

**Project Due:**

Critique January 31

Hand in February 7

Design space 6"x6" placed on 8.5 x 11" vertical sheet. Please use provided template.

**Objectives**

1. develop a geometric idiom through the discovery of various 2-D principles needed to extend a limited graphic vocabulary
2. further your understanding of core design principles (i.e. size, direction, scale)
3. further develop a process that will condition and stimulate creative thinking

**Squares: Shape and Spatial Relationships**

Certain images are loaded with meaning in our culture. As artists and "meaning shapers," we construct or reshape meaning through the use and manipulation of imagery. We can communicate ideas with the greatest efficiency using simple forms.

**Assignment:** By using four squares, create a graphic image that best expresses the meaning of three of the following six words:

**order, increase, bold, congested, tension, playful.**

**Condition:** You can only use different combinations of black and white. For example, you can use black squares on white background, white squares on black, outlines, inverse intersections of the rectangles or a combination of the above. I do not want to see any color or gray scale. The design can be contained within the main design rectangle of the worksheet or it can extend out. The four squares can be differing sizes, can touch, overlap. You can set them in perspective.

Using only four squares is a seemingly limited palette to express such diverse words, yet these squares can be expanded into a more comprehensive language by utilizing various design principles. Because design skills become more comprehensive by creating several solutions for a single problem, selecting the most effective solution is an important condition.

Make at least *five preliminary sketches for each word* in the areas indicated (worksheet 1). Then select the most effective solution for three different words and execute it in the larger designated area (worksheet 2). You will be presenting your final *3 solutions of three different words*.

**Materials**

pencil  
Micron or Nepico Line inking pen  
black marker  
metal ruler  
tracing paper/sketch paper

### Steps

1. 20 thumbnail sketches
  - Pick at least three words and try to visually represent their meaning by using four squares. (You can create sketches for all six choices and then pick the best out of those.)
  - Do not forget to label the sketches so that we know which word they represent.
  - Use tracing paper when appropriate to modify composition.
  - Bring these sketches to class January 24, we will review them in groups and help you pick the strongest.
2. After the initial sketching phase begin to edit and refine your ideas. Create larger, more refined compositions
3. Decide which of your compositions will be chosen as the final direction.
4. Reconstruct the final composition for each of the chosen three words full scale on three worksheets (provided.)
  - a. Sketch the composition lightly in pencil.
  - b. Use inking pen for the square outlines and fill them in with a black marker.
  - c. Use rulers, triangles or T-squares to achieve right edges; you will be graded on your neatness and rendering precision.
  - d. Erase all pencil marks.
  - e. Label the sheet: word represented and your name
5. **Critique January 31**
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