

## LITERAL MEANING WORD DESIGN

**OBJECTIVE:** Using ONLY the letters of a pair of **opposite** words, create two designs that literally communicate the meanings of the two words.

### REQUIREMENTS

- Create the designs within two squares.
- Use only two values: Black & White.
  - background=B & foreground=W or background=W & foreground=B
- Cannot use any additional shapes except the letters themselves:
  - No drawings of fire, ice, speedlines, texture, etc on the words!
- Manipulate the letters to achieve the meaning:
  - Manipulate the shape, direction, thickness, outline, placement, repetition, etc....

### ways to think about change:

- What would the letters/word do if they **are** the meaning? How can you show this?
- How can the letters/word be affected, and by what, in order to communicate the meaning?
- Where are the letters/word within the square? Why / caused by what?

### check for:

- Is everything in the design necessary to communicate the meaning? Are there unnecessary things that do not help the idea?
  - What can I exaggerate to help communicate the meaning, and what can I de-emphasize to help communicate the meaning?
  - Are the two designs a good pair?
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### STEP 1: FIVE IDEA-PAIRS

- On the same page, create five pairs of thumbnails (10 total,) each 1" x 1" or 2 x 2".
- Must be five DIFFERENT pairs of words.

### STEP 2: FOUR DEVELOPED PAIRS

- Choose one pair of words that you would like to explore further, and maybe have not been overdone.
- Develop four different designs for the pair on the provided grid squares (3.5" x 3.5".)
- Must be four DIFFERENT ideas for each word.

### STEP 3: FINAL DESIGN

- In Adobe Illustrator, create your best idea in a pair of 4.5" x 4.5" squares, using neat drawing and alignment skills.