

Card Suits

Hierarchy and priority grouping are the main design focus of this assignment. Above all else, make the hierarchy clear and ordered through your visual system. Within the context of the entire deck of cards there is an implied priority order. Within each separate suit, there is a priority grouping as well. Certain cards appear to be worth more than others regardless of the game played with them. This relative importance should be evident by the look of the cards themselves, it should not require an explanation to make this relationship understood.

Thematic unity is a secondary focus of this assignment. Base your set of cards around a theme which can be extended through various levels of implied importance and similarity grouping. Look for similarities as well as differences among characters/roles, objects or events to draw inspiration from. Are there any "good guys" and "bad guys?"

Assignment

Redesign a deck of playing cards based upon either one of the following criteria:

- An existing set of cards (ex. tarot cards)
- A story or myth (Aesop's Fables, nursery rhymes)
- A theme related to your Magician

Requirements

- Use symbolic color
- Use figure/ground relationships
- Your solution must visually communicate the concepts of hierarchy/priority order, order/grouping and symbolism
- Create a box or container for your cards
- Total number of cards no less than 20, at least 6 "face" cards or non-numerical cards
- All 4 suits represented, we see the progression within a suit as well as laterally, across the suit (ex. show two queens or more.)
- Size and shape of cards is up to you
- Remember you are not creating a game but a system with which any number of games can be played

Research

- Color theory
- Gestalt theory of grouping
- Symbols and icons, dingbats and historical typographic symbols and punctuation marks
- Various cultural imagery and symbolic communication

Process

Generate 25 sketches (Due Oct 27)

- Address hierarchical relationships across and along the suits (There should be a logical hierarchy from your lowest to your highest card within the suit. And there should be a clear connection of a card to other cards of the same value.)
- Will you use traditional suits and colors or will you develop your own system?
- What will be the size and shape of the cards?
- Will you have face cards?
- How many cards will you have in a deck?

Develop three of the ideas further: more refined sketches, at least 8 cards each (Due Nov 3)

Create 1 clean illustration/design. Create a complete card design template based on a grid system that you develop; (Due Nov 5)

10 finished illustrations/designs that include 4 face cards (3 of the same face) and should show all four suits. (Due Nov 10)

Design the back of the card. Design card deck packaging. (Due Nov 17)

Card Deck Project Due / Crit (Due Nov 10)