

Vital to the education of an industrial designer or a graphic designer is the ability to make an informed, deliberate and appropriate visual decision. Students in their first semester of study in the School of Design are required to take DES 120 2D Form Studio in which they are guided through a series of exercises intended to sensitize their eyes to know what to do with the most simple and basic design elements.

During the course of the semester, approximately three class periods were devoted to work on each phase of the exercises, one building upon the experiences and discoveries of the previous one. The obvious simplicity inherent in these projects establishes the foundation for decisions the students will make during their entire careers as professional designers.

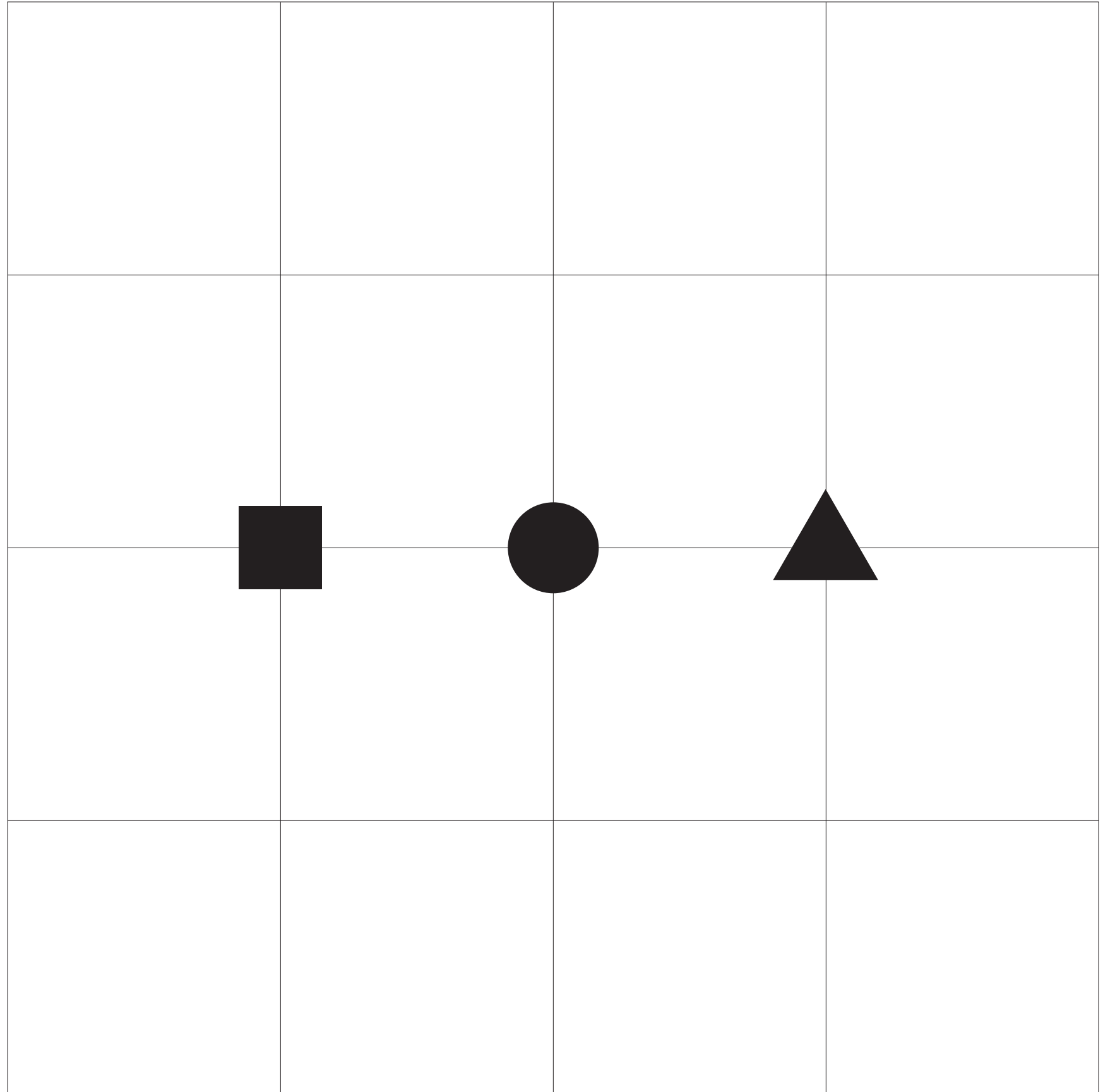
University of Illinois at Chicago  
College of Architecture, Design, and the Arts  
School of Design

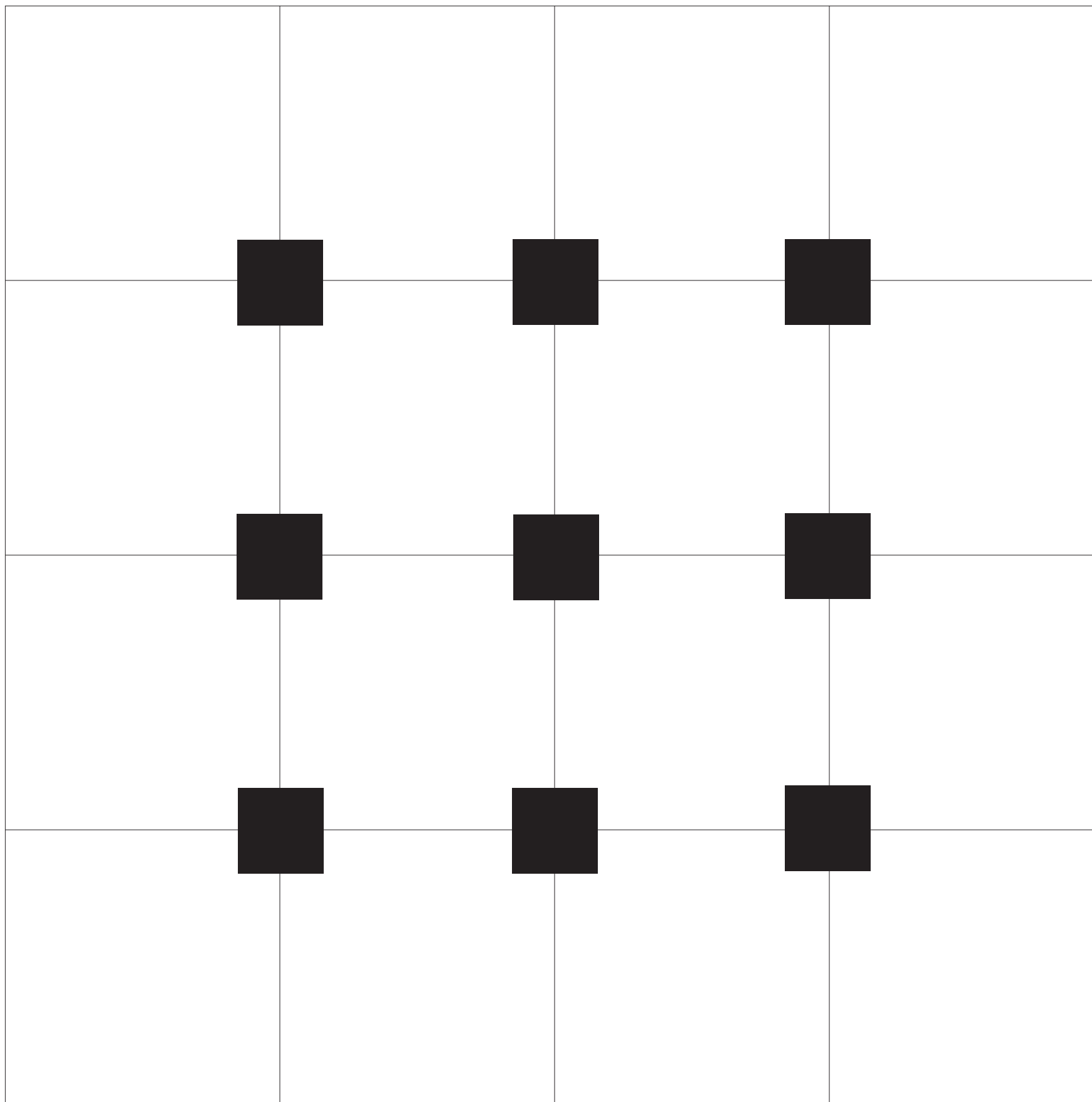
Fall 2018  
DES 120  
2D Form Studio

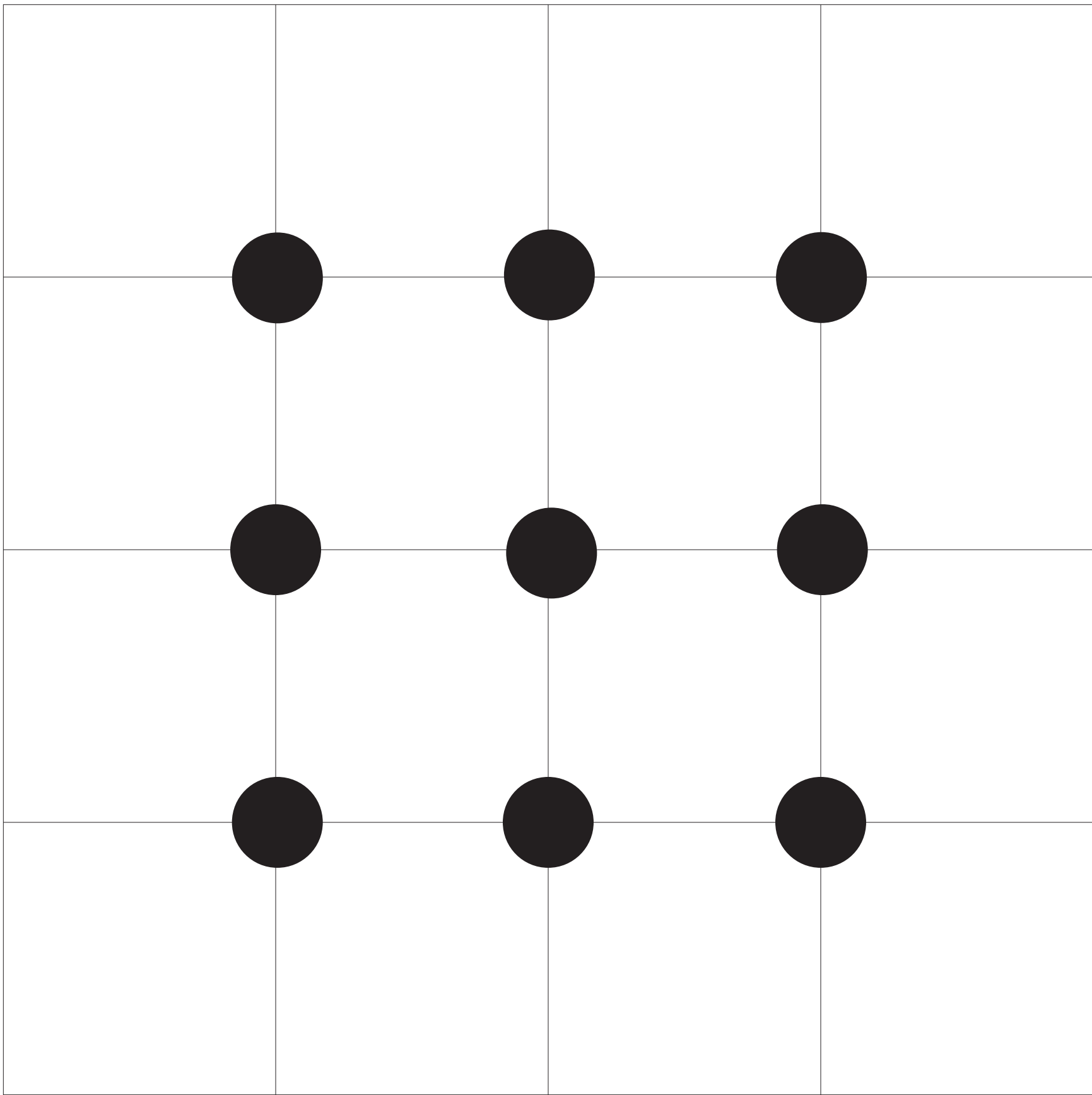
Framework: A square, circle and an equilateral triangle are drawn to be “visually” the same size. A simple grid is then created to serve as an initial guide for positioning compositional elements. Finally, the shapes are positioned at the intersection of the vertical and horizontal grid lines.

