

Object Project: *Clock*

presented by Xiaowei Zhou



Clock:

/kläk/

noun

a mechanical or electrical device for measuring time, indicating hours, minutes, and sometimes seconds, typically by hands on a round dial or by displayed figures.

Mechanical Clock *1200s*

Spring-driven Clock *1400s*

Pendulum Clock *1600s*

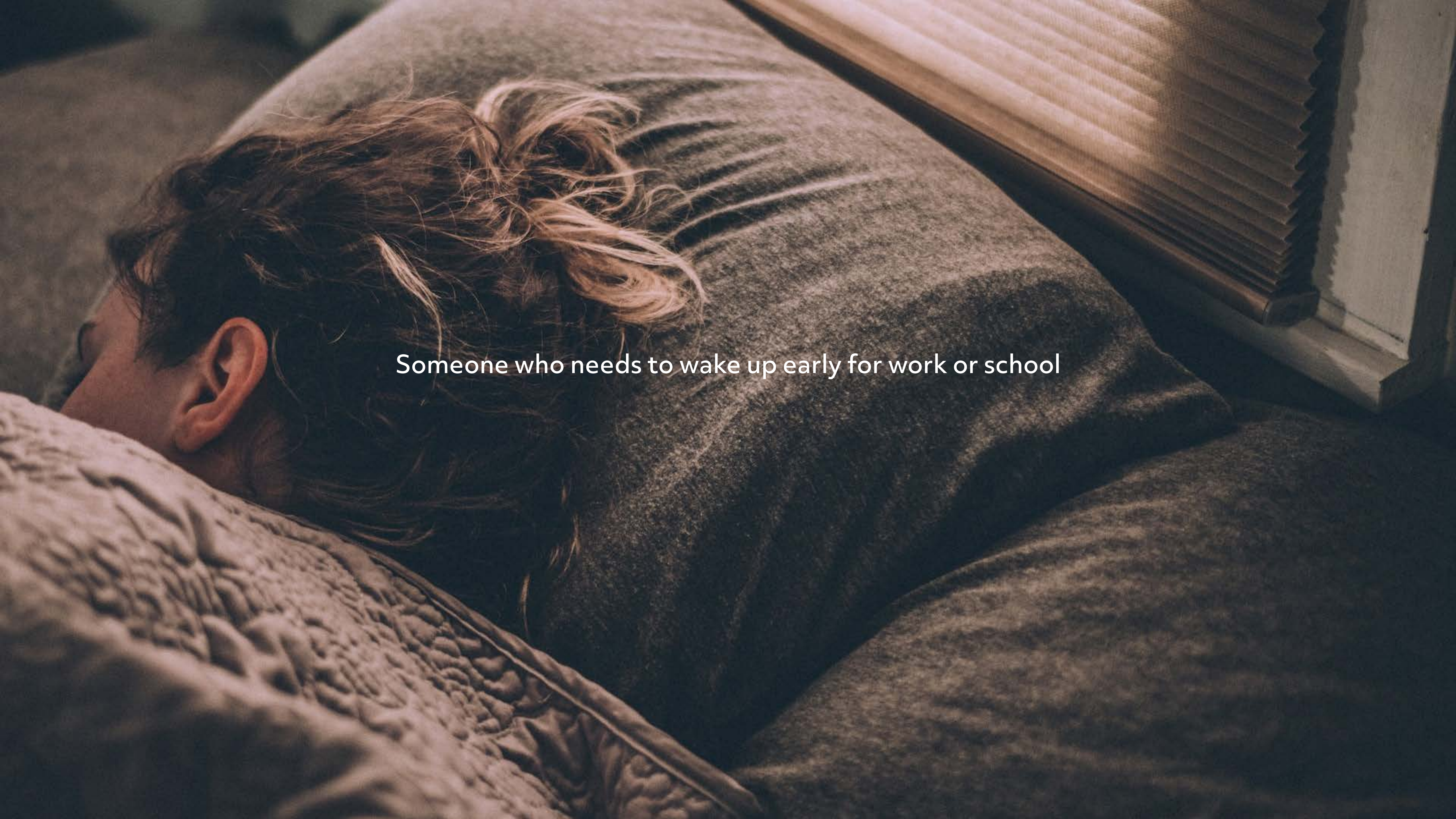
Electric Clock *1800s*

Quartz Clock *1900s*

Atomic Clock *1950s*

Digital Clock *1960s*

Who needs a clock?

A close-up, low-angle shot of a person with long, wavy brown hair sleeping in a bed. The person is lying on their side, with their head resting on a dark, textured pillow. A thick, light-colored blanket is pulled up to their chin. In the background, a window with horizontal blinds is visible, with soft light filtering through. The overall mood is peaceful and quiet.

Someone who needs to wake up early for work or school

Athletes or fitness enthusiasts who need to time their workouts or training sessions



A close-up photograph of a chef's hands in a professional kitchen. The chef is wearing a black long-sleeved shirt with a red stripe on the sleeve and a silver metal watch on their left wrist. They are plating food on several white plates arranged in a row on a dark countertop. The chef's left hand is holding a small, dark, textured food item, while their right hand is holding a small, round, purple food item. The background is slightly blurred, showing more kitchen equipment and plates.

Someone who is cooking or baking and needs to time their recipes accurately.

Personal significance:

- I need to wake up early for school
- I need to keep track of time when I am exercising
- I need to measure the timing of something, like how much time i spend on doing homework
- I need to set up an alarm to remind me go to bed every day
- Clock is an everyday object for me

5 underlying themes uncovered:

- Shadows -- from sundial
- Interval and symphony -- from water clock
- Present -- not the past, not the future
- Continuity and change -- clocks have been used for thousands of years and have evolved over time, but the basic concept of measuring time has remained the same
- Visualization of time

Theme:

The Psychology of Time

I chose to design a book about the psychology of time perception because I was inspired by the circadian rhythms experiment of Stefania Follini, who voluntarily isolated herself for four months in an underground room thirty feet down a cave. When the experiment ended, the scientists found out that her life in the cave without clock or sunlight affected her perception of time. Time perception is a fundamental aspect of human experience, and it affects our daily lives in countless ways. I want to explore different people's perception of time as well, like what does 5 minutes mean to different people.

