

About the TASKSHEETS

Monday, 22 March 2021 12:13

There are TWO types of tasks:

1. Class tasks
2. Portfolio tasks

A **class** task must be done in order to understand the relevant concepts, and as preparation for work in class, but will not be marked.

Portfolio tasks are also necessary as preparation and for work in class, but will be marked and will count towards the final continuous assessment portfolio mark.

Class task 1: Design Principles

Monday, 22 March 2021 12:15

1. Review the material in the DESIGN THINKING and DESIGN PRINCIPLES sections.
2. Identify the FIVE concepts from the material that you consider to be most important.
3. Come to class next week ready to name your five concepts and explain why you think they are important.

Class task 2: Visual Design

Monday, 29 March 2021 10:35

Do AT LEAST two of the following exercises.

Instructions

- Don't think too hard about it.
 - Pick one of the tasks, then just start drawing. EXPLORE. PLAY.
 - Refer to the notes in the DESIGN PRINCIPLES about visual design elements and principles if you need a reminder about these concepts.
 - If you don't like what you have done, simply put your page to one side, take another page and start again.
 - YOU CANNOT GET THIS WRONG!!
 - When you are happy with the first design, pick the second task, and do it in the same way.
1. Create a design that uses the three elements: **line**, **colour** and **texture** to communicate the concept *happy*.
 2. Use **two shapes**, **texture** and **contrast** to communicate the difference between *big* and *small*.
 3. Use the principle of **balance** and **any three design elements** to convey *complexity*.
 4. Use **three design elements** of your choice and the design principle **emphasis** to create the illusion of *movement*.

Portfolio Task 1: Personal Identifier

Monday, 29 March 2021 10:42

Background

Visual design is an important aspect of the design of a digital artefact. How something looks can influence a user's attitude towards it, as well as convey a particular message about the artefact. The main aim of this task is for you to improve your understanding of how visual design can be used for a specific purpose.

Your continuous assessment portfolio, to be submitted at the end of the semester, is intended to showcase what you have learnt in the course of this module. A portfolio is a very personal artefact, and each student will include work based on the same concepts or principles, yet each design and artefact will be different, reflecting the ideas of the individual.

One of the requirements of the portfolio will be that the presentation of your portfolio reflects YOU and your personality.

To help achieve this aim, design a *personal identifier* to use as part of the design of your final portfolio submission. (Of course, you may want to revise it later, but this task will be a good starting point.)

Just as the logo of a company is designed to show particular aspects of the company and what it does, so your personal identifier should reflect your unique personality. The exact form of this identifier will depend on the technical aspects of your eventual portfolio presentation design, but you can design an initial form of your unique identifier without knowing what form the final portfolio solution will take.

Objectives

- Explore the basic elements and principles of visual design.
- Learn more about how visual design can be used to express abstract ideas.

Tools

- Coloured pens and pencils, paper
- Relevant software if you must!

How to Design your Identifier

- Use the basic elements and principles of visual design to explore an identity for yourself (refer to notes and reference material on visual design).
- Work with words and images that you associate with yourself and your personality.
- Develop an identity that incorporates at least three visual elements that reflects YOU.
- NOTE: Your identity should be independent of any specific format. The same elements should be able to be used in a Word document, a presentation, a poster, an invitation, as well as whatever format your group finally chooses for your DDD portfolio presentation.
- Your exploration SHOULD NOT be neat, tidy, perfect. It must be done on paper, using pens, pencils, crayons. Use scribble, doodles, big & small, thick lines & thin lines, right-side-up & up-side-down...
- PLAY!
- Come up with and explore on paper **at least 3 preliminary design ideas** before choosing one idea to develop as your final concept.

Some Ideas from Prof Saul Greenberg for Generating Ideas

Prof Saul Greenberg of Calgary University in Canada has been teaching design to computing students for quite a few years, and has generously allowed us to use some of his material. Here's what he suggests as a way to start generating your ideas

<http://pages.cpsc.ucalgary.ca/~saul/wiki/pmwiki.php/CPSC581/PersonalityButton> :

1. Jot down several words that you (or your friends) would use to describe your personality.
2. For each of these words, visualize in your head how different professionals would create a caricature of this personality trait e.g.,
 - a Disney cartoonist (animating a person, an animal, a flower, a rock...),
 - an architect (building a home, a high-rise, a garden shed, a city),
 - an industrial designer (creating a shovel, a tea kettle, an action figure),
 - a fashion designer,
 - an avant garde artist,
 - a computer scientist (hey, that's you!),
 - ... and so on.
3. For each one of the personality traits you have identified, draft some graphical explorations that somehow capture the essence of these personality traits. Label these ideas, and annotate them if necessary. Don't try to evaluate your ideas - its quantity, not quality of ideas that matter right now.
4. Alternately, google the personality trait and click the images view — you will likely get many ideas by seeing other people's images. Use these images to inspire your own design attempts.
5. Generate as many design ideas as possible i.e., you may wish to draft several designs of one personality trait, or explore several personality traits and their combinations. You can exaggerate these traits: the drawings can be caricatures. Humour is allowed!
6. Show and explain your design to others. You will know which ones are the most exciting by how you talk about them.

Submission

- Bring all versions of the design to class. Submit your drafts to your personal workspace in the notebook.
- Have at least 3 preliminary design ideas, plus the final concept.
- Write an explanation of your final concept that shows:
 - how you used visual design elements and principles to create your design; and
 - what motivated your choice (or why you chose to use those particular elements and principles).
- Be prepared to show your ideas and receive feedback on them in class.
- Once you have received feedback, revise your final design and submit it and your explanation to your personal workspace for it to be assessed.
- Final designs must be submitted by 9:00am on Thursday, 8th April 2021