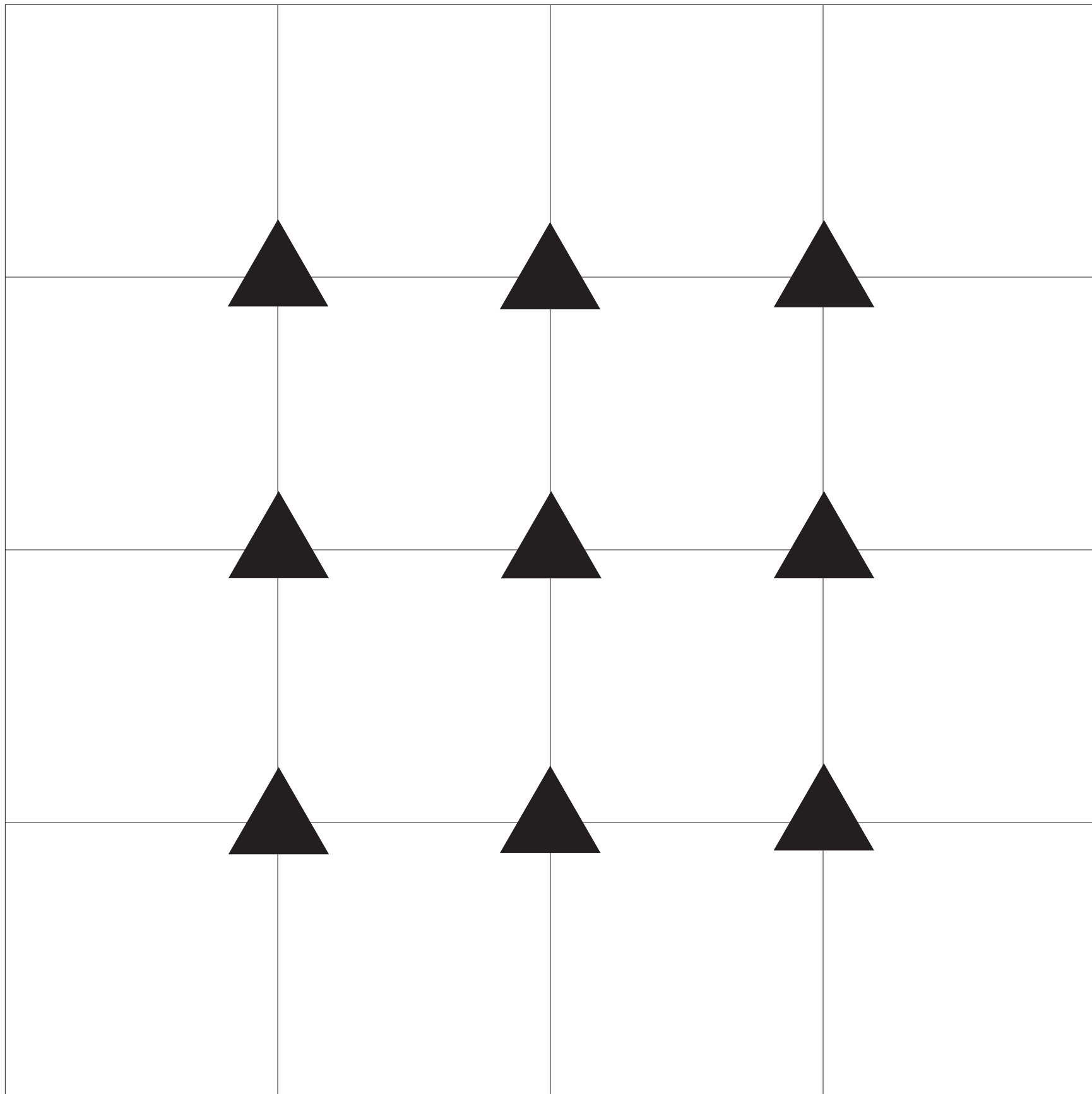
- 1 Gradation: The field of compositional elements is manipulated to create a simple gradation.
- 2 Abstract: Two different strategies are employed to further manipulate the compositional elements from the previous exercise. A) The elements are moved vertically and horizontally along the grid lines. B) The grid lines are removed and the elements are strategically positioned.
- 3 Text: Typography as a design element is introduced by applying given words to the grid lines. For part B, the grid lines are removed, allowing for greater type exploration.
- 4 Enlarge and crop: To create and evaluate negative or background space, the compositional elements are enlarged and carefully cropped within the square format.
- 5 Posters: Three compositions from the previous exercise are chosen and treated as a poster by applying type for an art tour.
- 6 Type and form: Extra bold sans-serif letters are positioned to block out compositional elements and reveal new shapes and inter-relationships.
- 7 Book covers: Applying words to the previous compositions that become covers for a series of books. The words must be in the exact same position on each composition.
- 8 Color: Students are to select three different colors from a given palette, assigning one to each book cover from the previous exercise. For each chosen color, students must expand it through shading and tinting, then apply it to the foreground, background and text.

Framework

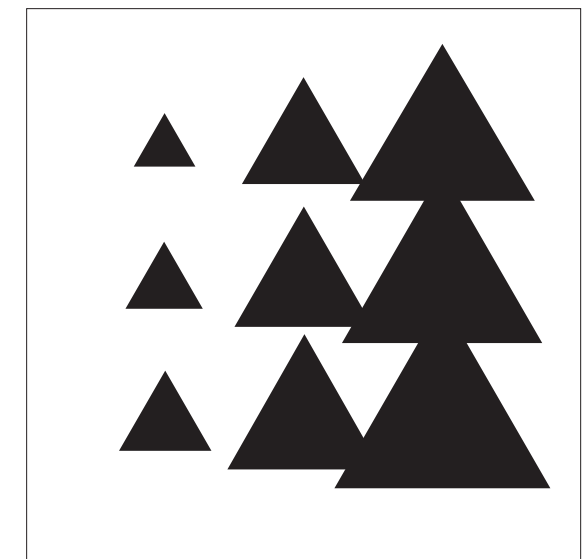
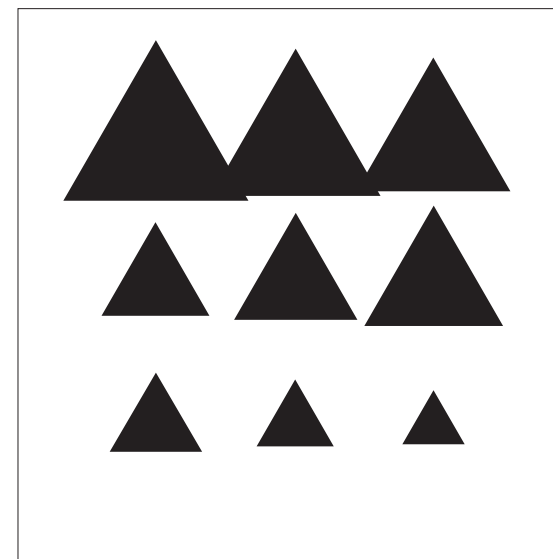
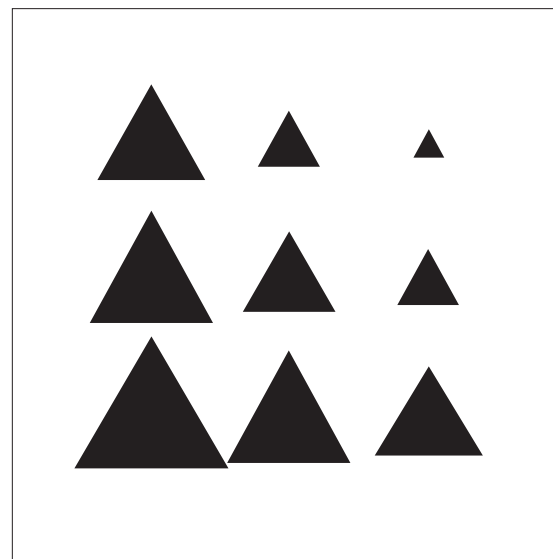
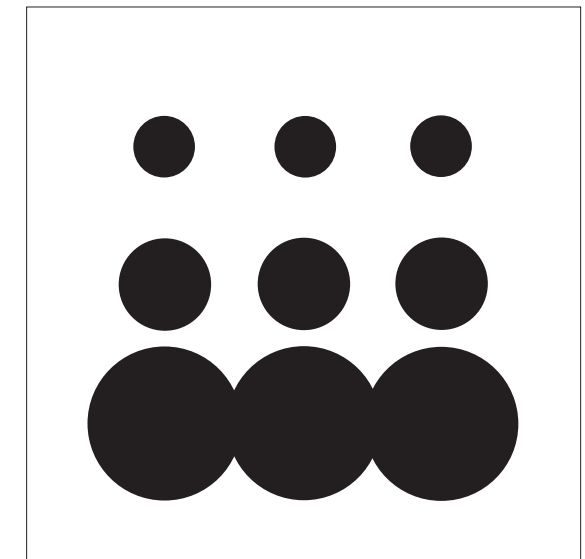
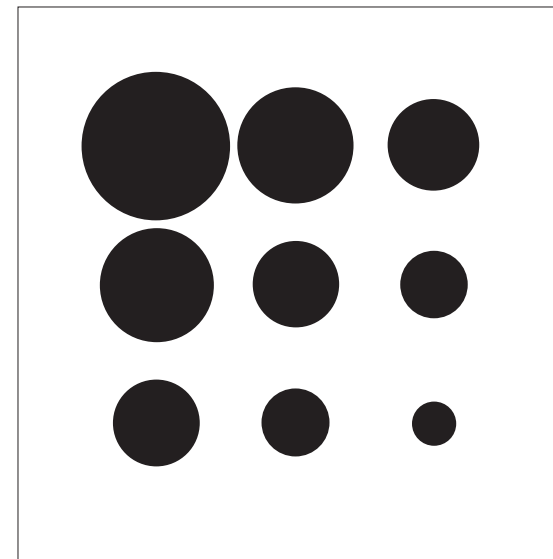
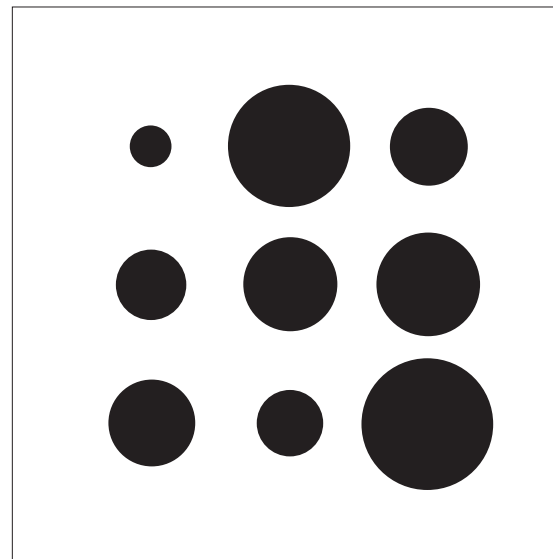
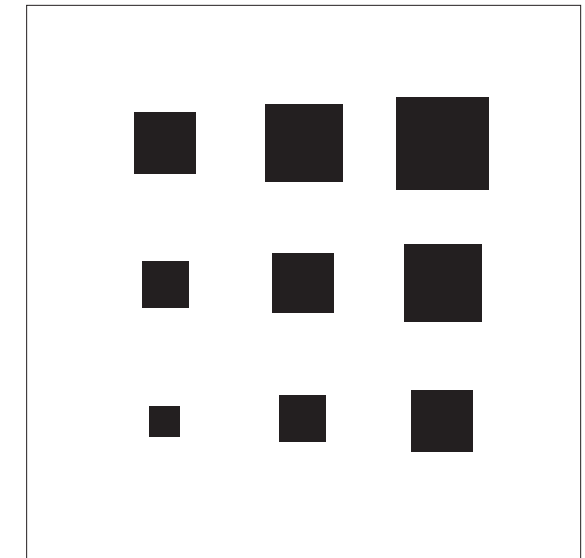
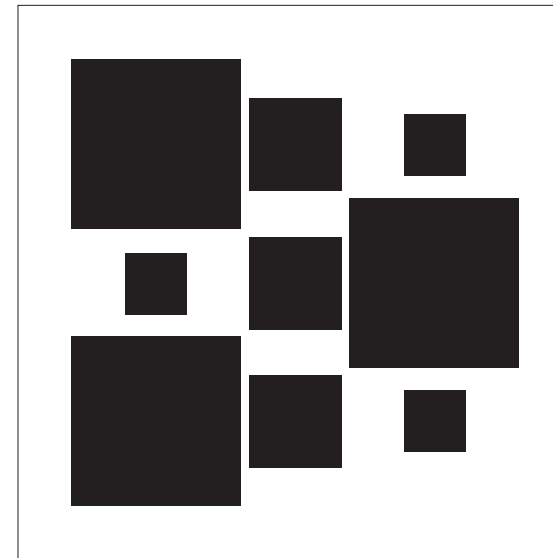
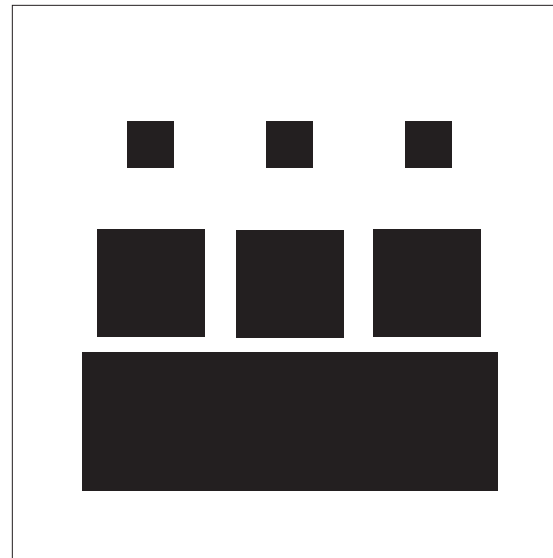


