

CSCI 3350 Assignment 2

Design Principle / Ideation Sketchbook

Estimated time: 15 hours

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

Note: **Fill the shapes** (with black), **-5 points** for every square with any unfilled shape (-5x60 squares = **-300**).

Note: **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 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:**In class section:**

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.

Online section:

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.

At the end of the semester, you will be asked to submit all the paper copies.

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.