The Psychology of Time:

1: Time perception

2: Procrastination

3: What does time mean to people

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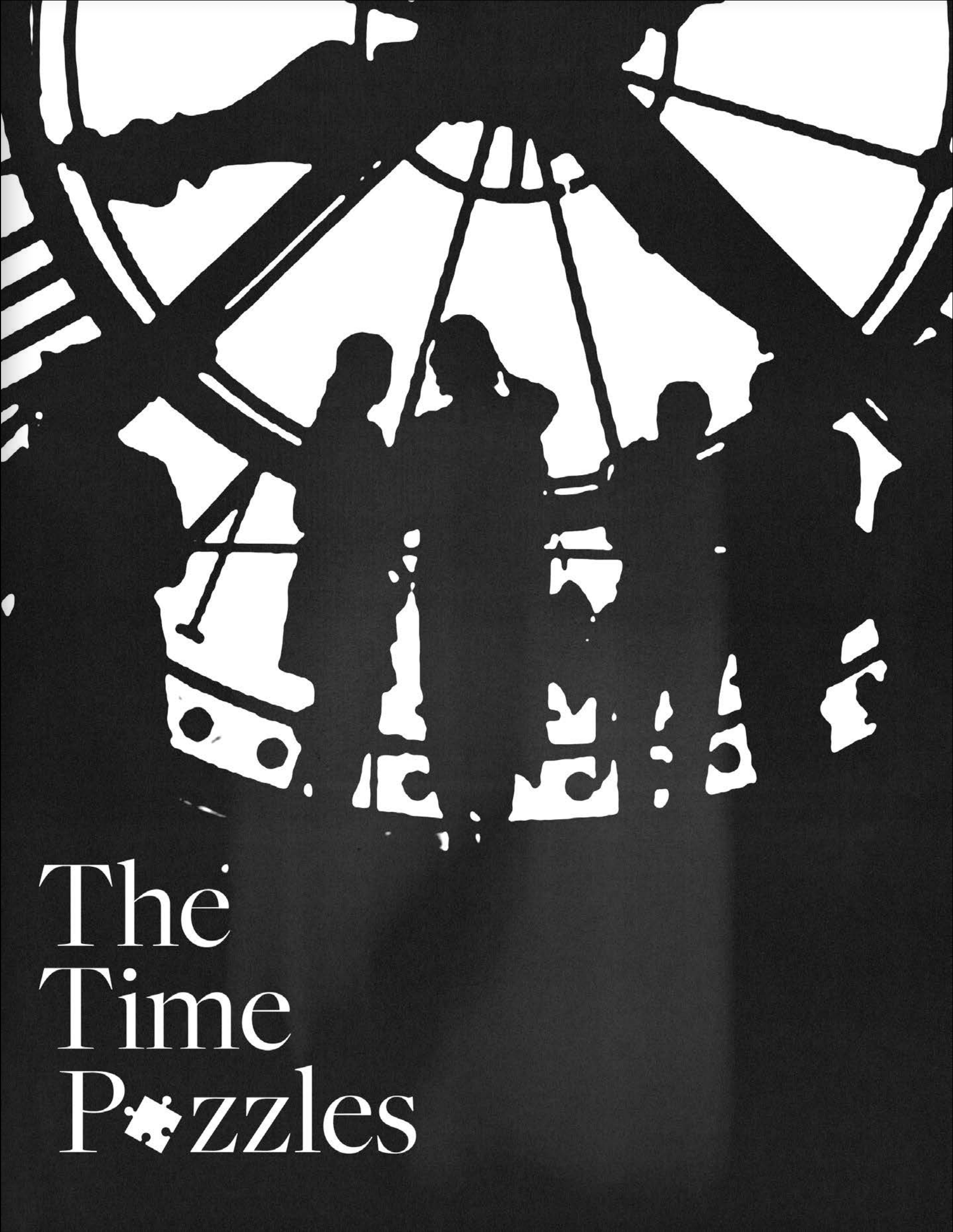
Magazine:

I designed an experimental typography magazine based on the object of a clock, expanding the concept to time perception and procrastination.

The magazine features graphic illustrations and no imagery, and is saddle stitched.

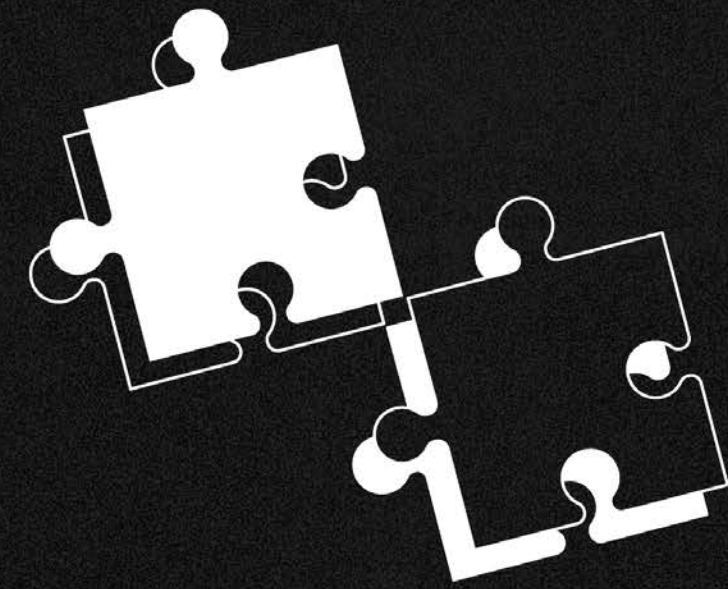
The center of each spread features a clock indicating the corresponding page number.

