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:
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).