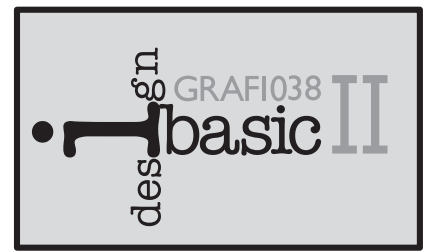


Project #2—Road Signs

Exploring Visual Communication



Immediate, practical communication is the primary function of a road sign. With this in mind, graphically depict the subject indicated for each of the twelve road signs on the assignment template provided. The last one is left blank, in this one you may create your own sign, be sure to label it like the others.

Analysis:

This problem is a vehicle for simplicity and personalization. The intent is to inspire personal expression by giving each sign a unique life of its own. The familiar context (the road sign) suggests a tradition idiom (a form of expression traditional or natural to language), while the nonsensical topics allow for an uninhibited design exploration and the opportunity to play; the parameters offer an opportunity to transcend the road sign's functional aspects through the creation of a personal statement in the name of design.

Objectives:

- ✎ Explore the use of line, texture, shapes, neg/pos space
- ✎ To communicate solely with graphics to convey a concept
- ✎ Break the boundaries of logical & practical thought
- ✎ Utilize the students critical thinking skills to problem solve in an unique & creative manner

Specifications:

- ✎ Document size —11 by 17 to be done portrait
- ✎ Use a smooth white drawing board for the final rendering
- ✎ Margins are indicated on the template, use the template to trace the size and position of each road sign on your road sign poster board.
- ✎ Render the name of each sign by hand in black ink as shown on the template.
- ✎ Execute each solution in black ink on a bright yellow sign; if your concept dictates, use of an additional colour is allowed. Be prepared to justify this choice in writing, which you will hand in with your final project. Be sure to include the black stroke on each sign as shown on the template provided.

Presentation:

- ✎ Mount the final white board onto a black board 16 by 20, apply tissue overlay and label as indicated on the PDF on my web-site.
- ✎ Include all work that lead to the final solution, place in a plastic envelope, label on the lower right corner, flap side.

Process and Due Dates:

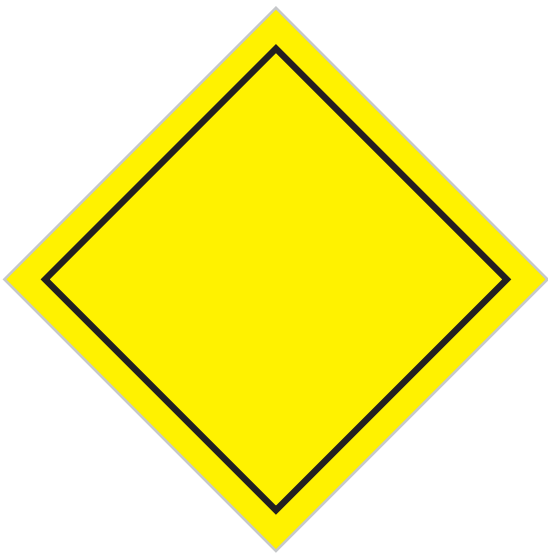
- ✎ **Week 1: Date TBA**
Introduction of project #2. Ask for clarification if you do not understand the briefing.
- ✎ **Week 2: Date TBA**
Research of signage, and thumbnail sketches done in pencil, 4 complete sets done at full size. Research and thumbs each worth 10% of final grade
- ✎ **Week 3: Date TBA**
Rough drawings done in pencil at full size, 2 complete sets, apply more detail in your graphics and make notes if you are adding a colour. worth 10% of final grade
- ✎ **Week 4: Date TBA**
Semi-comps done in B/W only to show the design and balance of pos/neg space. worth 10% of final grade
- ✎ **Week 5: Date TBA**
Final rendering due at the start of class.

Grading breakdown:

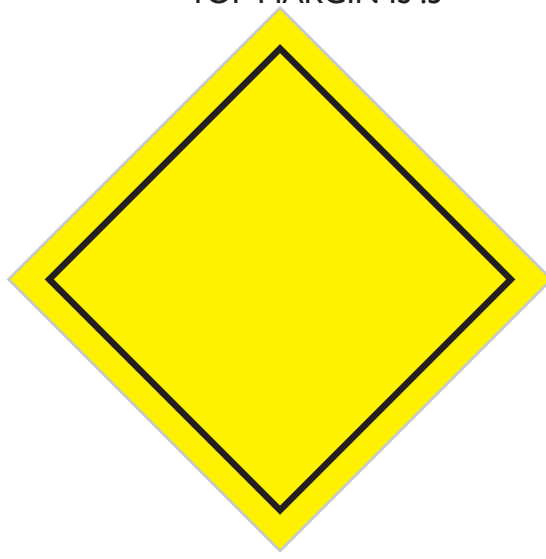
- ✎ All prep-work must be submitted on the scheduled due dates and signed to count for marks.
Prep-work—40% of final grade
- ✎ Quality of rendering—15% of final grade
- ✎ Concept clarity & creativity—30% of final grade
- ✎ Presentation; neatness, completeness organization—15% of final grade

Ask questions, do lots of research, and explore many solutions at the thumbnail stage. Play, play play...

