well as a couple poster templates you can work from if needed:

[https://drive.google.com/drive/](https://drive.google.com/drive/folders/1HcKOjulcrQjbpqyqiXNPPdkTFoZaWNgNH?usp=sharing)

[folders/1HcKOjulcrQjbpqyqiXNPPdkTFoZaWNgNH?usp=sharing](https://drive.google.com/drive/folders/1HcKOjulcrQjbpqyqiXNPPdkTFoZaWNgNH?usp=sharing)

First you will open the touch designer file provided in the drive link. "AD FIELD WORKSHOP.TOE" and create your own "Ad fields" using the presets I have defined and image filters.

You will then export these images and open them in Photoshop or illustrator and create a poster based on your personal ad exposure. Feel free to edit your outputs in any way possible. You can use gradient maps, bitmaps, texture overlays, analog, etc.

WORKSHOP BRIEF

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Elements to include in the poster:

1. One word that describes your feelings towards advertisements.
2. Write a short statement about your personal experience with the ad exposure we face daily.

Optional elements to include in your poster:

1. Average screen time
2. Images that depict reclaiming this space. (nature elements, etc.)
3. If you have an ad blocker, the number of ads that it has blocked.
4. Color blocks that represent feelings towards ads.
5. Shapes that represent feelings towards ads.
6. Words that are associated with ads
7. Words associated with things that ads distract us from
8. Quotes on ad fatigue or advertisements
9. patterns or textures that could be associated with technology, interference, or advertisements

I have included a few poster templates in the google drive link if you need a jumping off point or just want to upload that.

Once you finish your poster you can upload them to the folder "workshop outputs" in the drive link. please label the file:

"firstname\_lastname\_ONEWORD.png"