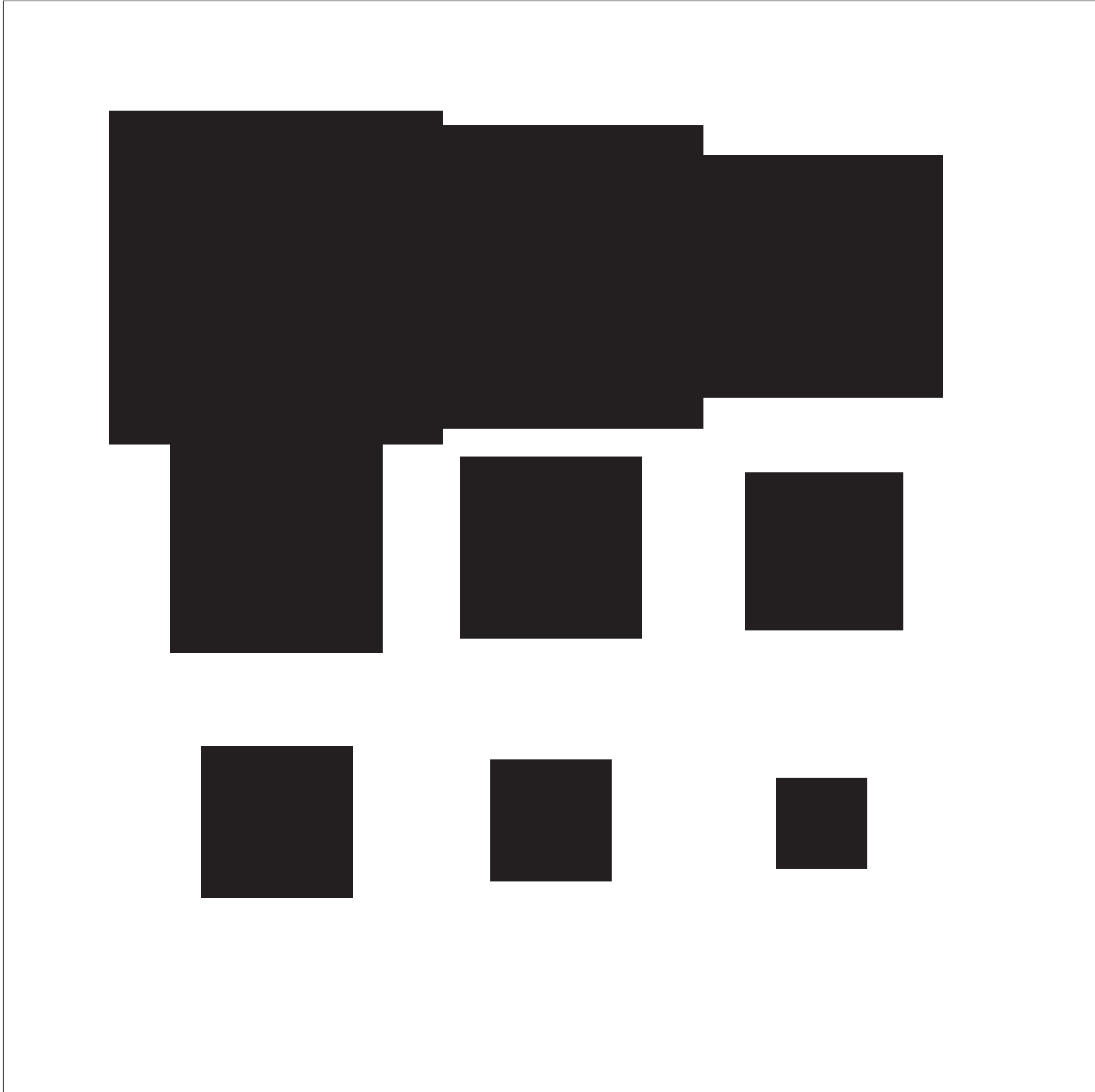


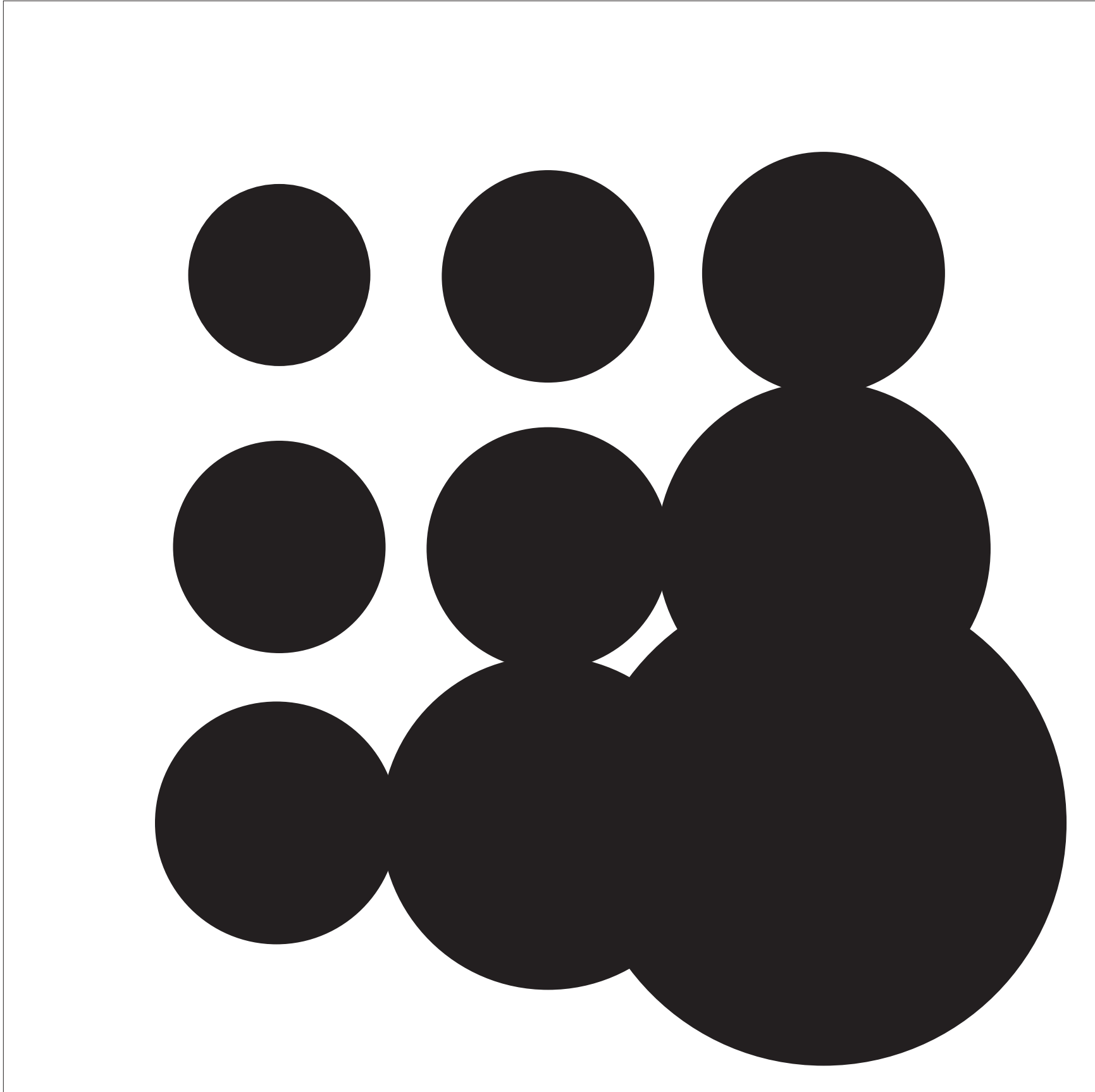


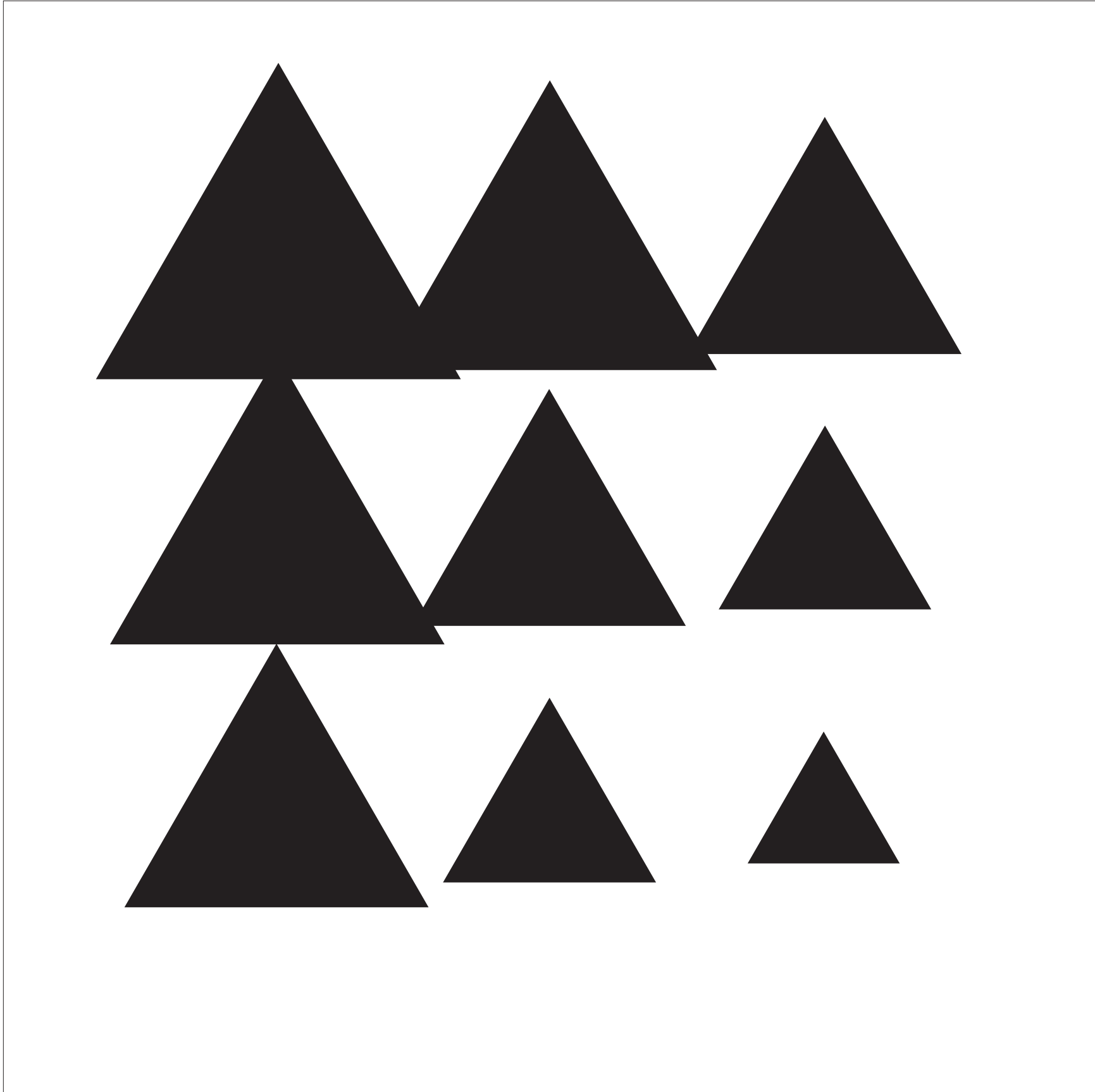
1 Gradation



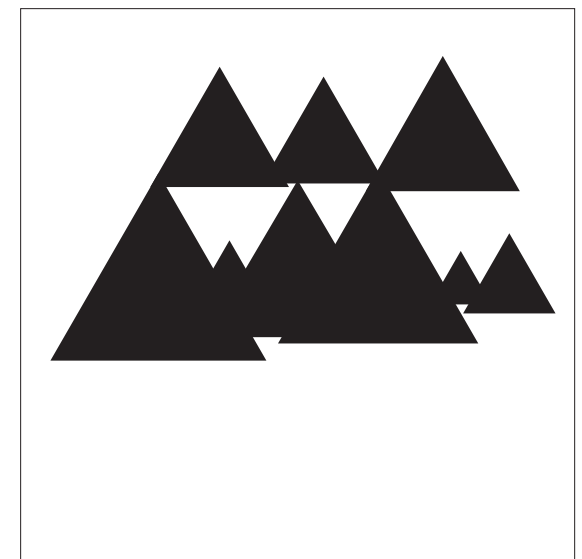
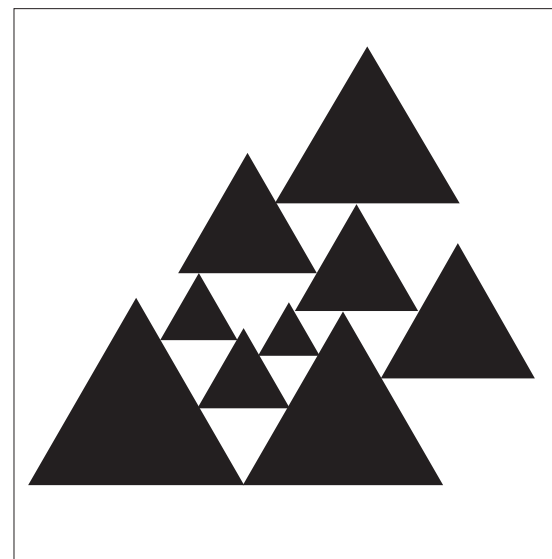
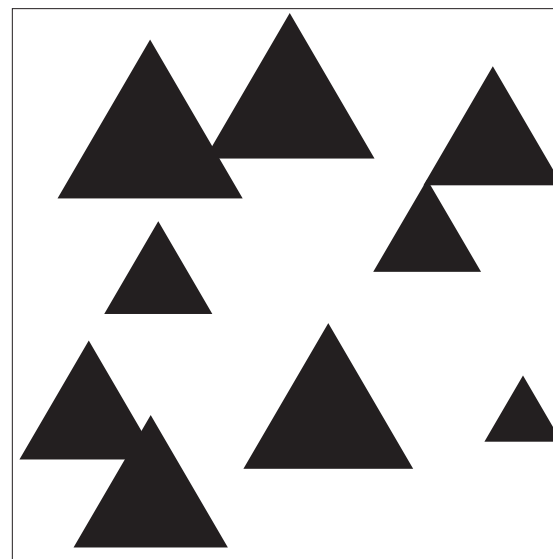
