CSCI 3350 Assignment 2

Design Principle / Ideation Sketchbook

Please use the same sketchbook which you used for assignment 1:

Estimated time: 10 hours
Note: Your sketchbook may be retained by the department at the end of this class.

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 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 don't use it too often)
    - Fill the shapes (with black, unless it is part of your design)
    - White background only (unless it is part of your design)
    - Avoid making pictograms/icons

Submission instructions:
Please submit the sketchbook to the instructor at the beginning of the class (of the indicated submission date).
On the cover page of the sketchbook, include your full name, course code (CSCI 3350) and course name.

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.