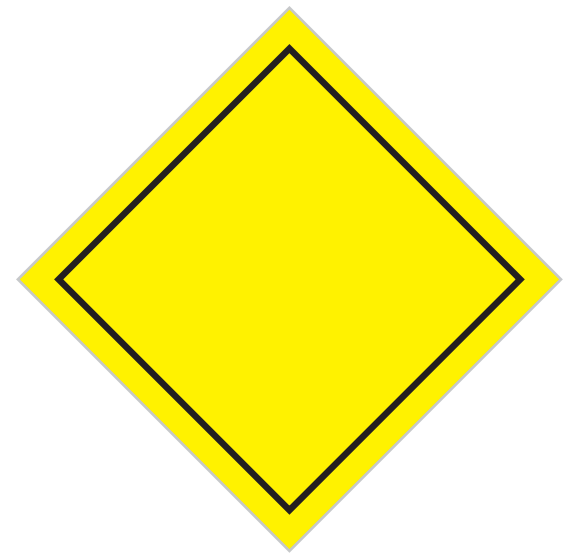
TOP MARGIN IS .5



DUCK LANDING



ANT FARM

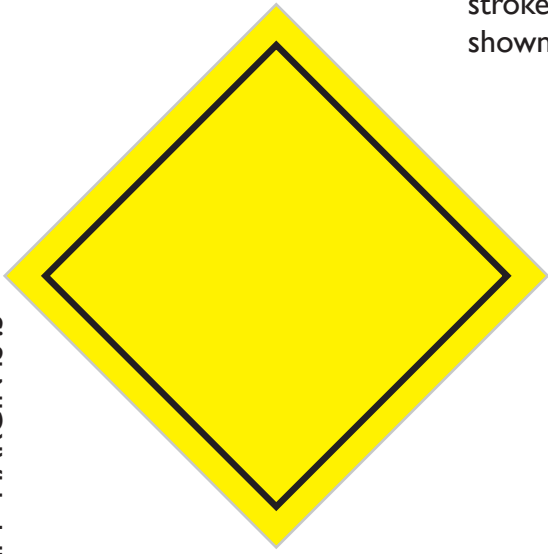


KID CROSSING

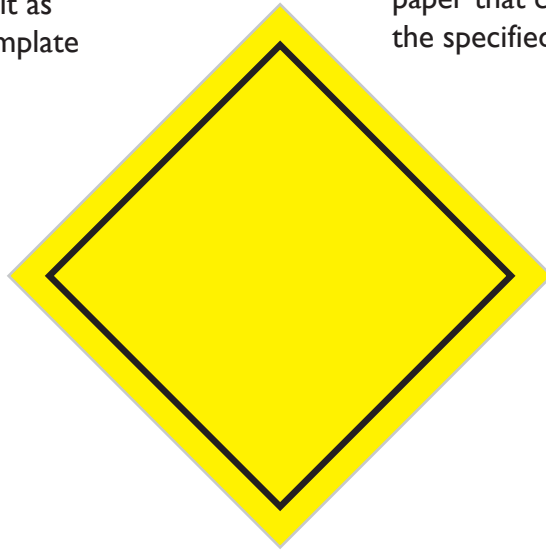
Signs must be rendered in a bright yellow with a black stroke set inside it as shown on the template

Use this template to trace the location of each sign on your marker rendering paper that came in your kit. Maintain the specified margins.