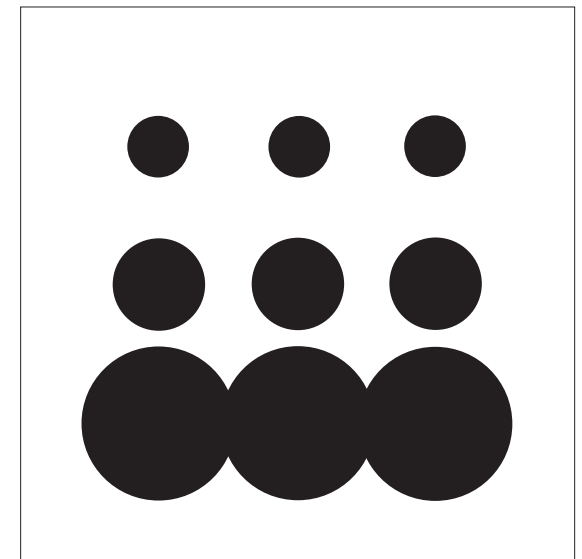
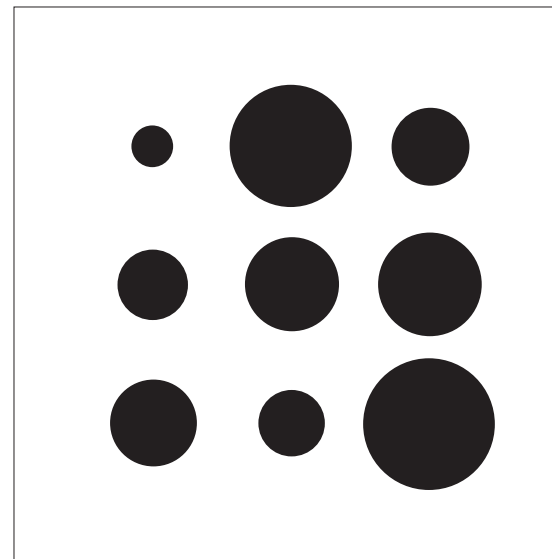
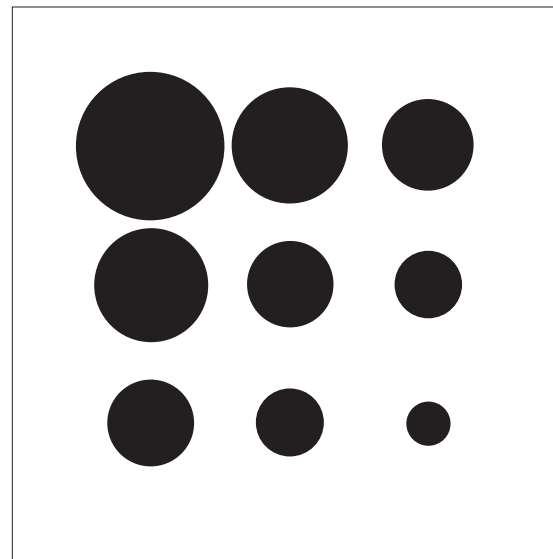
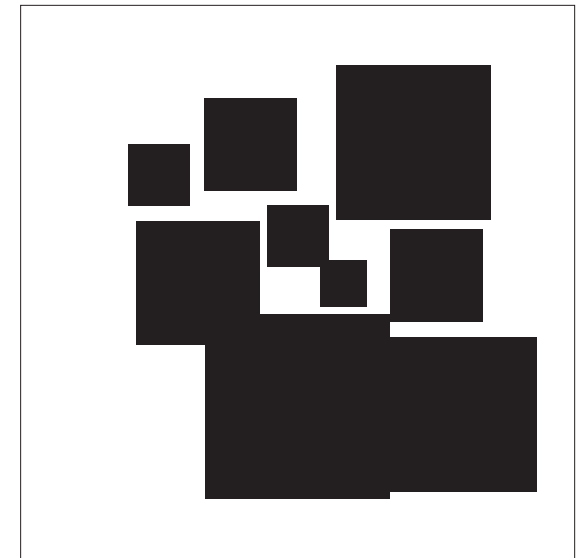
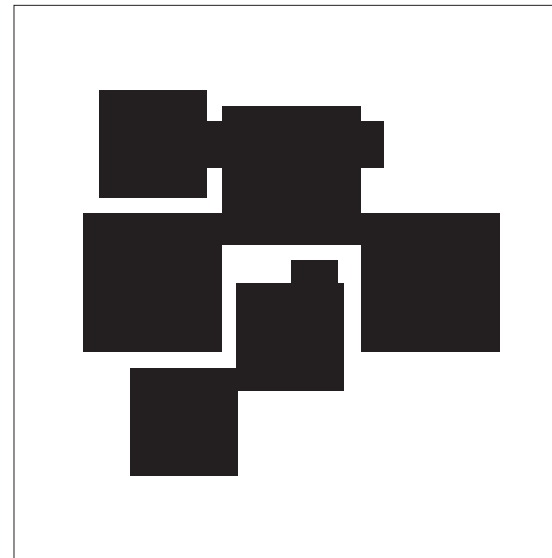
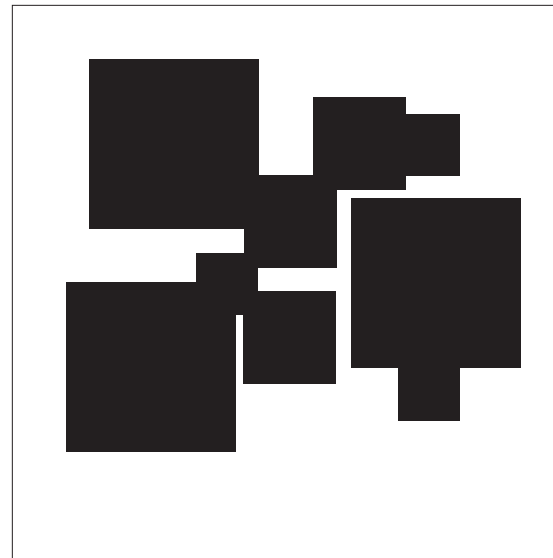




