Dr. Leong Lee

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):
 - o Scale
 - o Stability
 - o Dynamics
 - Contrast
 - Asymmetric
 - Self-Expression
- Use the following shapes to produce sketches to illustrate the above design principles
 - o 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
 - o 1 set (12 squares / 2 pages) of "scale"
 - o 1 set (12 squares / 2 pages) of "stability"
 - o 1 set (12 squares / 2 pages) of "dynamics"
 - o 1 set (6 squares / 1 page) of "contrast"
 - o 1 set (12 squares / 2 pages) of "asymmetric"
 - o 1 set (12 squares / 2 pages) of "self-expression"
 - O Write your name at the top of each page
 - o Write the exercise name (e.g. contrast) below each square, at the lower left corner
 - o Total: 11 pages (66 squares)
- You are restricted by the following:
 - O Use black and white only (no color, "greys" are fine but do NOT use it too often)
 - o Fill the shapes (with black)
 - White background only (unless it is part of your design)
 - Avoid making pictograms/icons
 - o Use ruler to draw straight lines



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Submission instructions:

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).