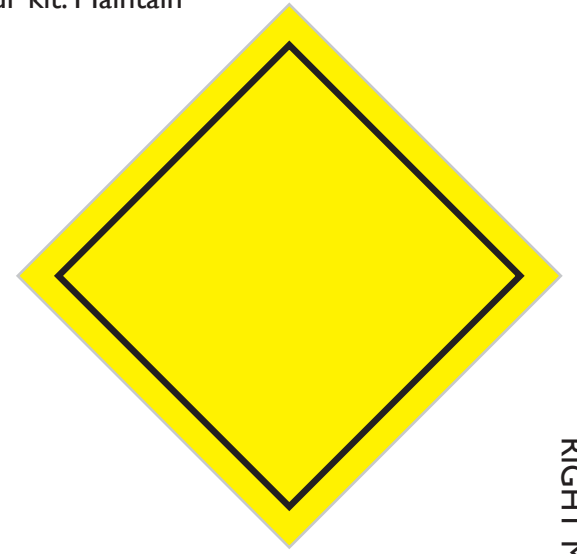
LEFT MARGIN IS .5



WASHING STATION



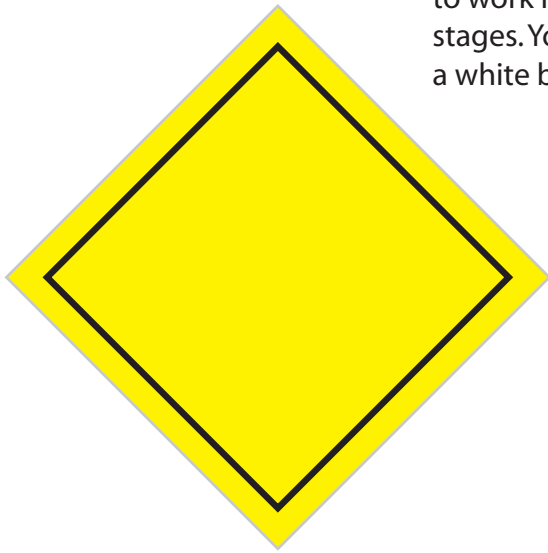
FORTUNE TELLER



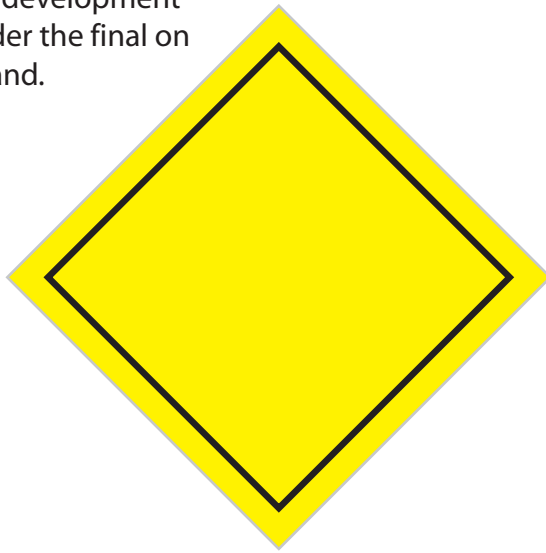
TARGET RANGE

RIGHT MARGIN IS .5

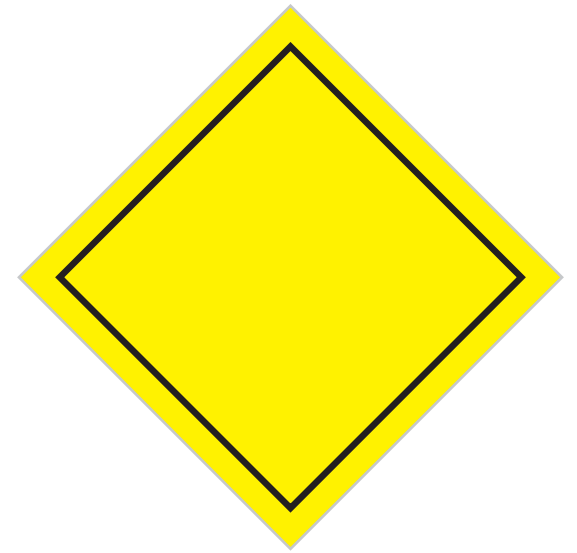
The final document size is 11 x 17 this is a template to work from in the development stages. You will render the final on a white board by hand.



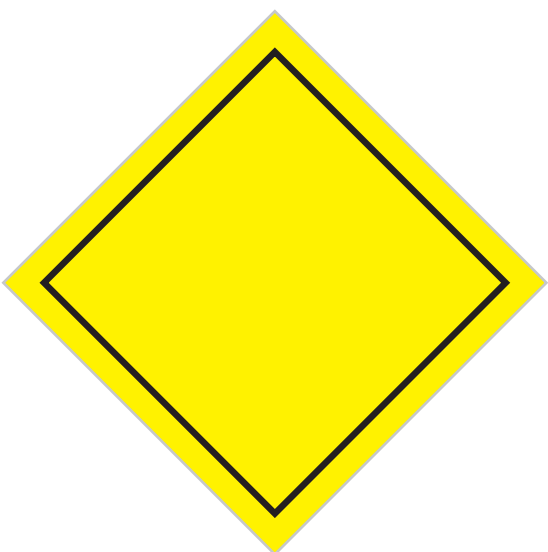
RED LIGHT DISTRICT



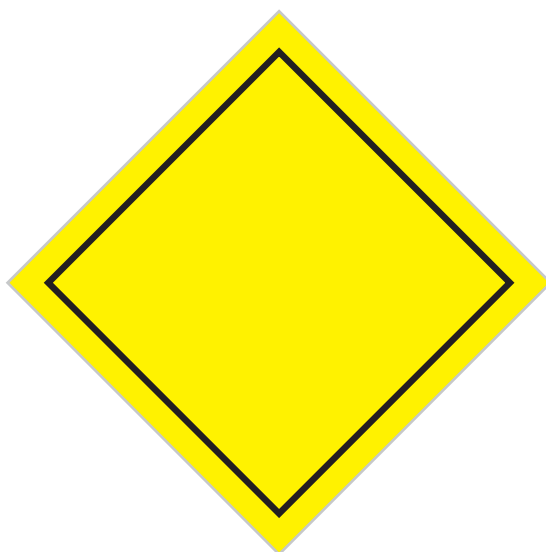
CACTUS GARDENS



KITE FLYING AREA



NUCLEAR POWER PLANT



EARTHQUAKE/FAULT LINE
BOTTOM MARGIN IS .75

