

## PART I.

### Personal IDENTITY

Duration 2 weeks - Project 01 due on 3<sup>rd</sup> session, September 22<sup>nd</sup>

Date	Topic	Resources	Assignment
Sept 8	Course Introduction, course content, supplies and material list description. Visual Diary discussion (the importance of sketching). Recording the surroundings using variety of media and methods. Iconic presentation & gestalt	Sketchbook and journal (binder)  Various pencils Various papers	Project 01 design strategies: Point, line, tone  Composition  Homework: 50-100 thumbnails
Sept 15	Light and shadow Tonal drawing techniques Hatching, crosshatching, stippling, erasure Hierarchy of needs Aesthetic-usability effect Composition-layout	Charcoal Crayons Inks- pen & brush Erasers Various papers	Homework: working on project01
Sept 22	Presentation & critique of project 01 Introduction to project 02	Mixed media	Homework: Design research (teamwork) sketchbook swapping

The first three sessions of the course are dedicated to review drawing fundamentals (line, composition and tone). Project 01 is used to investigate and employ students' ability to control basic drawing elements.

Materials: focus is on dry drawing materials (pencils, crayons, charcoal)

### Project 01 I.D.EATION: Personal identity package

#### Project Description:

The common division between observer and subject will be resolved if we became "fused with the surroundings". Find inspiration in neighboring things, personal objects, preferred materials. Further intention of the project is to develop analytical methods (of representing line, form, tone and composition through drawing) and to apply these findings into personal graphic applications (icon, logo & illustration)

## Project Goals and Objectives

This project functions as an evaluation of students' basic drawing skills.

To increase and apply basic drawing strategies; to look, to observe, and to discover, to draw surroundings, to trace the lines, handle the volumes, organize the surface.

To use drawing strategies to design a personal ID package.

## Project resources:

Sketchbook (process sketches), studies of 3D objects, drawings made on various papers.

Paper could be tinted/toned, artistic quality, resistant to "abuse". An object/surface of your choice to be customized with your ID content (package, web, letter, card, etc)

## Materials + Technique:

charcoal, pencil, crayons; additive and subtractive drawing techniques on various surfaces, 3d drawings (wire, rope), print

## Research topics

Hierarchy of needs

Iconic presentation

Aesthetic- Usability effect

Personal object(s)

## Process

Brainstorm ideas: make between 50-100 thumbnails of the ideation process

Line: Make your icon out of wire; Draw the study of both: the "source" and the icon on paper

Tone: Draw the study of your favorite object and your logo inspired by the shape

Layout: Compose icon and logo together with text (if needed) on the selected surface

## Presentation requirements

Please bring all relevant resources + sketches; 50-100 thumbnails; objects & photos of the inspiration

Line: iconic representation One drawing of your linear icon; wire model of the icon;

Form: logo design- drawing study of the object used as inspiration;

Composition: layout applied design on the surface (print, object, photo, web)

**Assessment Elements** The qualities of the logo that might be of interest should include: materiality, texture, contour and interrelationship of solid and void.

## DESIGN PROCESS

### Line icon

Icon design is a complex activity that involves the merging of the representational and the stylized. This project details a focused methodology in creating an icon with a single

continuous line. This line fluidly describes the object silhouette as well as possible interior features, details, and surfaces.

### Tonal rendering

Develop your icon into a tonal design. Use limited amount of gray. Print the grayscale.

### Layout

Choose a format to apply your I.D. package (T shirt, CD-DVD, web, box, card, print).

There should remain a sense of relation of detail to the whole. Use this composition to “unleash” the designer’s within, make your logo work at many levels & environments.