

**CSUN / ART140 / ASSIGNMENT #10 / MW 2PM / OMID**

**Final Assignment: DESIGN AS A VISUAL LANGUAGE—Personality Trait Box**

**Materials:**

- 12 1/8" x 9 1/4" x 3" box (provided)
- C-Thru ruler, metal ruler
- X-Acto knife and blades
- rubber cement or spray mount
- colored construction paper and/or paints, brushes, palette
- Feel free to expand your imagination if you want create any texture on your box.

Design a box (six panels) that communicates a personality trait (using only non-representational shapes).

This is your final assignment—please reflect on the information that you have been provided throughout this course. Consider how elements and principles such as line, color, space, direction, proportion, and emphasis (see below)—can be utilized to convey feeling and emotion.

If the objective of art and design is to influence viewers' behavior, it is crucial for artists and designers to understand the communicative potential of the ingredients that form their work—everything has a purpose. Used intelligently, these components can be a highly expressive means for communicating an idea, ergo, influencing the viewer's behavior.

Before you proceed to design your box, please follow these steps:

- Choose one (or two) word(s) that stands out in your mind regarding your personality. Research the word that you believe is defining your personality.
- Then go through the following list and try make connection between your word(s) and each element.
- Bring a typed sheet to class next week that shows how you will address your research and connections.

**design elements:**

- a. shape
- b. line
- c. color(s)
- d. size
- e. texture
- f. space

**attracting attention through:**

- g. dominant size
- h. striking design
- i. negative area
- j. emphasis on one element
- k. use of color

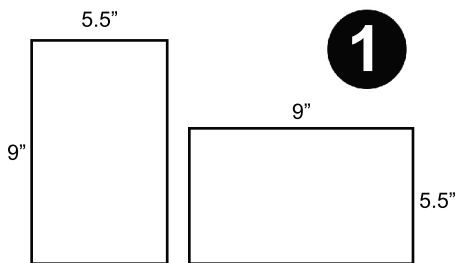
**design principles:**

- l. balance
- m. unity
- n. sequence (direction)
- o. emphasis
- p. proportion

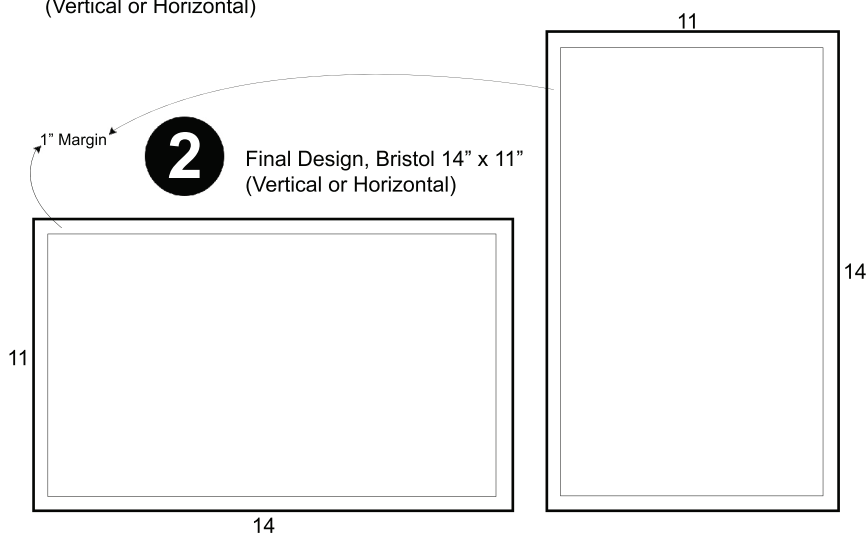
- Create six 9" x 5.5" neat sketches that incorporate the list from your typed sheet. We will compare this six sketches with initial sketch that you are making on the first day of the project.

- Based on our talk, we will select one of your sketches and execute it on full sheet bristol (include 1" margin).

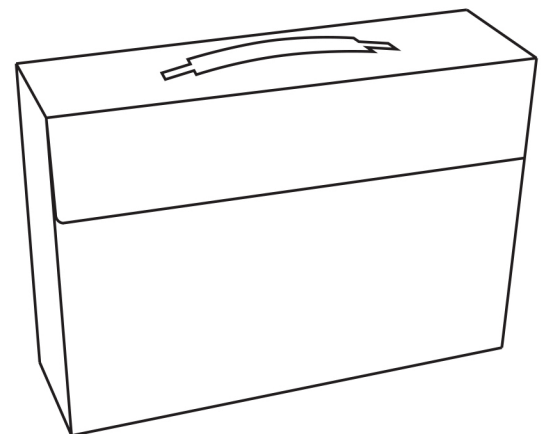
- Next step your design shall then converted to cover all six surfaces of your box. (You must try to manage how your design will pass all the box edges and as always your craftsmanship is important)



Six Sketches 9" x 5.5"  
(Vertical or Horizontal)



Final Design, Bristol 14" x 11"  
(Vertical or Horizontal)



Final Design, Box 12" x 9" x 3"  
(All six sides)

