

Graphic Design Principles II (COMD 1200, D150) fall 2018

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Icon Week 3, Monday September 17

Assignment Combining elements

Goal Create a figure/ground study with a 3-D object

Objective Simplify to form to create a gestalt icon

Project

What letterform are you using? Choose 3 objects whose name starts with that letterform. Bring them to class.

Choosing your item.

Choose a simple item. Simpler items tend to make for more rewarding investigations.

The goal of this assignment is to simplify the form of a familiar object, through the process of documentation. For this reason it may be more rewarding to select a fairly commonplace object instead of a very unusual or rare one.

Process

In class, we will start to document your images on 8.5 x 11 paper

1. Investigate method of documentation that reveals the most interesting visual qualities in your object, qualities you may have previously overlooked and are not evident at first glance.

This will differ depending on your object but consider: xeroxing (to highlight shape and contour), scanning (to reveal very precise detail through enlargement), making a rubbing (if your object has interesting texture), photographing (if your object is large and not collectible).

Each of these processes can be further subdivided. For example: Scan or xerox several sides or angles, photograph from different angles (e.g. frontal view, angle, profile view, top view, etc.) and under different lighting conditions (artificial vs. natural light, day vs. night).

Draw your own, or work with an existing icon or symbol.

2. We will combine one icon with each letterforms. Continue to focus on figure/ground, and balance in your studies.

Create different combinations by combining images with cropped letterforms. In some variations, call attention to the icon. In others, allow the letter to becoming the dominant form.