

# CSCI 3350 Assignment 1

## Design Principle / Ideation Sketchbook

Please prepare the following for this assignment:

1. 2B pencils (around 3 to 5).
2. Pencil sharpener (or knife but I like sharpener)
3. Eraser (large, clean, and good quality)
4. Sketch book (wirebound or hardbound, letter size 8.5"x11", good quality / heavy weight paper, >50 pages)
5. Cardboard (3 pieces, letter size) and cutter
6. Ruler

**Estimated time:** 15 hours

**Note:** Your sketchbook may be retained by the department at the end of this class.

### Instructions:

- The four basic web design principles by Robin Williams are
  - **C**ontrast
  - **R**epetition
  - **A**lignment
  - **P**roximity
- Use the following shapes to produce sketches to illustrate the above design principles
  - Circle, rectangle, square, triangle
- Use the provided sketch template (cut cardboard) to draw six squares for each page
- Submit the following
  - 1 set (12 squares / 2 pages) of “marking marks” for warm up exercise
  - 1 set (12 squares / 2 pages) of “contrast”
  - 1 set (12 squares / 2 pages) of “repetition”
  - 1 set (12 squares / 2 pages) of “alignment”
  - 1 set (12 squares / 2 pages) of “proximity”
  - Write the exercise name (e.g. contrast) below each square, at the lower left corner.
  - Total: 10 pages (60 squares)
- You are restricted by the following:
  - Use black and white only (no color, “greys” are fine but don’t use it too often)
  - Fill the shapes (with black, unless it is part of your design)
  - White background only (unless it is part of your design)
  - Avoid making pictograms/icons
  - Use **ruler** to draw straight lines

### Submission instructions:

Please submit the sketchbook to the instructor at the beginning of the class (of the indicated submission date).  
On the cover page of the sketchbook, include your full name, course code (CSCI 3350) and course name.

**Grading guidelines (programming questions):**

Your programs will be judged on several criteria, which are shown below.

- Correctness (50%): correct design principle, understanding of principles, visual composition
- Design/Idea (30%): idea generation and exploration
- Cleanness / Presentation / Wirebound or Hardbound (20%)

**Why are you doing this?**

- This exercise is a hands-on and friendly approach to basic layout skills for those with little or no experience in design. You'll learn the terminology of design and its simple elements.
- The intention is not to lay down a set of rules, but to establish a basic set of values that will enable you to analyze and assess your own placement of visual elements within the given space.

**Objectives**

- Acquire and demonstrate the basic of layout skills.
- To be more observant and display a better understanding of visual literacy.
- Appreciate the importance of design visual communication.
- Describe and apply the basic web design principles emphasizing alignment, proximity, contrast and repetition.

**Hints:**

1. Important: observe the 4 restrictions on the assignment sheet (you would get no point if you do not follow them).
2. You can use a ruler.
3. Put a piece of paper below your drawing hand, to keep the paper clean. If you are right-handed, draw from left to right, top to bottom. If you are left-handed, I am not sure (really).
4. In this design exercise... A line is not a rectangle, a rectangle has 4 sides. A point is not a circle. (Math Professors would not agree, but this is a design exercise.)
5. To test the speed of drawing, I spent 1 hour drawing 1 page (6 squares), so you would need around 15 hours.
6. If your work looks like a fifth-grader's work, you properly did something wrong. Your work should look like something drawn by a professional designer.