

GRAPHIC DESIGN one

project three: visual identity

GD 200.02
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objectives

Consider visual forms as systems, and systemic parts.
Encourage formal experimentation.
Develop skills in making meaning from visual form.
Build strong skills in digital drawing.

October 31

Please note! This is an addition and due date revision to the handout from last week.

Create a series of patterns using your pictograms.
Each pattern study should be **7.5 x 60** inches, neatly tiled. Your studies could be color or black and white, as your wallet and concepts dictate.

pattern study one: similarity experiment
use one of your icons and at least one other shape
(could be a geometric shape, a peer's pictogram, a found object, etc)

pattern study two: figure / ground experiment
use one of your icons and at least one other shape

pattern study three: proximity experiment
use one of your icons and at least one other typographic element
(could be letters, punctuation, words, logos)

November 7

Please see previous handout for instructions on parts **1.6** and **1.7**