Cover



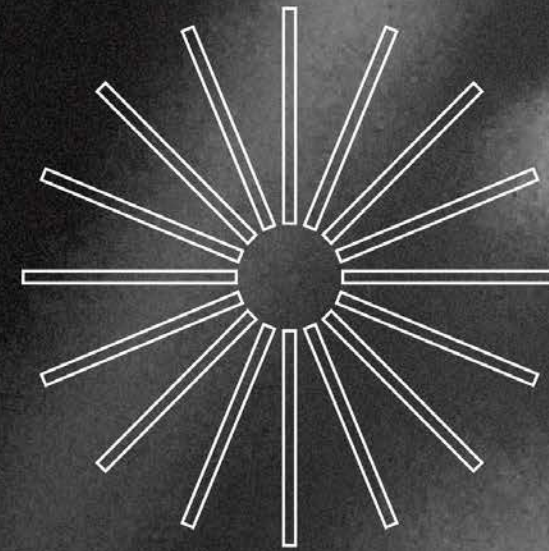
Spread

/Passage



/of

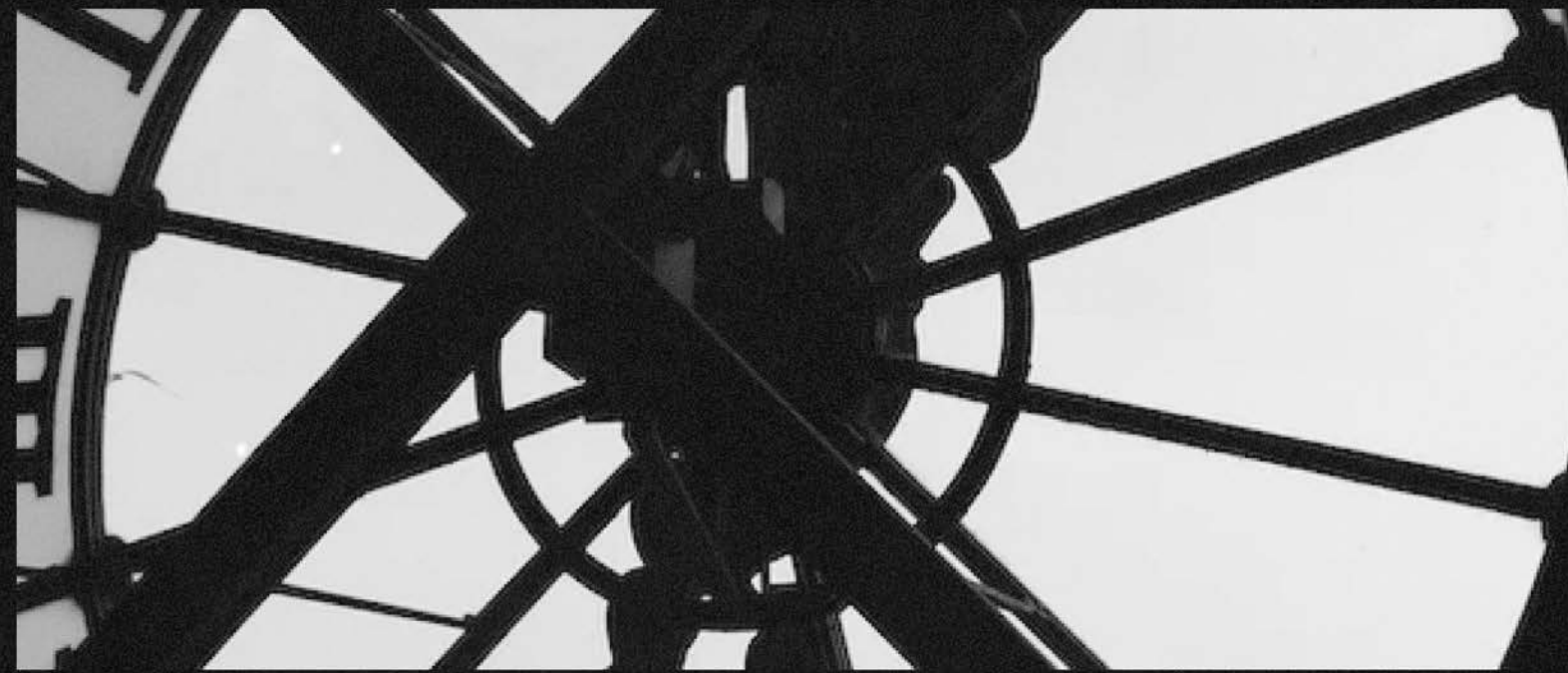
/Time



written by *Helen Gigova*



Spread



Time is a fundamental aspect of our lives, but how we perceive the passage of time can vary greatly depending on our circumstances and experiences. Time perception refers to our ability to estimate the duration of events and our subjective experience of time, which can be influenced by a variety of factors, including our emotions, attention, and external cues.

The brain has different systems for processing time perception. One such system is the pacemaker-accumulator model, which uses neural oscillations to keep track of

time. This model suggests that the brain has an internal pacemaker that sends out regular signals, and an accumulator that counts these signals to create a sense of time passing.

Another system involved in time perception is the cognitive model, which integrates sensory information to create a sense of duration. This model suggests that our perception of time is influenced by our attention and memory of past experiences.

Our emotions can also play a role in time perception. For example,

when we're anxious or afraid, time can feel like it's moving more slowly. Conversely, when we're happy or excited, time can seem to fly by. External factors such as lighting, temperature, and noise levels can also influence time perception. For instance, time can seem to move more slowly in a dark room or when we're uncomfortable or distracted.

Culture can also influence time perception. Some cultures have a more fluid sense of time, while others place a greater emphasis on punctuality and schedules. For example, in some cultures, arriving late to a meeting may not be considered a big deal, while in others, it may be seen as disrespectful or unprofessional.

Time perception can also change as we age. Older adults tend to perceive time as passing more quickly than younger adults, possibly due to changes in cognitive processing or changes in the way we experience novelty and new experiences.

Research suggests that time perception can be improved through various strategies, such as breaking up tasks into smaller, manageable chunks, staying engaged in the present moment, and practicing mindfulness or relaxation techniques. However, more research is needed to fully understand how to improve time perception.

