CSCI 3350 Assignment 1

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).

Readings (read the following **before** starting this assignment)
- Textbook - Robin Ch. 2, 3, 4, 5, 6
- Powerpoint Slides - Four Design Principles
- Youtube videos - https://www.youtube.com/watch?v=8Tg9qKI6IFk
- Assignment 1 sample scan

Preparation - please prepare the following for this assignment:
1. **2B** drawing pencils (around 3 to 5). Normal drawing pencil will do, NO charcoal or strange stuff please.
2. Pencil sharpener (no knife please, I don't want any trouble)
3. Eraser (large, clean, and good quality)
4. Sketch pad (Sketch book)
   - letter size 8.5"x11", or 9" x 12"
   - good quality / heavy weight paper, >=50 sheets
   - in-class section: wirebound or hardbound
   - online section: the pages will be scanned (keep that in mind when you purchase)
5. Cardboard (2 pieces, letter size 8.5"x11") and cutter
6. Ruler
7. (Optional) Stencil for circle, rectangle, square, triangle

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 (to cut holes on 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 your name at the top of each page**
   - **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 (you may get **0 points** if you do not observe):
    - o Use black and white only (no color, "grays" are fine but do NOT use it too often, avoid "grays")
    - o MUST fill the shapes (with black)
    - o White background only (unless it is part of your design)
    - o Avoid making pictograms/icons
    - o Use **ruler** to draw straight lines

Submission instructions:

Please scan the pages, save as a pdf file, name the file **lastname_firstname_assignment01.pdf**. Submit the pdf file to D2L dropbox by the end of the indicated submission date (23:59). Refer to assignment 1 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 a 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 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 1 sample scan).