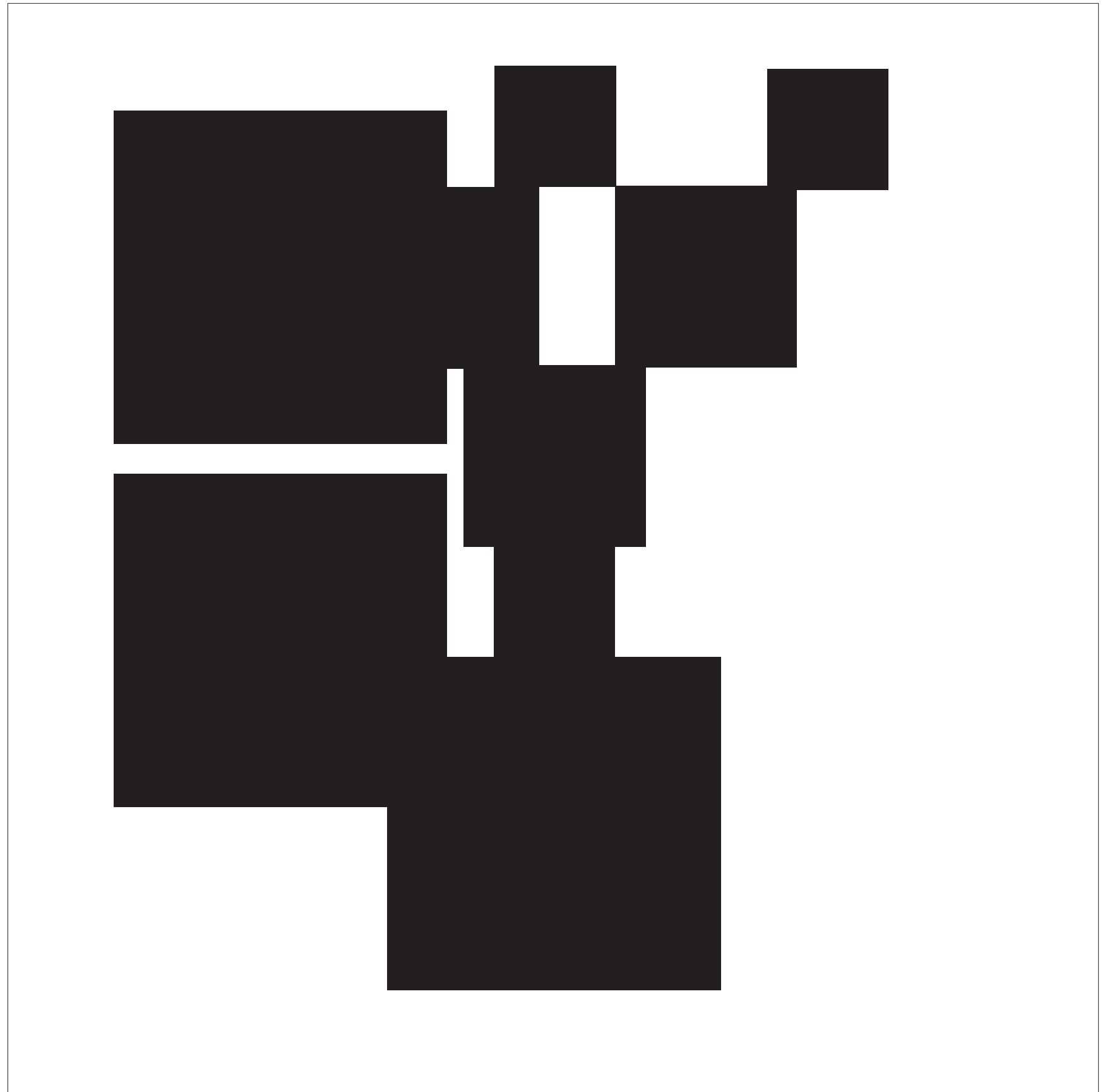




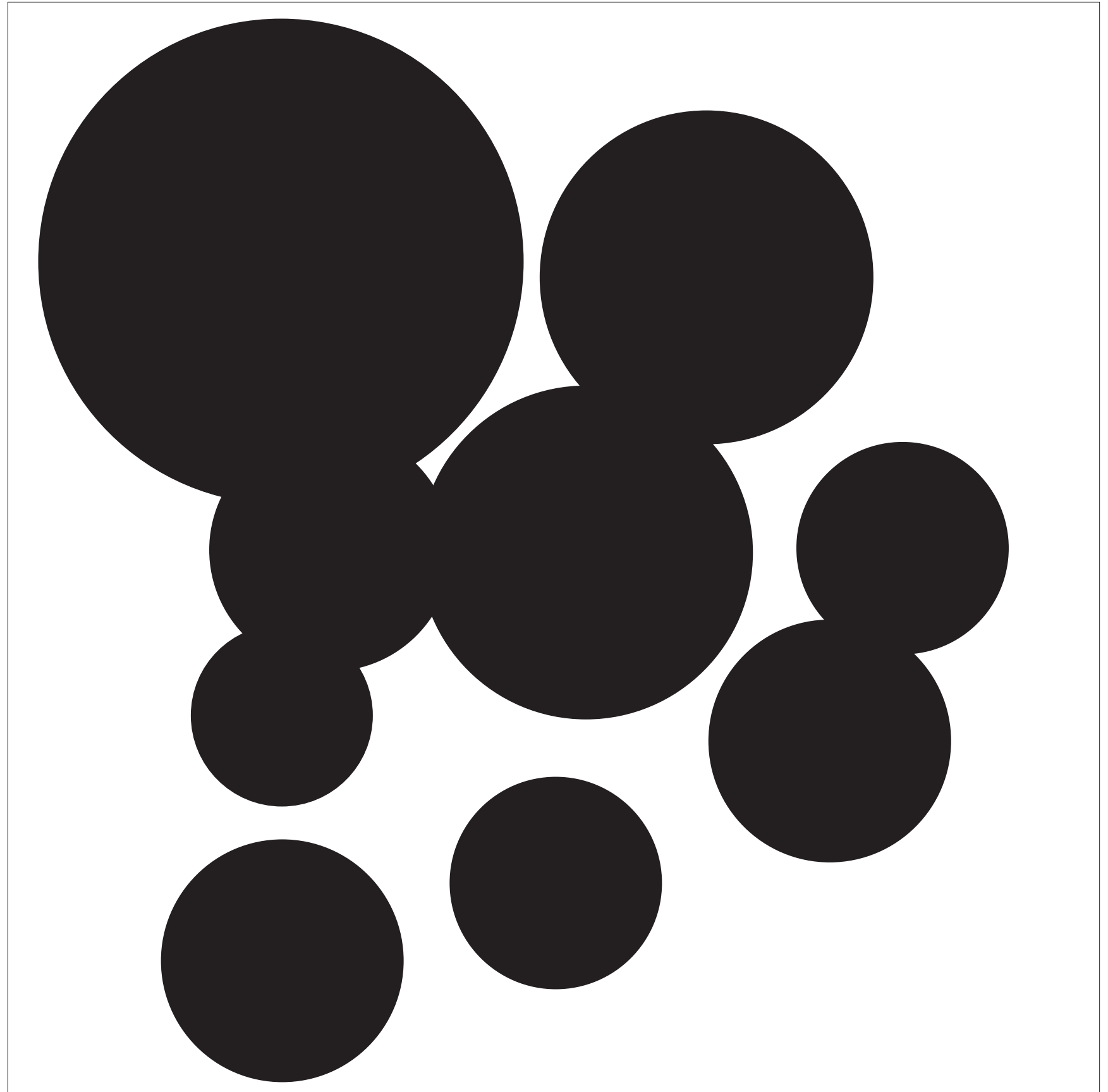
2 Abstract / A



2A



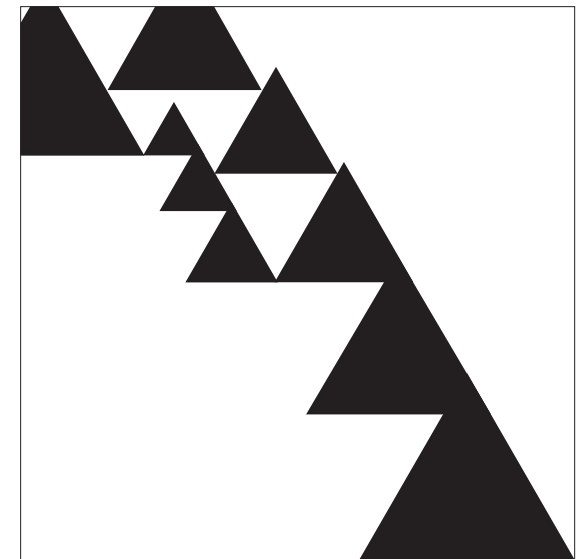
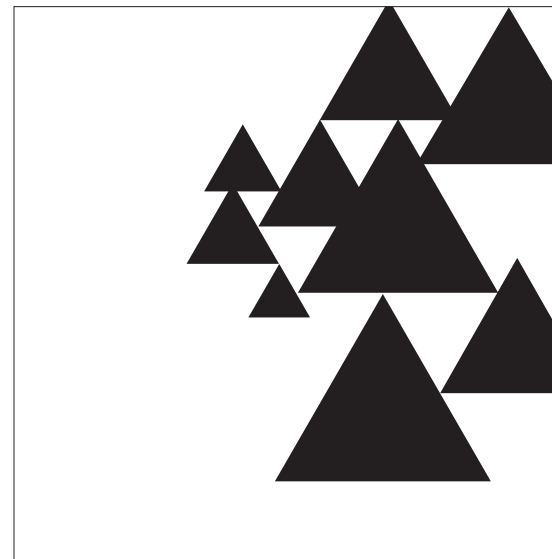
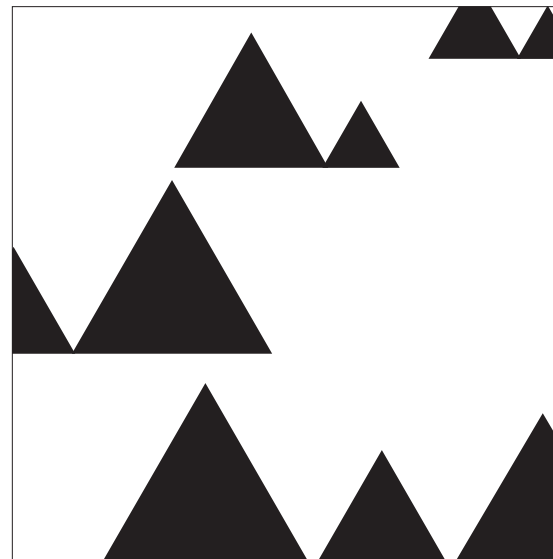
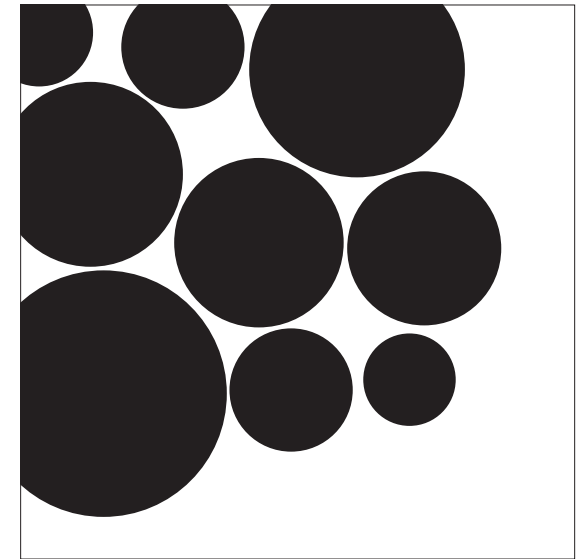
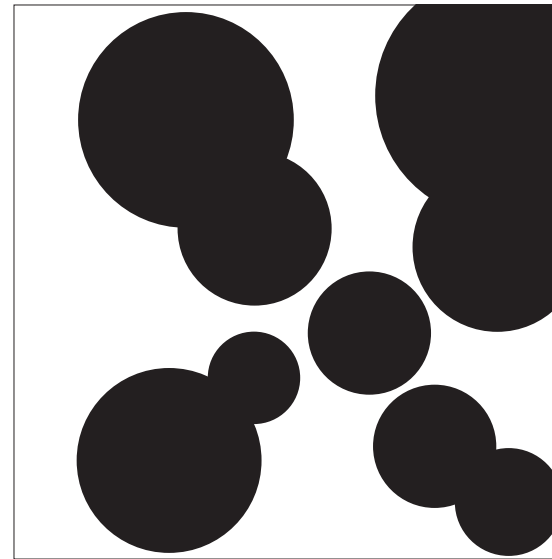
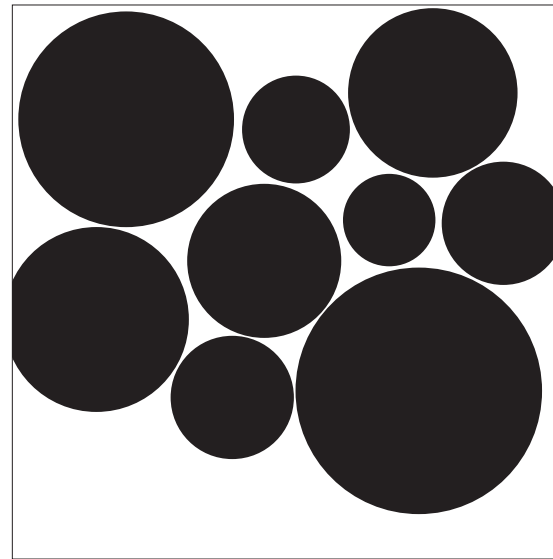
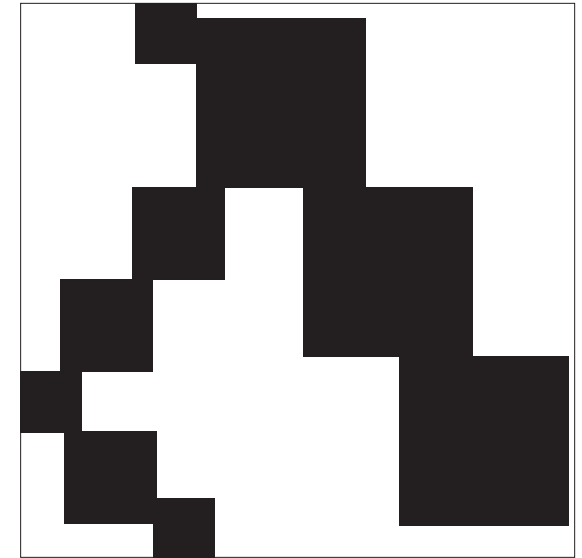
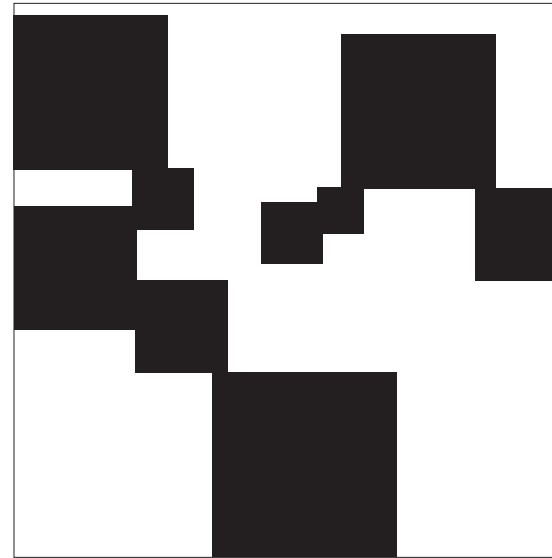
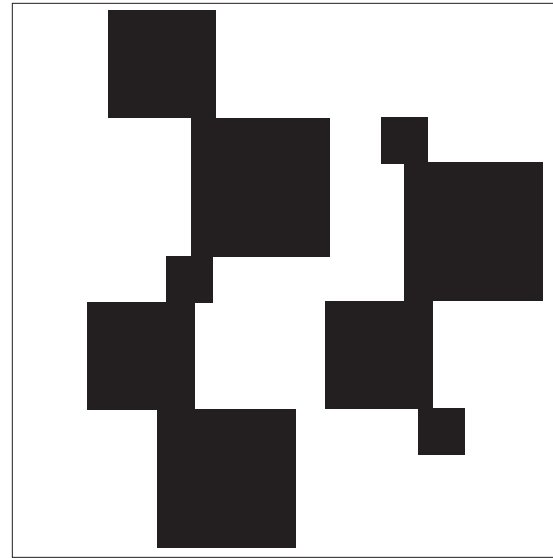
2A