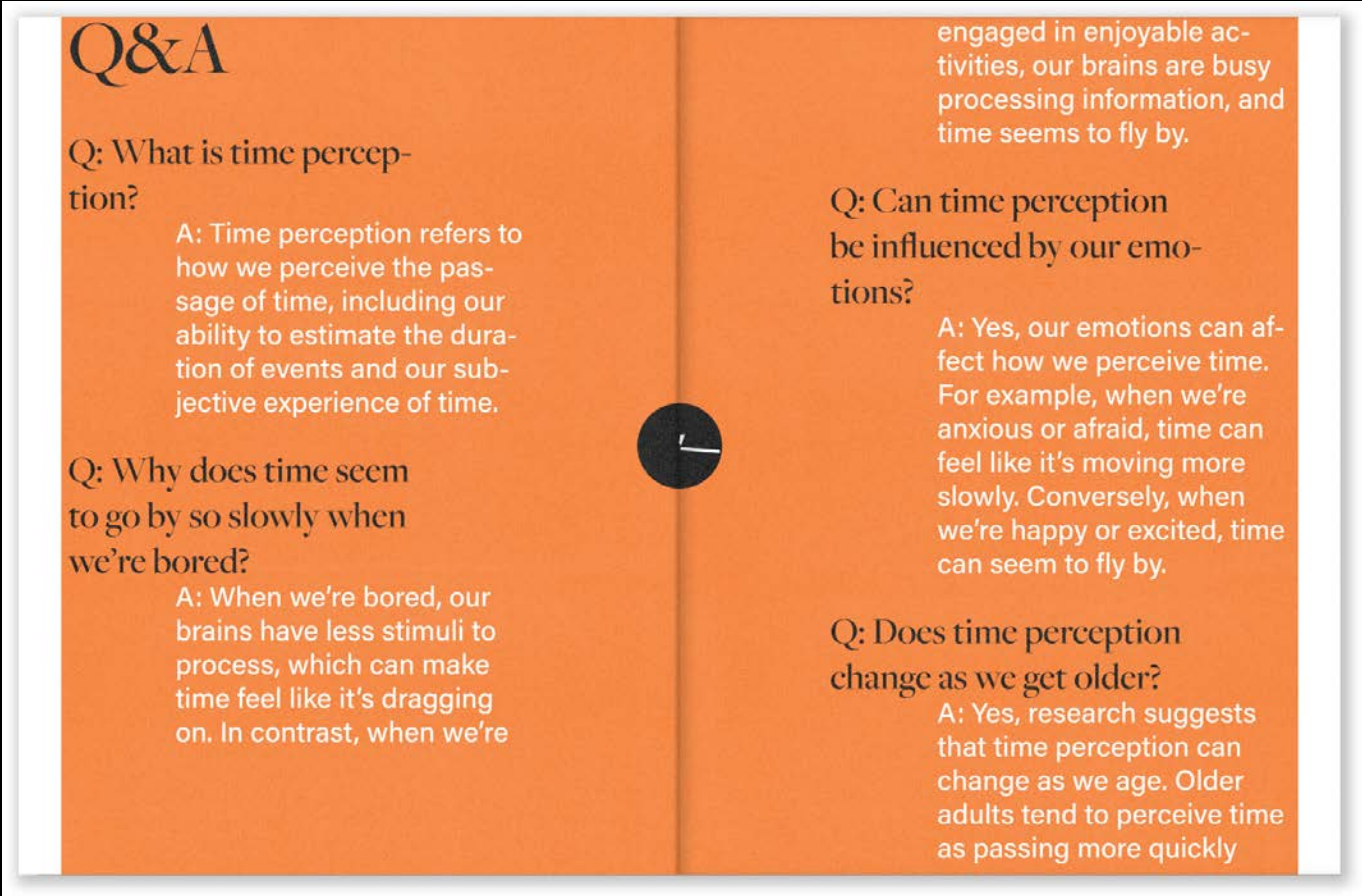
In conclusion, time perception is a complex and multifaceted aspect of our experience. Our perception of time is influenced by a range of factors, including our emotions, attention, and external cues. Understanding time perception can help us better appreciate the present moment and make the most of our time.



