
The Assignment

Graphic design is about developing effective communication. One of the simplest methods for communicating is through the use of shapes and symbols. Meaning can be interpreted more immediately with images than with text—even across language barriers. For this assignment, you will select four abstract ideas from the list below and develop visual designs that communicate these concepts.

Objective

A syntactic exercise experimenting with spatial compositions. To stimulate creative imagination and awareness of complex visual-conceptual processes. To develop fundamental thinking and planning of graphic communication. To execute sketched designs on computer, developing the technical skill, discipline and concentration needed to achieve clear and neat representation.

Guidelines

The starting point is a square format. Develop four separate compositions expressing the terms assigned to you in a visual way. Each design should be an exact visual expression of the term, paying attention to subtle differences in meaning.

The final presentation of this assignment will be in printed form (black & white) on 8 1/2" x 11" white computer paper, including the four designs and term labels along with your name and class information. Type should be set in 9/12 point Univers 55, initial caps, (names in Univers 75). The final rendering should be done at actual size, as four boxes measuring 3 1/2" x 3 1/2". The border defining these square will be 2 points thick.

The squares should be arranged in a 2x2 format 1" from the top and 3/8" from the two sides (leaving a 2 1/2" bottom margin), 1/4" apart horizontally and 1/2" apart vertically. The term labels should be placed at the far left bottom corners of the squares 1/4" below the base of the squares. Your first and last name should appear 1 1/4" below the left corner of the far left square.

This computer print will be mounted on 1024 matte board cut to final size (11" x 14"), leaving a 1 1/4" top and side margin and a 1 3/4" bottom margin. This board will be covered with tracing paper, trimmed flush.

Restrictions

All artwork for your compositions must be generated with Adobe Illustrator 8.0 software and output on a black and white laser printer. No photographs or typography may be used in your designs, only lines and shapes in black, white and shades of gray. Your design's terms must be selected from the list provided.

References

Gregg Berryman, *Notes on Graphic Design and Visual Communication*
Adobe Press, *Illustrator 8.0 Classroom in a Book*

Terms

<i>Trepidation</i>	<i>Exhaustion</i>	<i>Inquisitive</i>
<i>Incongruity</i>	<i>Aggression</i>	<i>Despair</i>
<i>Aloofness</i>	<i>Jubilation</i>	<i>Harmony</i>
<i>Tranquility</i>	<i>Persistence</i>	<i>Purity</i>
<i>Introversion</i>	<i>Eagerness</i>	

Schedule

8/21 Assignment sheet distributed. Begin working on project.

8/26 First sketches due. At least twenty concepts.

8/28 Second set of sketches due. Refine compositions and begin transferring designs to computer.

9/2 Labor Day. *No classes held.*

9/4 Due at the beginning of class:
Prints of in-progress designs for internal review.

9/9 Make final changes to designs. Work on presentation board.

9/11 Final presentation and class critique.