2A

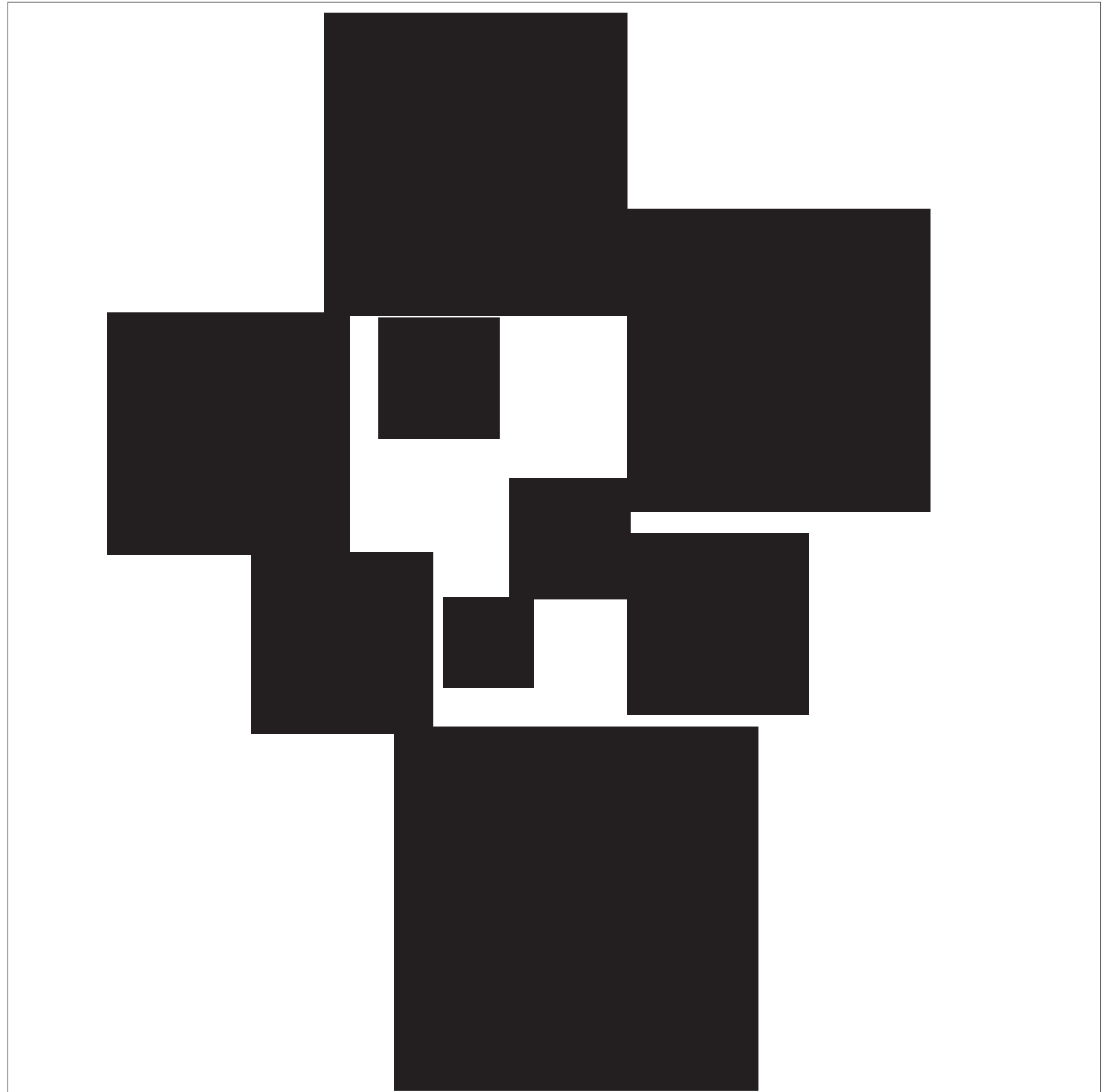


2 Random / B

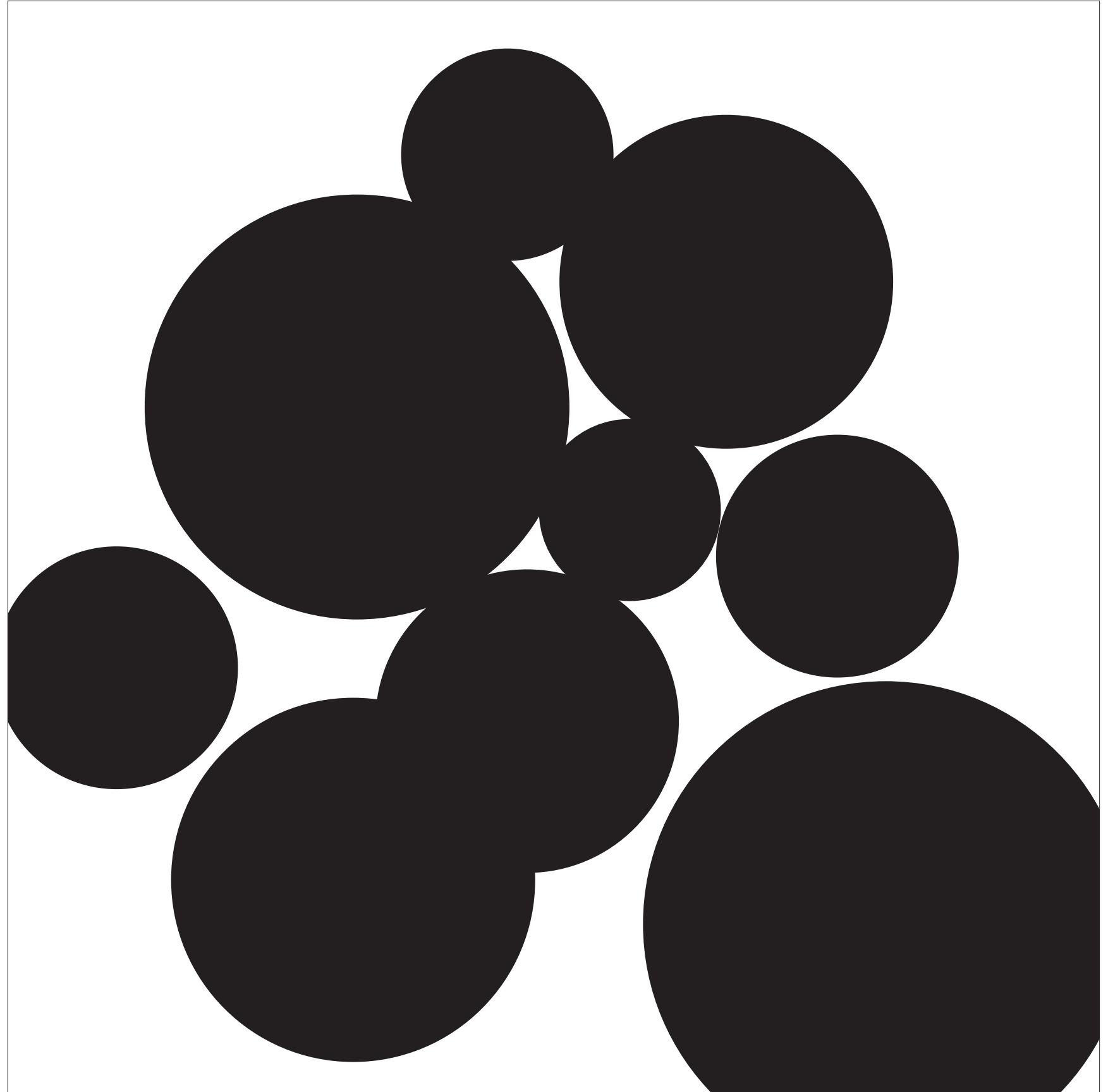




2B



2B



2B



3 Text / A

Chicago Public  
Art Tours

CTA Pink  
Line

Goldblatt's  
Building

Harold Washington  
Library Center

Spring 2019  
9-11am

Harold Washington  
Library Center

Goldblatt's Building

CTA Pink Line

Spring 2019

9-11am

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B

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**Harold Washington Library Center**

**CTA Pink Line**

9–11am

**Goldblatt's Building**

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4 Enlarge and crop



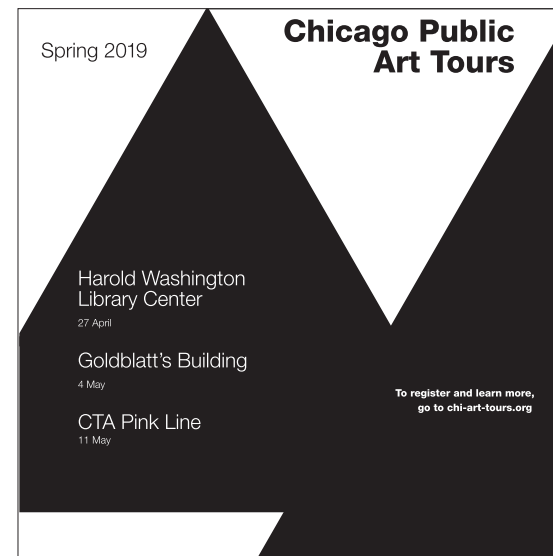
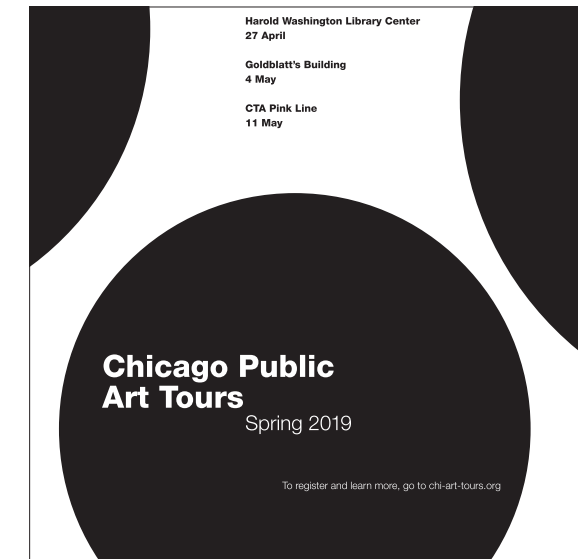
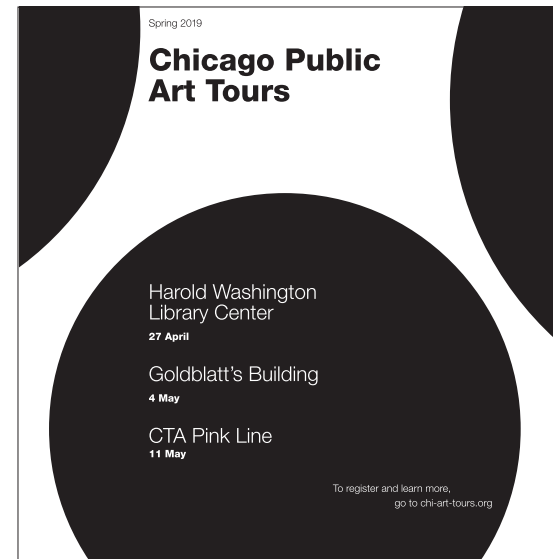
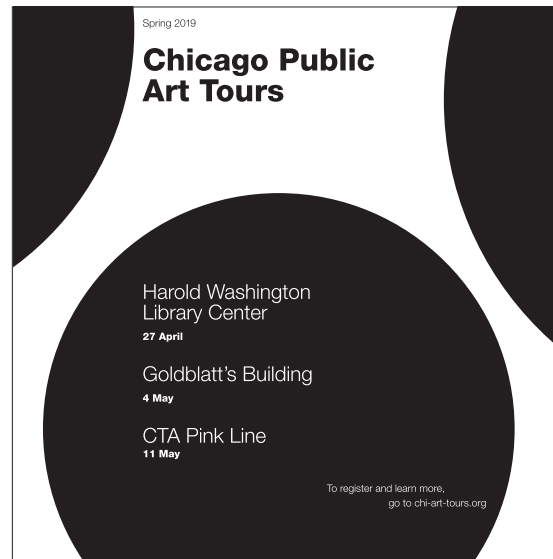
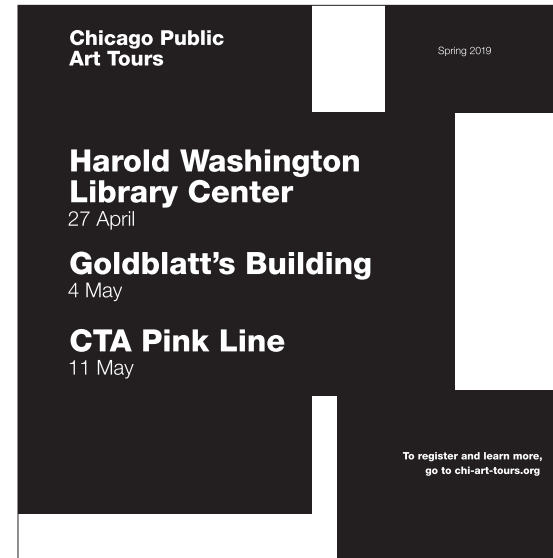
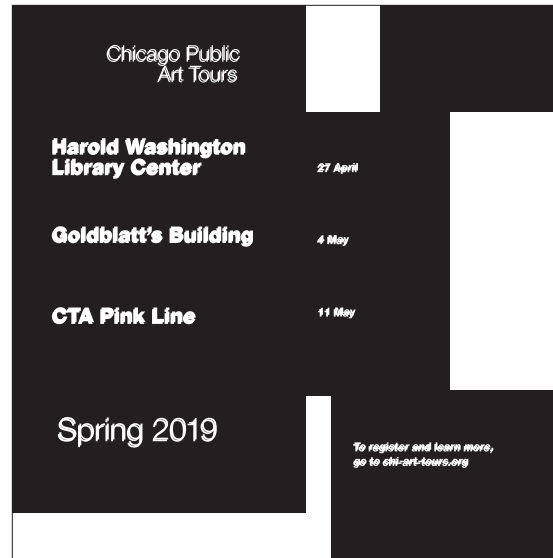








5 Posters



**Chicago Public  
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Spring 2019

**Harold Washington  
Library Center**

27 April

**Goldblatt's Building**

4 May

**CTA Pink Line**

11 May

To register and learn more,  
go to [chi-art-tours.org](http://chi-art-tours.org)