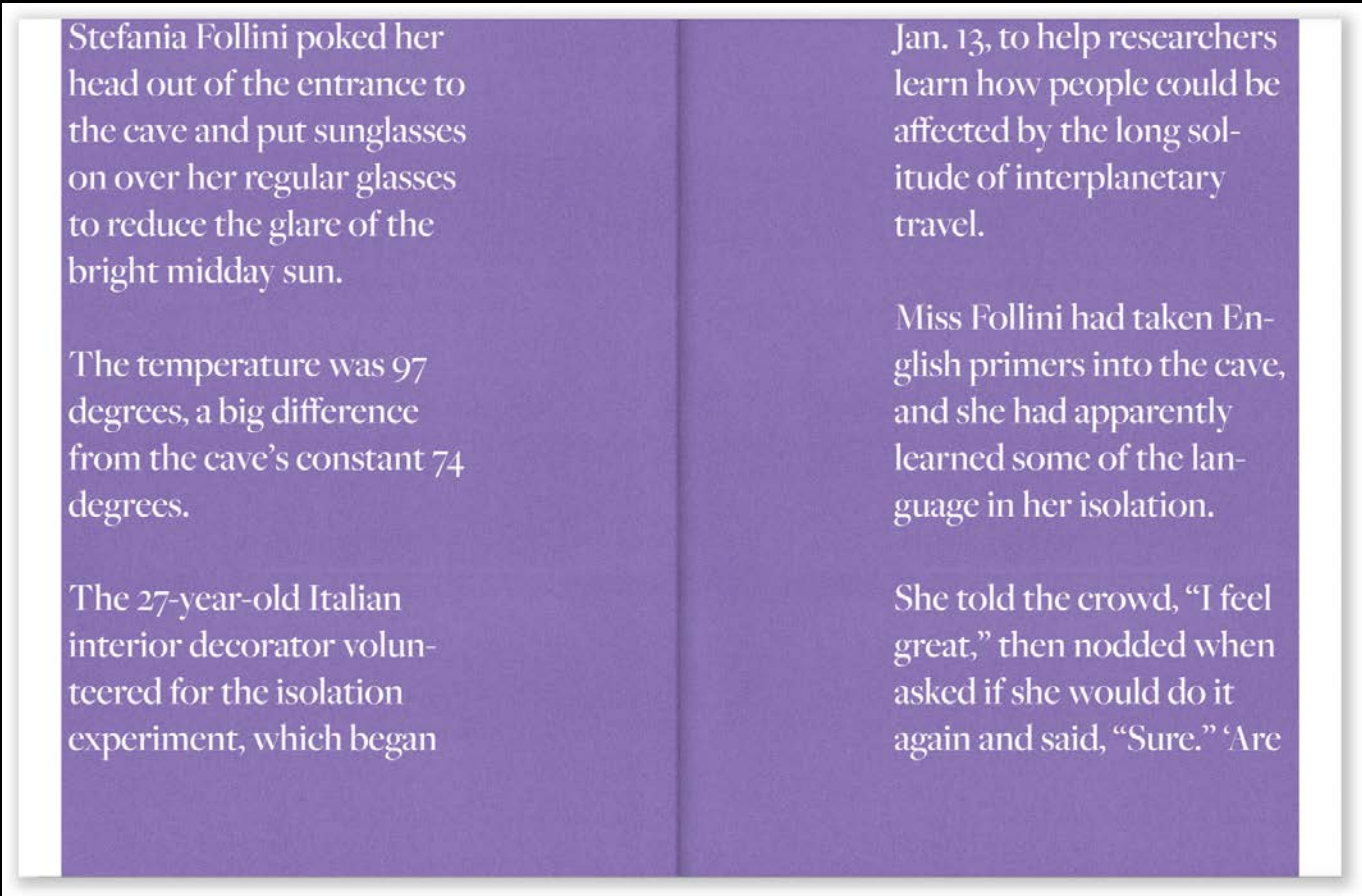




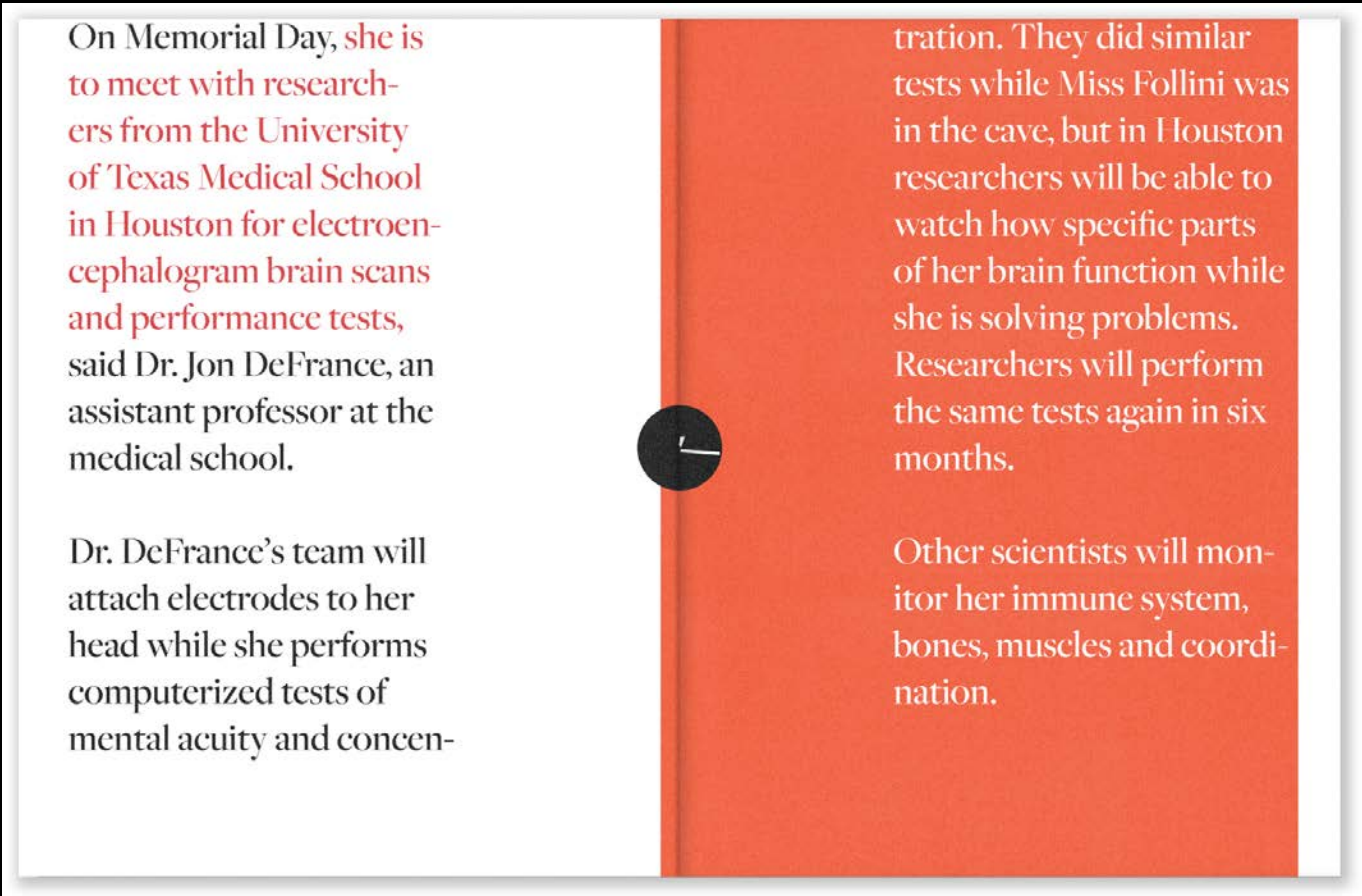
1:Time perception



2: Procrastination

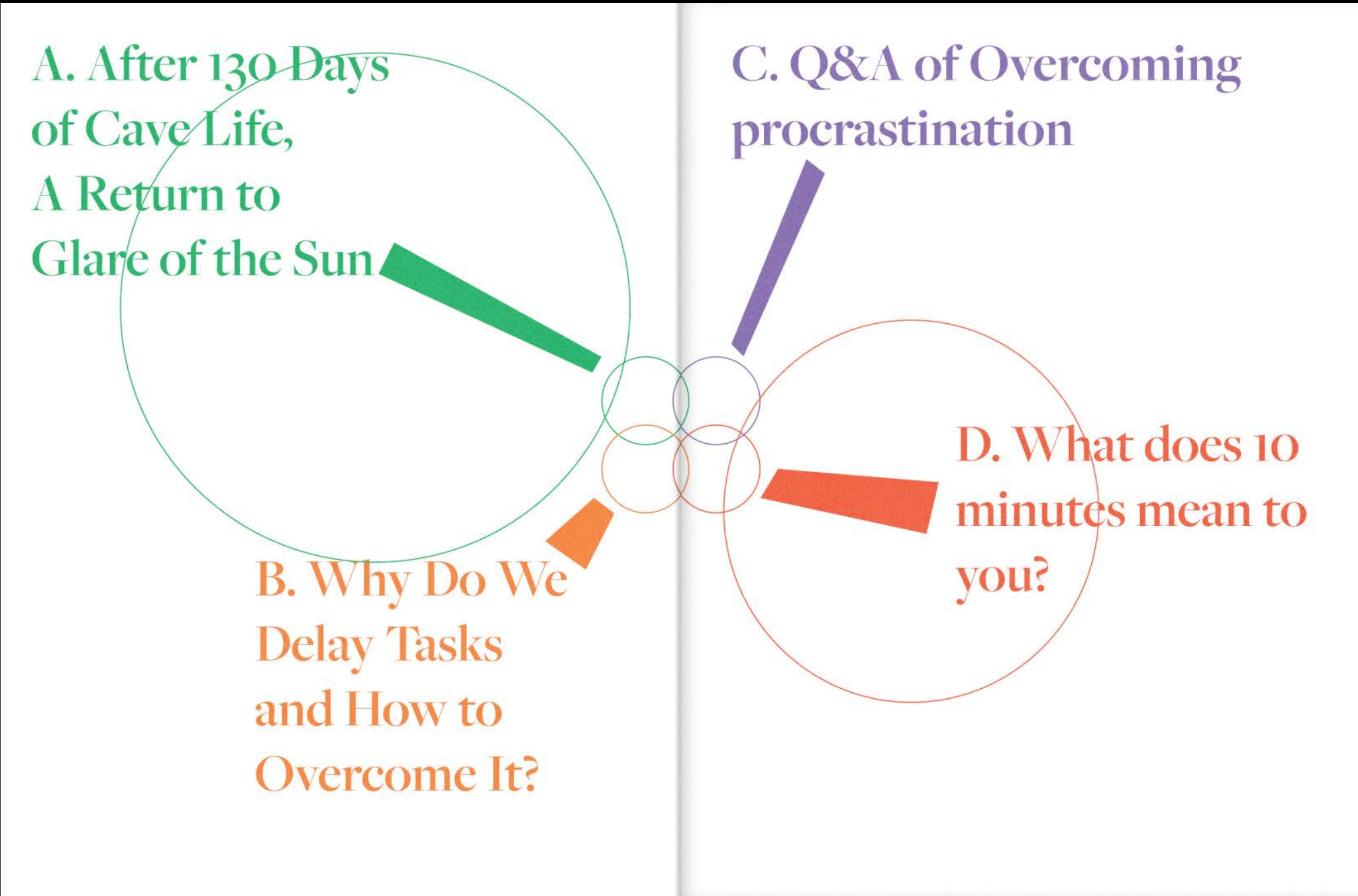


3: What does time means to people



4: Poems about time





After 130 Days of Cave Life, A Return to Glare of the Sun

May 24, 1989

A woman who lived 130 days alone in a sealed cave with no human contact climbed out today, waved to a crowd of about 60 people and said, "Wow, man!"

You Really Serious?

Researchers spoke with Miss Follini on Monday to announce the end of the experiment, first through messages typed on a computer and then by intercom.

“Are you really serious?” she replied through the computer linking her to a house trailer above the cave.

Miss Follini will undergo a series of tests in coming weeks as scientists try to determine —

what happened to her body and mind in the four months and 10 days she spent 30 feet underground.

In the absence of night, day or time-pieces, Miss Follini’s menstrual cycle stopped and her sleep-wake cycle changed radically. She tended to stay up 20 to 25 hours at a time, sleeping about 10 hours.

Researchers believe her muscle tone and the level of calcium in her bones is lower, that her immune system is depressed and that she is able to concentrate more deeply.

Miss Follini kept up strength and flexibility by doing calisthenics and judo; she maintained her mental poise by reading and decorating her

“Stefania, I am your God, talking to you,” he said over an intercom.

She looked at a camera, laughed, and said, *“I didn’t think you would find me down here.”*

Miss Follini spoke briefly with the other Italian researchers, then remarked that when she heard Mr. Montalbini’s voice for the first time, *“the feeling she had was like when the alarm clock goes off on Monday morning,”* Rita Fraschini, an interpreter, said.

10-square-foot plastic-enclosed living area.

Without the sun and other people, time passed quickly for Miss Follini. She believed that two months had passed instead of four and was shocked when Maurizio Montalbini, the experiment coordinator, notified her by computer that the experiment was almost over.

Mr. Montalbini assured her

that he was serious, then wrote, *“We will not ask you for any more data.”* She had been asked to perform physical and mental tests periodically.

Then, while journalists watched her on a television monitor, Miss Follini heard a human voice other than her own. It was Mr. Montalbini’s.

You Really Serious?

