



Art 405 • Mr. Fassett Exam Two Review, SPRING 2005

Best type style selection.

A well chosen type style visually works with existing

imagery in terms of line, weight, proportion, and balance (it may be a relationship of harmony or contrast). A well chosen type brings an appropriate mood or emotive quality to the communication task as well as acting as the vehicle for conveying clear and legible ideas.

Graphic computer, better than hand wrought image for:

- Great precision
- Professional typographic production
- Quick duplication
- Programmed special effects
- Easy editing and revising

Hand wrought image better than graphic computer for:

- Creative discovery due to interaction of tool, surface, technique
- Creative speed and freedom during brainstorming stages
- No size/color constraints
- Unlimited media selection for finished art

Pieces of information needed to design a visual mark for a business client.

- Nature of the business/product or service
- specific task (logo, symbol, etc.)
- audience for the visual
- communication objective (company image to project)
- competition (difference from the competition)
- parameters, application of visual (how will a mark be used)
- future goals of company (expansion, redirection, etc.)
- deadline
- budget

The importance of confidentiality in professional design.

A company's economic survival is often dependent on its strategies being implemented before the competition. Designers must have access to client information (some will certainly be proprietary). To gain access to sensitive information the designer must be trusted. A designer who breaks that bond of trust will be severely handicapped for future employment and may be open to legal action.

The design process as you would explain it to a client.

An idea generation process, including research and experimentation, will be undertaken by the designer to explore many possible alternative solutions (**thumbnail roughs**). These will be reviewed to determine appropriate directions. **Rough sketches** of these potential solutions will be reviewed by client and designer to determine best direction for finished solution. If necessary, several **comprehensives** (facsimiles of finished solutions) may be presented to assist the final selection by the client. If a selection is made, **production art** will be prepared.

Maintain business image

A periodic critical review of all communication and activities in public view should be followed by a report to upper management, including any recommendations for policy changes. Oversight may be design staff, marketing or public affairs office, but ultimately, every member of the corporation, from the president to the guard at the gate, is a trustee of the business image. All must be involved.

"Form follows function."

The appearance or structure is determined by the performance objective. Establish function first, then create form to fulfill it.

Before beginning any communication task?

Determine the audience the communication will be directed to and the objective of the communication

"Harmony among the elements" in a graphic composition?

The principle of harmony is used to promote and maintain a sense of unity among the elements of the design. This unity is accomplished by a repetition of elements and/or using ele-