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27 April

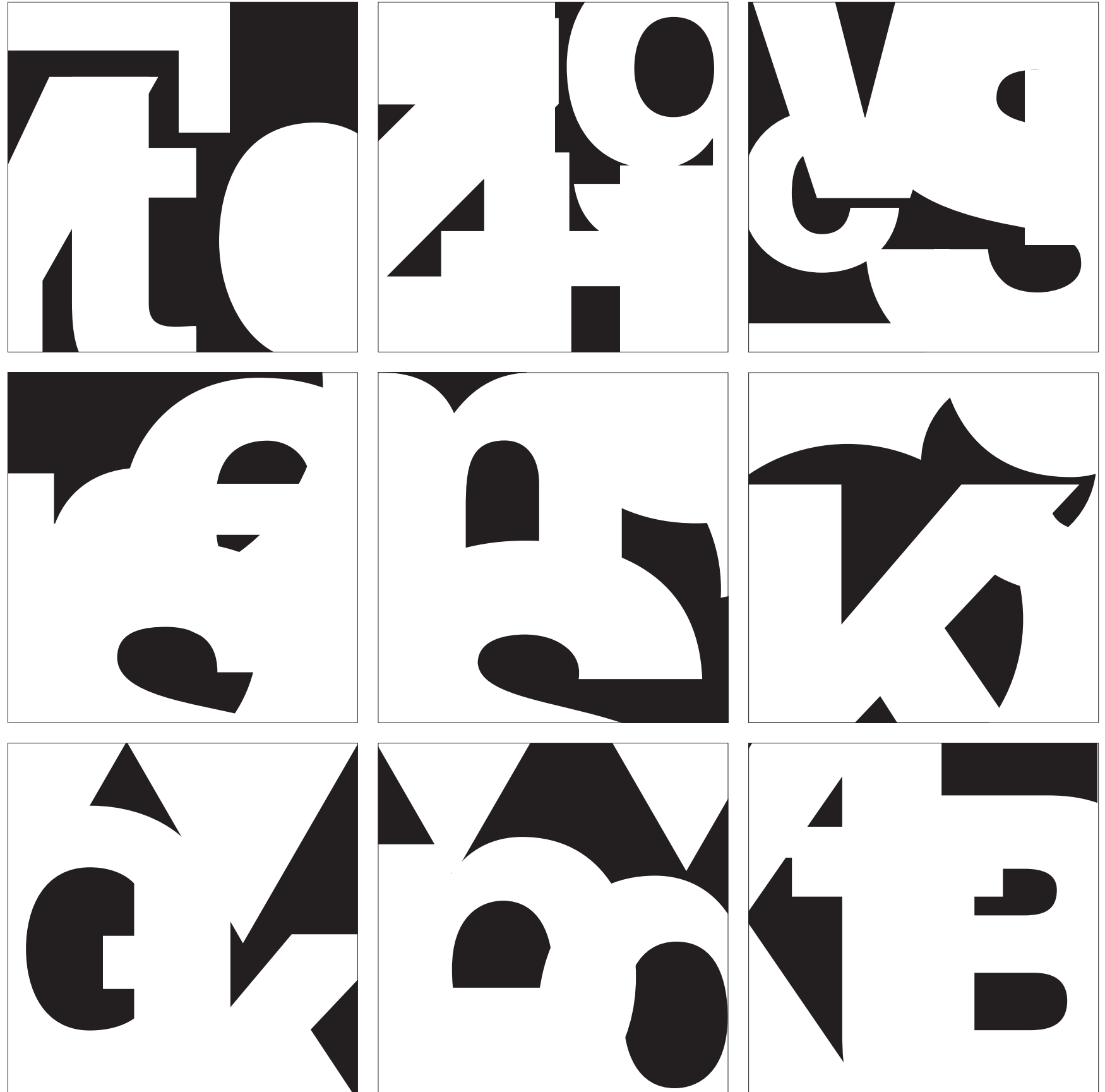
Goldblatt's Building  
4 May

CTA Pink Line  
11 May

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The poster features a large, stylized graphic of a mountain range or a series of peaks. The peaks are white against a black background. The text is arranged in a clean, modern font, with the title in a large, bold, sans-serif font. The dates and locations are listed in a smaller, clean font. The overall design is minimalist and high-contrast.

6 Type and form



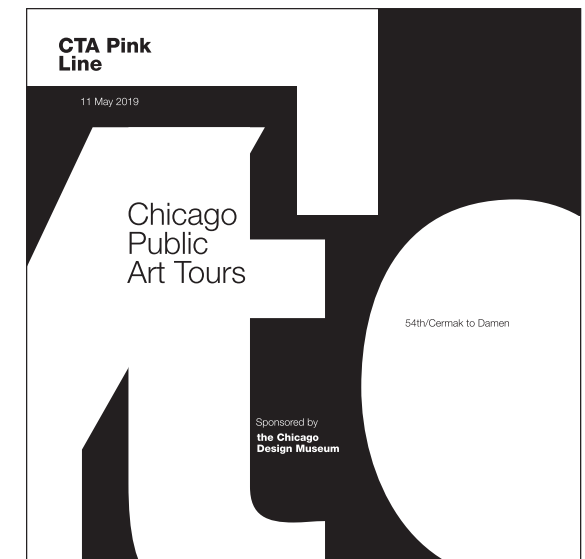
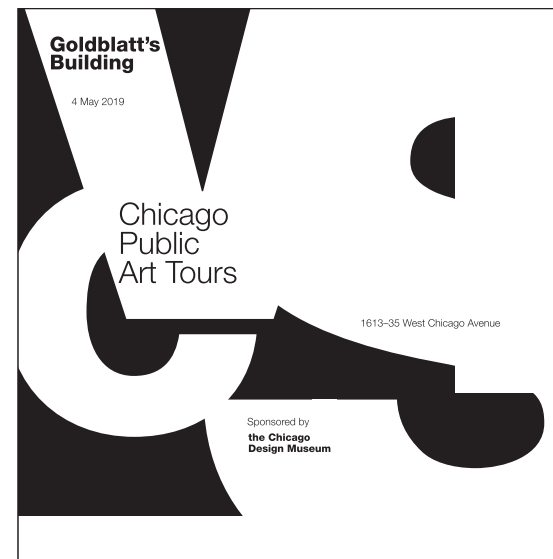
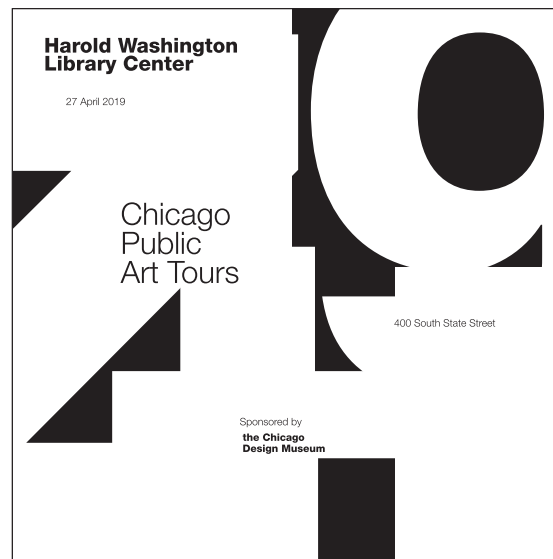
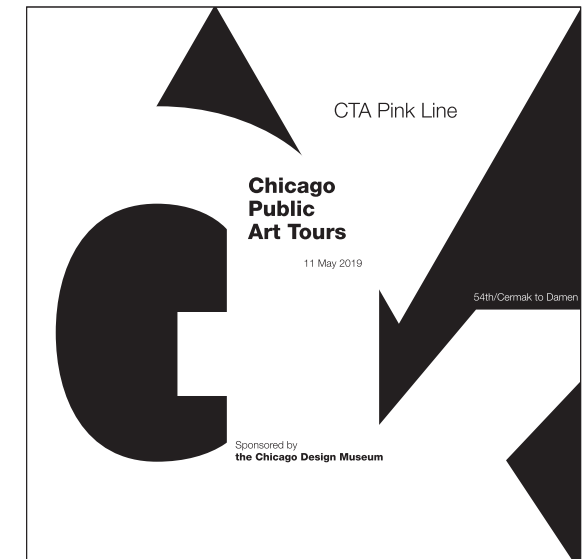
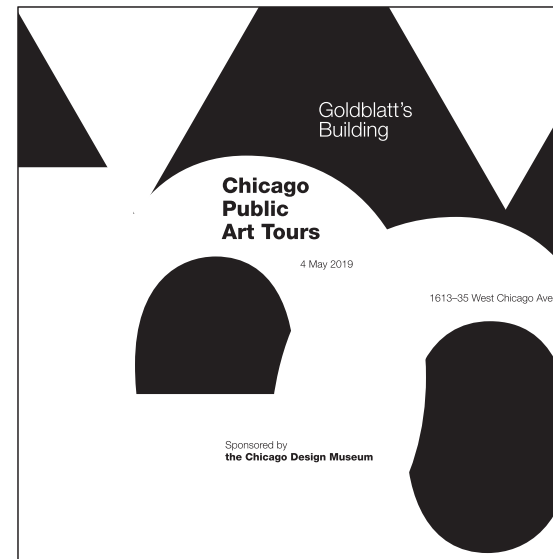
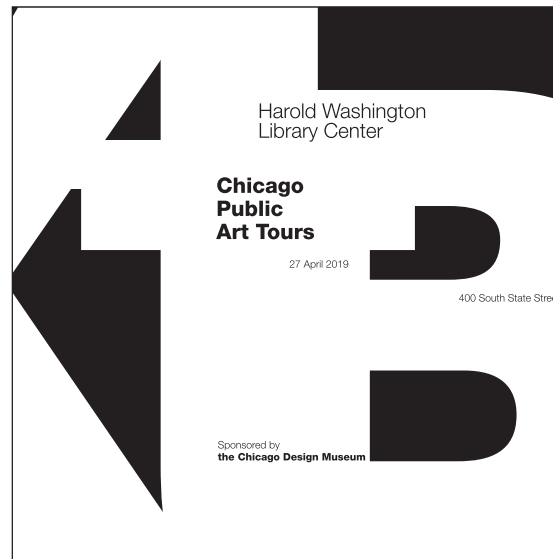
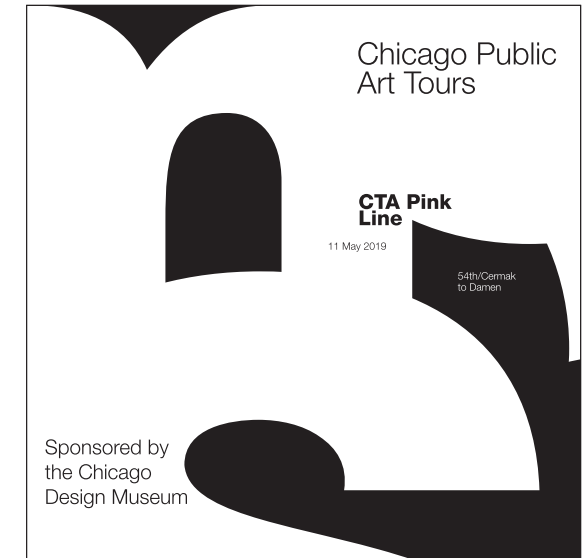
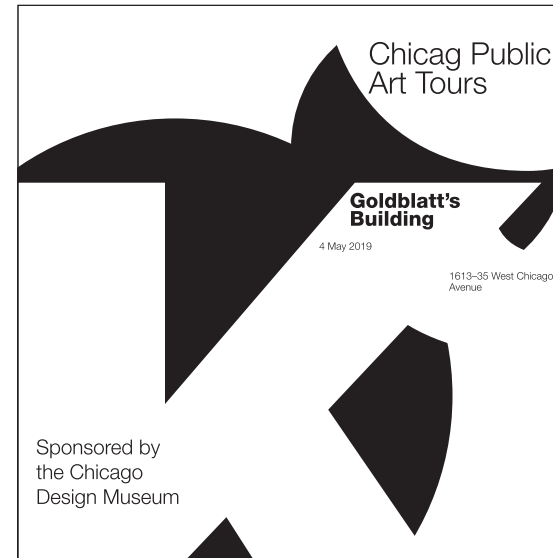








7 Book covers





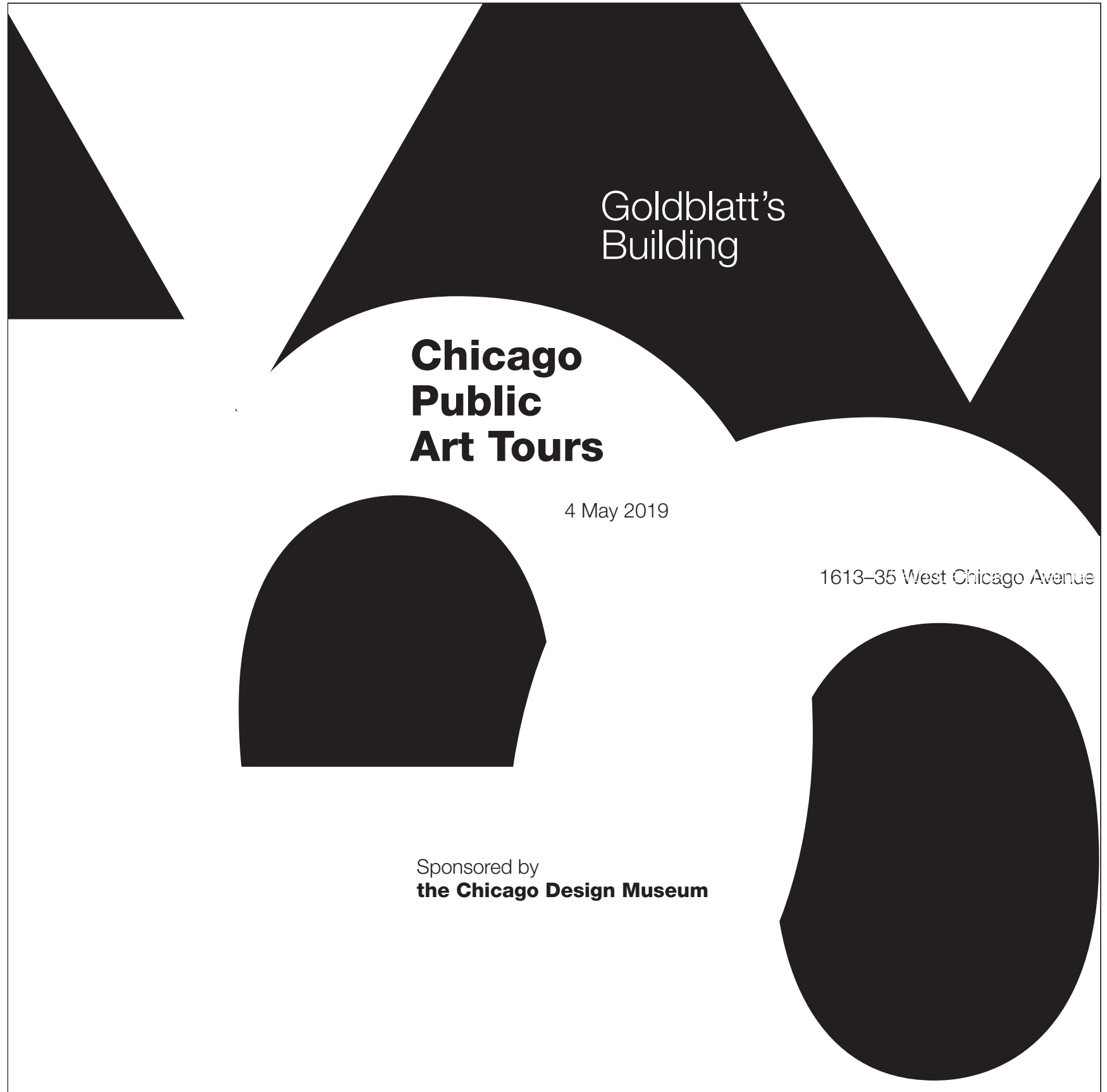
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Goldblatt's  
Building

