

03

FORM | COUNTERFORM

GRAPHIC DESIGNERS ARE OFTEN FACED WITH THE CHALLENGE OF communicating about ideas in a language that is strictly visual. Logos and icons are often employed to represent businesses, institutions, organizations, groups and ideas. Graphic elements, like letters and words, are capable of carrying meaning on their own. In this assignment, you will utilize and develop visual languages to that communicate about abstract concepts.

PROCESS

Work by hand first. Make sheets with shapes in Illustrator and cut out pieces to assemble by hand. Explore the use of different shapes as you develop symbols for each concept. Stick with the same shape for each symbol. You can vary size within each one, but not the objects themselves.

For each concept, explore the use of different shapes but limit yourself to using squares, circles and a shape of your own creation. "Sketch" off the computer. Make your roughs by hand. Strive for interesting forms and a creative use of form/counterform. We will review these roughs in the initial stage of the assignment. Once you have solid ideas developed in sketch form, you'll render them using Illustrator.

SPECIFICATIONS

MEANING	From process work, chose best forms that represent the following concepts: <i>harmony</i> , <i>speed</i> and <i>growth</i> .
SIZE	Final symbols should be 7.5" x 7.5" and flush mounted to 4-ply board
VISUAL LANGUAGE	Each symbol should be made of the same graphic elements. You can vary their sizes. Final symbols should be rendered with Illustrator. Only use black and white (no greys).

SCHEDULE

MONDAY, 1.30	After critique of <i>Letter.Time</i> project, work in class on hand-made roughs of Form Counterform.
WEDNESDAY, 2.01	Review of hand-made roughs. For each word, bring your five best roughs. Be sure to test a variety of shapes for each word.
MONDAY, 2.06	Critique. Bring completed project, process documentation and written reflection to class in 10 x 13 envelope.

REFLECTION*

Write responses to the following:

- ▷ What went well with this assignment?
- ▷ What did not go well?
- ▷ What would you do differently if you could do this assignment again?
- ▷ Describe the process you took to choose your final symbols.

Type your reflection using a word processor. Be sure to carefully proofread it and add your name to the top of your paper.

PROCESS DOCUMENTATION

- ▷ Include *all* of your process work in your folder. Be sure to print early digital versions of each symbol. Try using Bridge to make thumbnail-like prints.

EVALUATION

This assignment will be evaluated on a numerical scale using the following criteria:

30%	CREATIVITY
50%	Design. <i>How innovative is each design? How attentive were you to form/counterform relationships.</i>
50%	Meaning. <i>How well does each design communicate?</i>
100%	Total Creativity
20%	CRAFT
70%	Precision. <i>How well organized and arranged are the graphic elements within each symbol?</i>
30%	Presentation. <i>Is each print of good quality? Was it mounted and trimmed well?</i>
100%	Total Craft
50%	PROCESS
90%	Depth of Creative Search. <i>Did you try multiple designs of your letterform before choosing the final one? Did you explore the use of different materials? Did you make numerous rough cuts of your image sequence?</i>
10%	Written Reflection.* <i>Is the writing a thoughtful and insightful response to the assignment? Is the writing clear and free of errors? Did you answer all of the questions?</i>
100%	Total Process
100%	PROJECT TOTAL

3 = EXCELLENT. Work meets/exceeds the requirements of the assignment. It has superb formal mediation and impeccable craft. Ideas are original, thoughtful and imaginative. Writing is complete and free of spelling, grammar and punctuation errors.

2 = SATISFACTORY. Work fulfills the requirements of the assignment, but does not demonstrate the additional effort needed to excel. It lacks thoughtful, original or imaginative resolution or attention to detail and craft.

1 = UNACCEPTABLE. Work shows no understanding of the assignment. It shows a lack of understanding of design principles and poor craft.

* If you do not write a reflection for every project, your final letter grade will drop by one letter grade.