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## CSCI 3350 Assignment 2

### Design Principle / Ideation Sketchbook

**Estimated time:** 15 hours

**Important:**

- **Fill the shapes** (with black), - **5 points** for every square with any unfilled shape (-5x60 squares = **-300**).
- If you lose more than 100 points, **you will get a 0** (in fact you may lose more than 300 points).
- **Use a ruler**, make sure the shapes have straight edges (**-50 points** for any “non-straight” lines).

Please use the same sketchbook which you used for assignment 1:

**Readings** (read the following **before** starting this assignment)

- Powerpoint Slides – Understanding Visual Space
- Powerpoint Slides – Design Fundamentals
- Assignment 2 sample scan

**Instructions:**

- There are five basic layout principles (and you can mix them for self-expression):
  - Scale
  - Stability
  - Dynamics
  - Contrast
  - Asymmetric
  - Self-Expression
- Use the following shapes to produce sketches to illustrate the above design principles
  - **Circle, rectangle, square, triangle**
  - Letterform (Typeface: **Arial Bold** or **Verdana Bold** only)
- Use the provided sketch template (cut cardboard) to draw six squares for each page
- Submit the following
  - 1 set (12 squares / 2 pages) of “scale”
  - 1 set (12 squares / 2 pages) of “stability”
  - 1 set (12 squares / 2 pages) of “dynamics”
  - 1 set (6 squares / 1 page) of “contrast”
  - 1 set (12 squares / 2 pages) of “asymmetric”
  - 1 set (12 squares / 2 pages) of “self-expression”
  - **Write your name at the top of each page**
  - **Write the exercise name (e.g. contrast) below each square, at the lower left corner**
  - Total: 11 pages (66 squares)
- You are restricted by the following:
  - Use black and white only (no color, “greys” are fine but do NOT use it too often)
  - Fill the shapes (with black)
  - White background only (unless it is part of your design)
  - Avoid making pictograms/icons
  - Use **ruler** to draw straight lines



**Submission instructions:****Online section:**

Please scan the pages, save as a pdf file, name the file **lastname\_firstname\_assignment02.pdf**. Submit the pdf file to D2L dropbox by the end of the indicated submission date (23:59). Refer to assignment 2 scan sample for formatting requirement. Do **NOT** copy the design ideas from the scan sample. You should come out with your own design ideas. 0 point will be awarded if you copy the scan sample.

**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 design principles emphasizing scale, stability, dynamics, contrast, and asymmetric.

**Hints:**

1. Important: observe the restrictions on the assignment sheet (you would get no point if you do not follow them).
2. You can use a ruler.
3. Wash your hands. 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 (or Assignment 2 sample scan).