**Chicago  
Public  
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4 May 2019

1613-35 West Chicago Avenue

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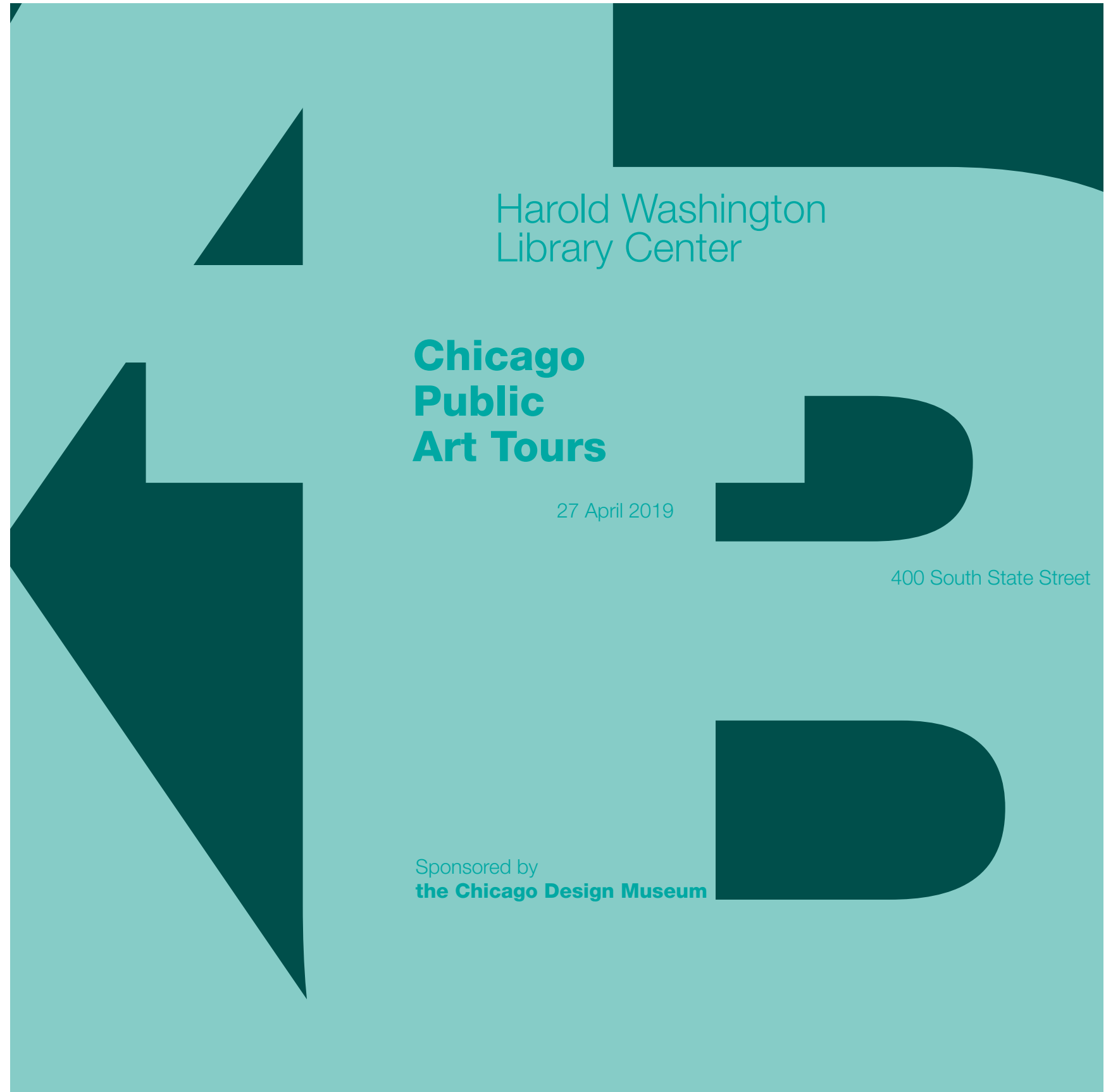
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11 May 2019

54th/Cermak to Damen

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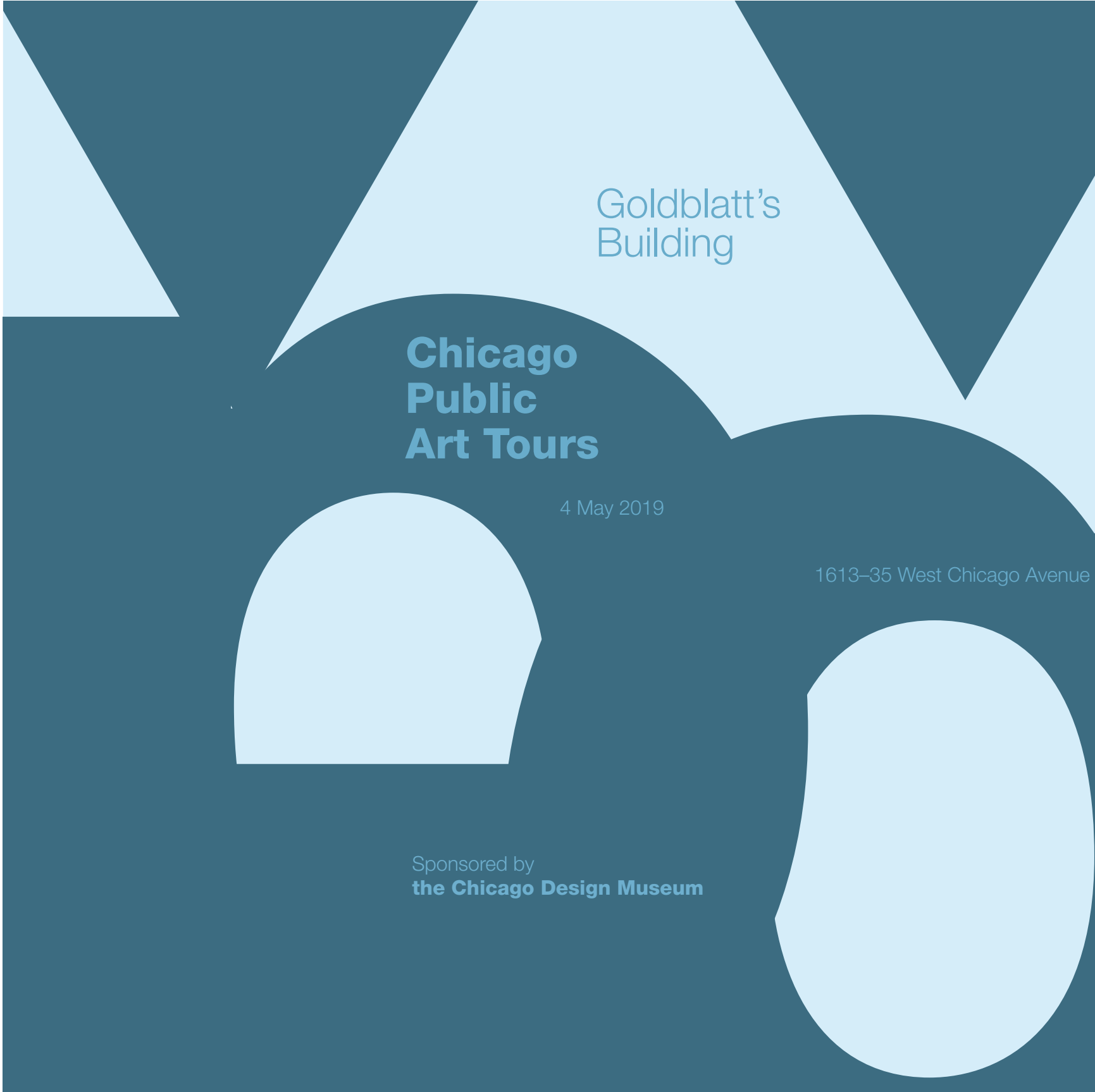
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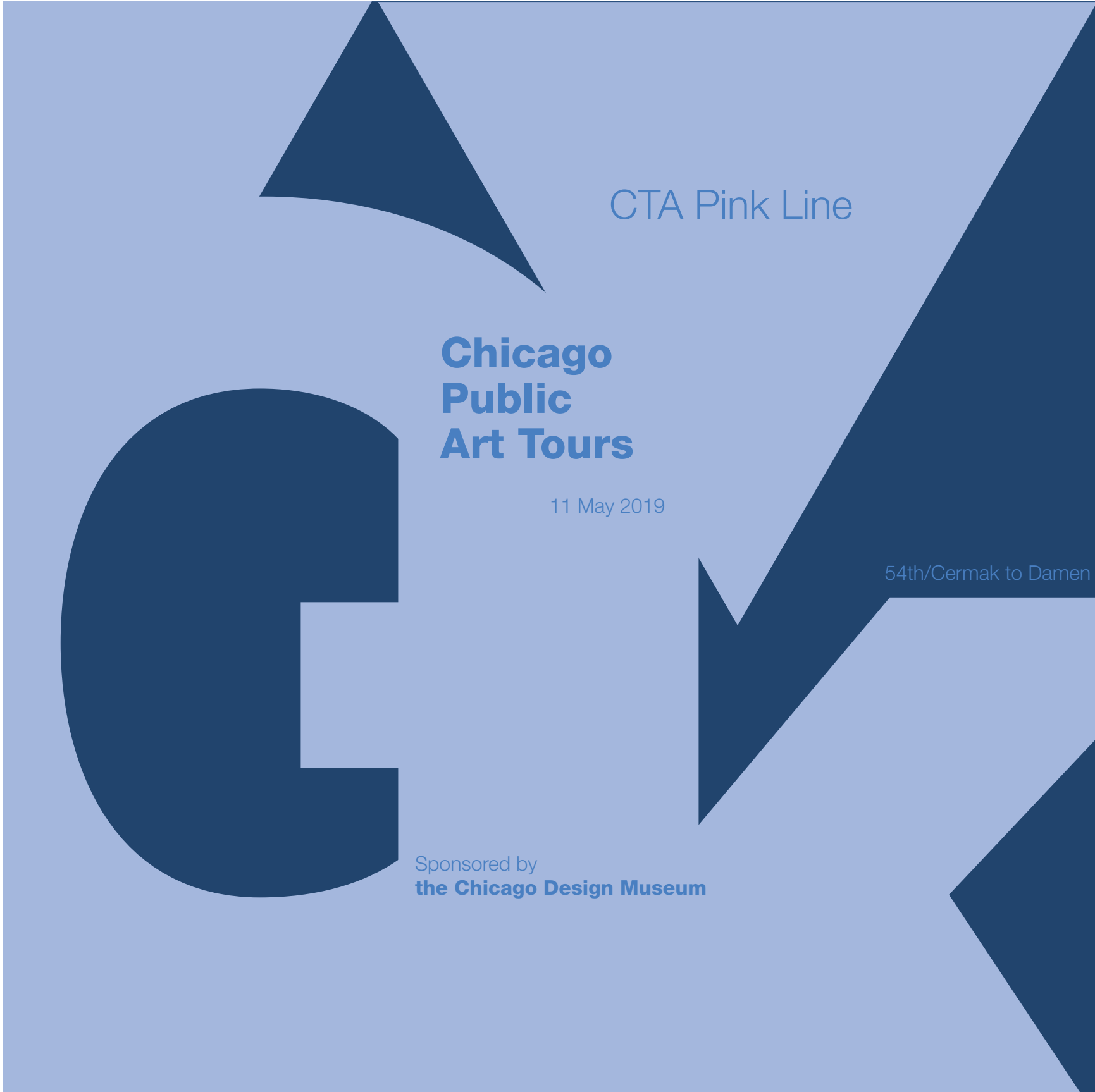
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