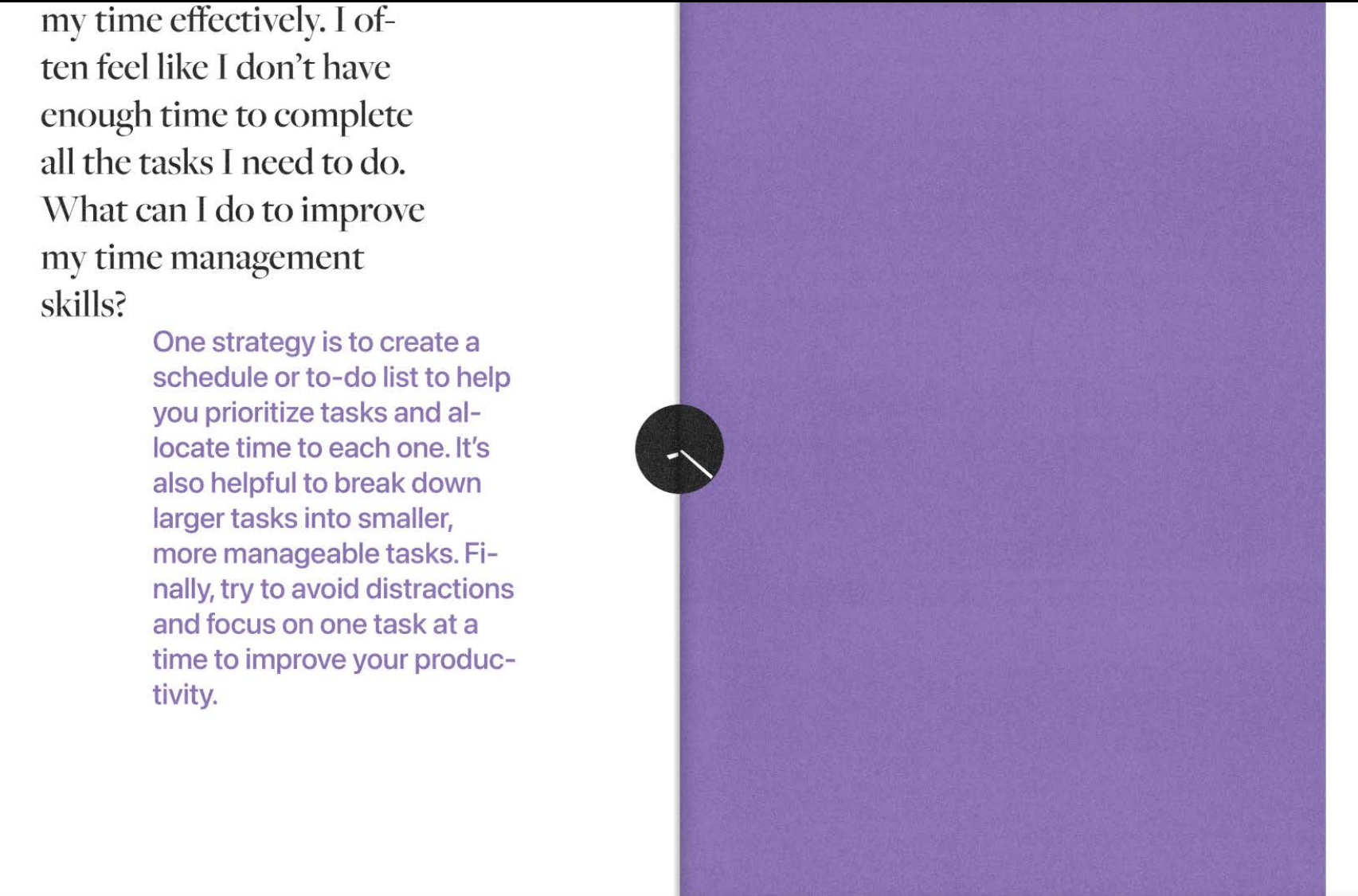
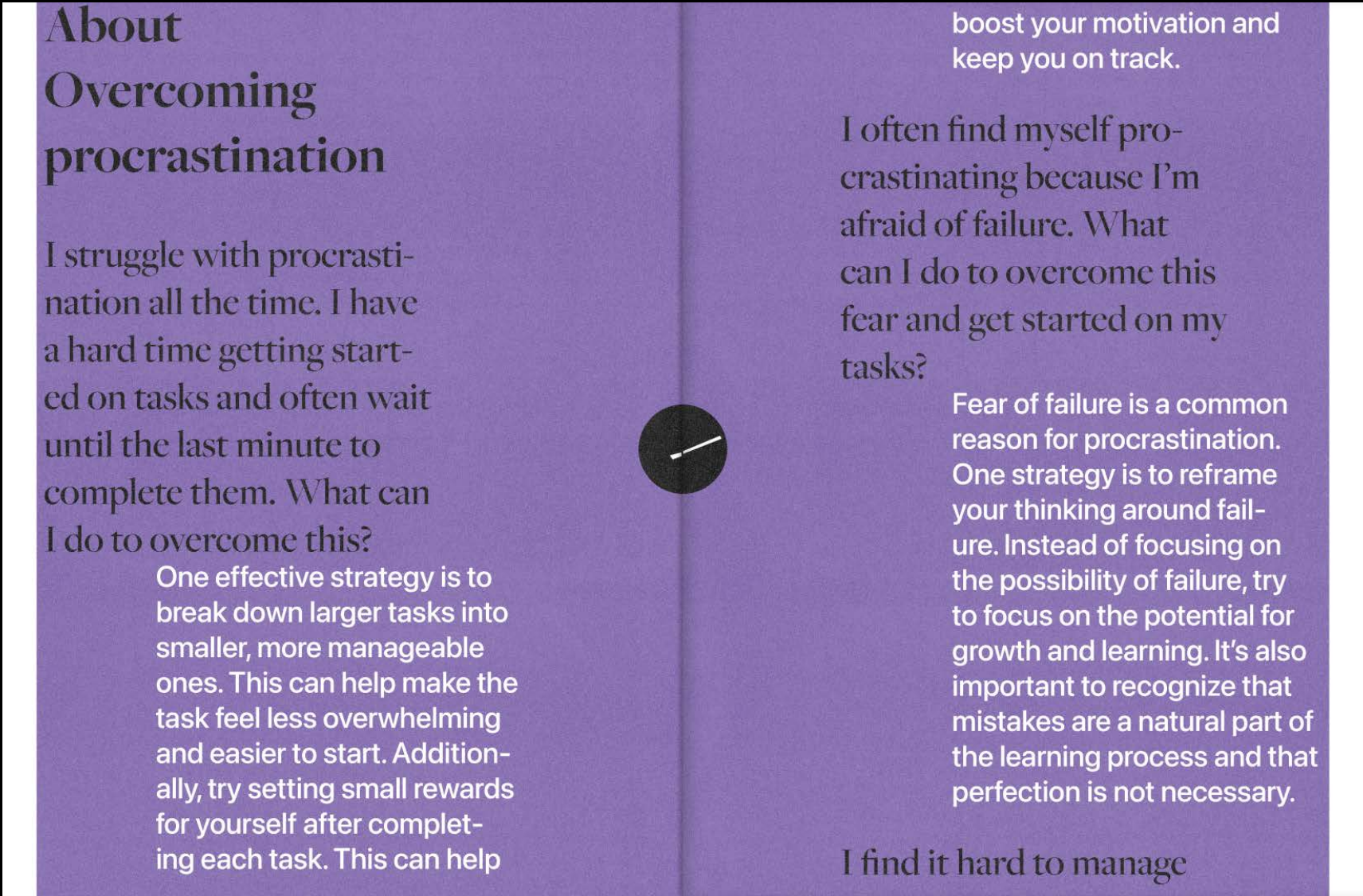
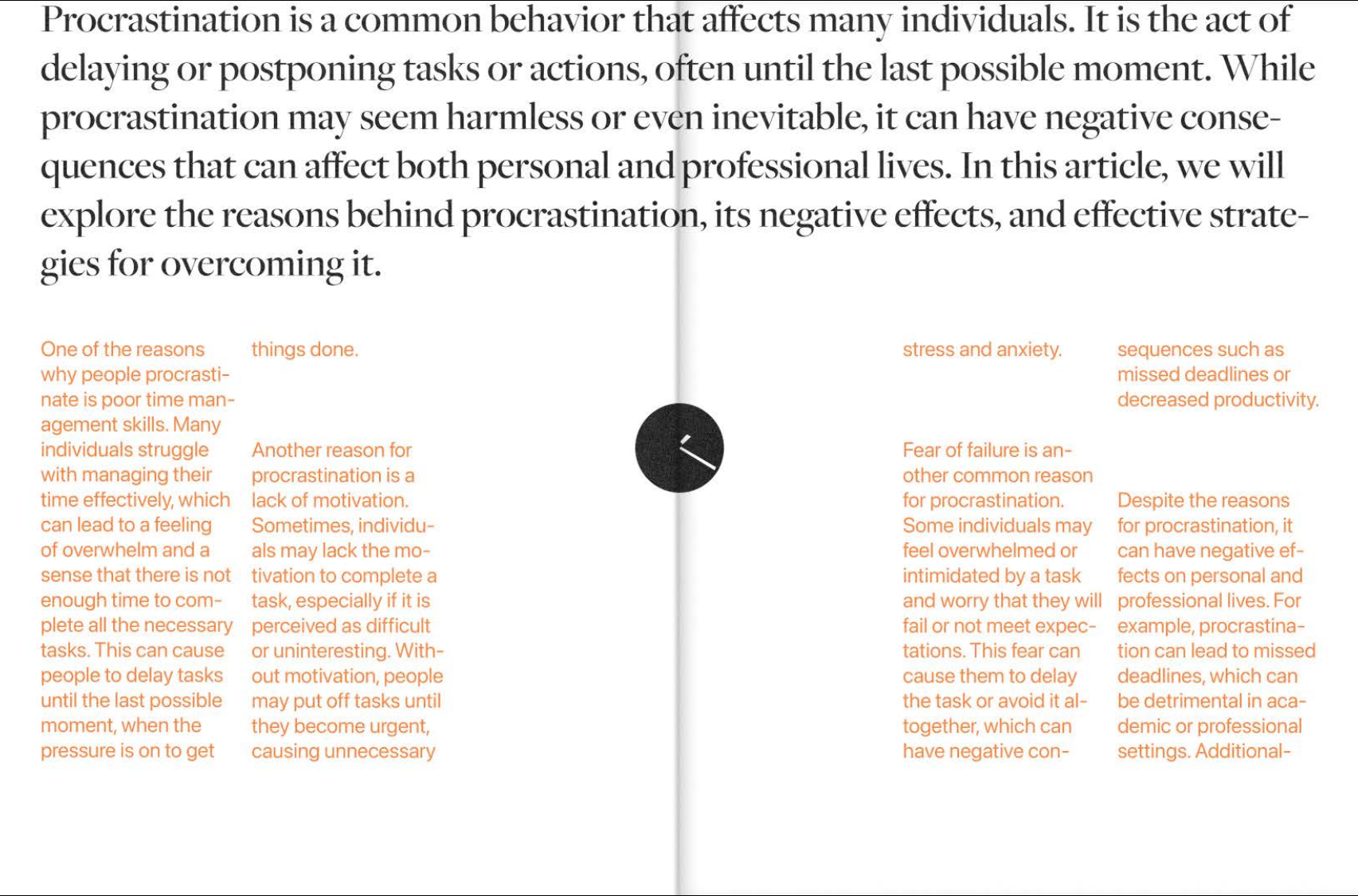
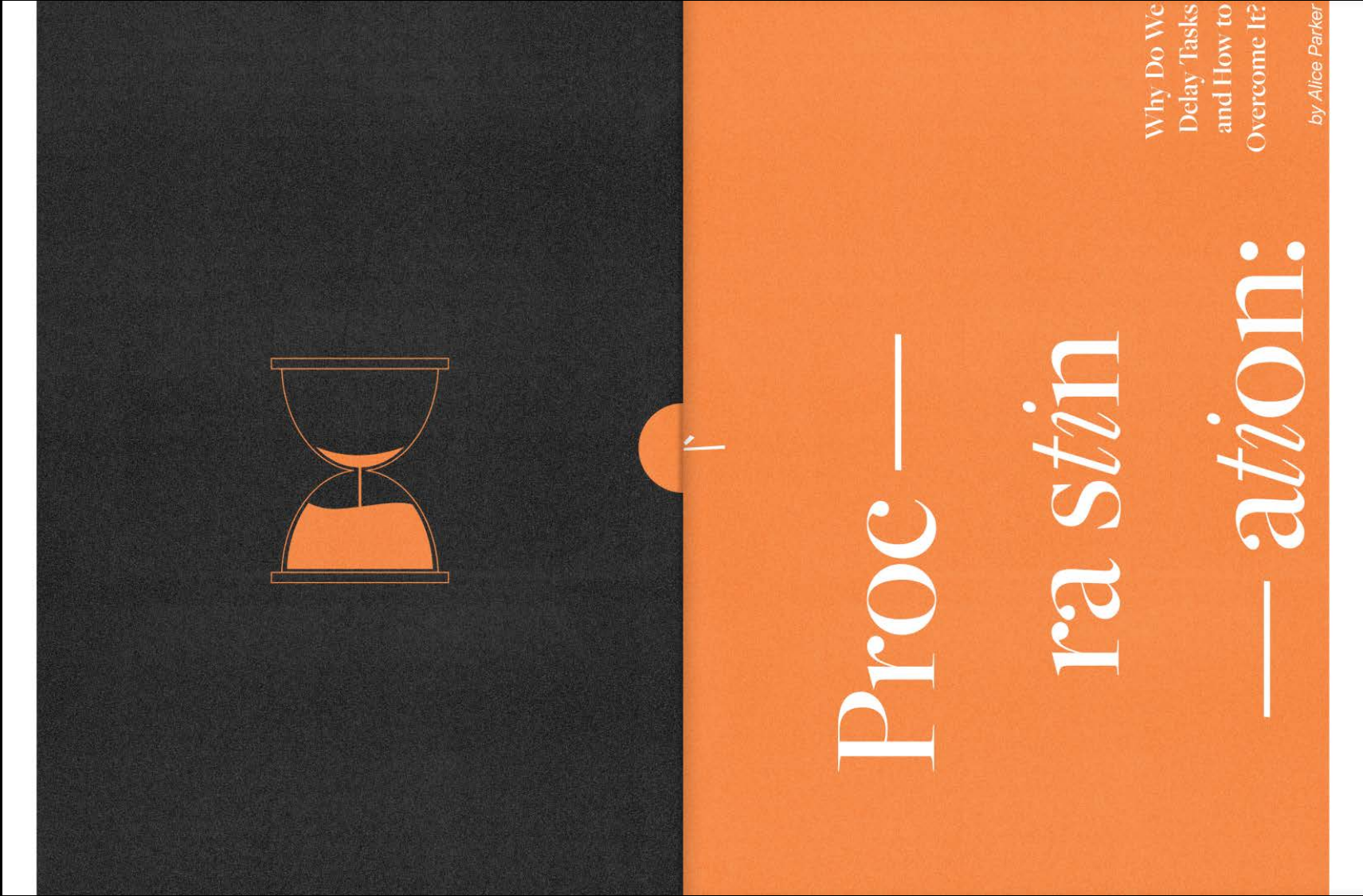
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tration. They did similar tests while Miss Follini was in the cave, but in Houston researchers will be able to watch how specific parts of her brain function while she is solving problems. Researchers will perform the same tests again in six months.

Other scientists will monitor her immune system, bones, muscles and coordination.









Thank You!!!