

---

# Project 1 - Design definition visualization

NMDE Elements II  
September 14, 2015

Instructor: Hye-Jin Nae  
Email: hxnfaa@rit.edu

---

- Objective** Design thinking exercise - through brainstorm and exploration you are to create a poster that communicates your definition of "design is..." to the viewer and is of high aesthetic quality. This project will address effective use and manipulation of imagery and strong visual hierarchy.
- Problem**
1. You are to define "Design is \_\_\_\_\_." It can be sentence or words. Create a poster that communicates your definition of design to college students. Your definition must be in your design solution and works well with your imagery harmoniously.
  2. You CANNOT directly apply the found images to your design; you must manipulate the images to carry your concept. If you are using non manipulated images then it must be yours.
  3. As you work, carefully consider the various graphic design principles and gestalt principles and image manipulations, including cropping, touching, overlapping, and intersecting of forms, positive and negative relationships, composition, texture, scale, space, and color.
- Method**
1. **Define the problem and establish your objectives:** Determine your definition. Answer these questions in written format. What is the message? How do you want your audience to feel? What tone/voice can best express the message?
  2. **Concept/idea Development:** Brainstorm how to effectively create and deliver your message; try key words, thought mapping and create lots of thumbnails.
  3. **Research** for your possible design solution. **Review your research** to see how they deliver their message: what forms of images, layout, typography, texture and color are used.
  4. **Create layout sketches** of at least 6 ideas based on the previous steps combined with your full detail creative direction; type, images, color, etc.
  5. **Narrow your ideas/directions** down and **explore** design solutions on the computer (type can also be a part of imagery!). After many **iterations** finalize your solution.
  6. **Submit** design solution explorations, original images, and the final solution to its indicated mycourses dropbox; "Project1-explorations" and "Project1-final".
- Submission**
- Project document size: 11" x 17"
  - Resolution: 150ppi & RGB color (we are going to review it only on screen)
  - **Final project files** (Ai/PSD & PNG files): submit to the "Project1-final" mycourses dropbox and labeled files as "Project1-final". You also submit your **found original image files** as "original1.jpg, original2.jpg..." to the same folder "Project1-final".
  - **Exploration project files** (Ai/PSD file): submit to the "Project1-explorations" mycourses dropbox and labeled files as "Project1-explorations"
- Timeline**
- Week 4**  
Lecture - Sept 14: Project 1 introduction  
Lab - Sept 16 / Sept 18: Bring P1 brainstorm, sketches, inspirations to lab
- Week 5**  
Lab - Sept 23 / Sept 25: Bring any P1 work in progress to lab
- Week 6**  
**DUE: by Monday Sept 28, 10am** (All Project 1 files must be submitted to the indicated mycourses dropboxes)