PROJECT 2 INTRODUCTION

Word POWer

-Personal Business Card Design

Project Introduction

The business of design is really about the creative process: having ideas, making them look good, and finding a way to produce them. At the University of Utah, the word power assignment is given in the sophomore year to introduce students to creative thinking. Until this time students have been concerned with understanding the technological and formal aspects of design. They have not been instroduced to the concept of "idea." To be successful in the design field, a student must develop his or her ability to generate ideas, distinguish betweem good and poor concepts, improve and refine them, and communicate these ideas in the most agreeable terms.

The word power assignment consists of manipulating a written word or group of words or letters to form a visual. Students should choose a word that, with a slight modification, can be made into a symbol. The alteration of the word should be minimal, just enough to communicate visually the iconographic information. The symbol should not be an illustration slightly, retaining most of the letterform's characteristics and structure. At first glance the alteration goes unnoticed. Then a split second later, the change is recognized. The goal of the assignment is to have the viewer first percieve the word and then discover the clever modification. In this way the viewer is immediately involved in the creative process. The process is not punch line is unexpected but understood. If the punch line is too predictable, the joke isn't funny; if it is too obscure, the listener won't get it.

Project Methodology

This assignment is a test of a person's conceptual design abilities. It forces the designer to think beyond the obvious. Although the assignment is simple, it's powerful in revealing whether a person has the ability to think conceptually or is merely a good decorator. The students are asked to integrate different ideas in a manner that does not feel forced or antiquated. The synergism of those ideas results in a new reality greater than the sum of the parts. The unexpected twist given to familiar items makes the intended message novel and captivating.

Getting a good idea is the most important part of this graphic design problem. Ninety percent of the success of the word power solution rests upon the concept. I encourage students not to waste time on bad ideas - the trite, common, and predictable; that is, the kinds of solutions that first come to mind. Instead, I encourage students to push their creativity to come up with concepts that no one would think of, but, when seen, look like the perfect solution that when broken down has two parts that reinforce the overall concept.

Creativity gives rise to the unknown, the uncommon, or the unexpected. To be creative, students must feel comfortable taking risks, being lost and in trouble. They need to love exploring uncharted territory, and they need enough self-confidence to fail.

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Project Requirement

Stage 01 (Week of SEP 23): 20 ideas of rough draft with font styles selection.

Stage 02 (Week of SEP 30): 5 ideas selection for continuous creation.

Stage 03 (Week of OCT 7): Creation in detail draft of 5 ideas.

Stage 04 (Week of OCT 14): Creation and accomplishment in digital based print out layout.

This is the type based project with no graphics involved. All forms need to be created under the letterform structure.
Ideas need to be original and unique, any ideas can be found on online or other types of resources will be consider as plagiarism.

Project Critique

Communication:
Does the project visually communicate the iconographic information? Is the project conceptually on target?
Is the project easy to read? Does viewer make a discovery? Is there a clever twist in the project?

Impact:
Is the project unique? Does the project hold the attention of the viewer? How long will the project be
remembered? Is the viewer envious that he or she didn't think of the idea first? Is the project intriguing?

Design:
Are all the typographic- and image-based elements within the composition unified? Are the elements all
important? Do these elements contribute to the whole design? Does anything look "stuck on" or inappropriate?
Art the ratios of black- and-white spacing appropriate? Is the format in proportion to all other elements?
In regards to typography, is the typeface appropriate? Is the size of the letterspacing correct?

Craft:
Is the type free of ragged edges? Is the rendering of the project in perfect harmony? Are there any flaws?

Project Samples

https://www.pinterest.com/pin/521713938068892991/?lp=true

https://www.pinterest.com/pin/486459197234510201/?lp=true

https://www.pinterest.com/pin/552887291736963146/?lp=true