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Assignments

Don Wightman Papers

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2019

### Gestalt Bag Assignment

Don Wightman  
*Sheridan college*

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## FORMALISM AND GESTALT.

DESIGN PROCESS YR1.

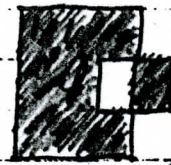
### BRIEF.

- PRODUCE A MOCK-UP PAPER CARRIER BAG. THIS IS A SPECIALTY ITEM  $\frac{1}{2}$  OR  $\frac{3}{4}$  THE SIZE OF THE BIMINI BAG.
- BROWN OR WHITE BAG.
- CREATE A GESTALT IMAGE TO GO ON THE SIDE OF THE BAG, DERIVED FROM THE FACSIMILE RENDERING.

### THE GESTALT IMAGE

GIVEN A SQUARE OR CIRCLE  
MADE FROM THE FACSIMILE  
RENDERING.  
ADD/SHIFT/WHAT YOU  
TAKE AWAY.

### GESTALT IMAGE.



ADD/SHIFT/WHAT YOU TAKE AWAY.



READ: TEXT, PART 1 IN  
TOTAL. FOCUS ON PAGE 2.  
SEE FIGS 1, 37, 63, PART 1.  
5, 13, PART 3. 8, PART 4.  
8, 24, PART 5. ALSO READ  
HANDOUT ON FORMALISM.

### PARAMETERS

- WORK WITH THE FACSIMILE RENDERING.
  - USE THE 6.3.1.T.P METHOD.
  - DETERMINE PLACEMENT (IN THE AREA).
- THE 6 = ORTHO IDEATION SKETCHES TO SCALE
- USE MEDIAL COLOUR.
- THE 3 = IDEATIONS B/W XEROX IN SITU,
- OF FACSIMILE. SIZE-AS OR SCALED.
- THE 1 = FINAL,  $\frac{3}{4}$  VIEW, COLOURED.
- THE T = CHECK WITH INSTRUCTOR AT
- 6.3.1 AND P. (4 CHECKS).
- THE P = MOCK-UP OF BAG TO INCLUDE  
COLOUR PHOTO COPY IN SITU.

### PRESENTATION

- STAPLE "6" TOGETHER.
- STAPLE "3" TOGETHER.
- "1" TO BE ON BOARD  
WITH COVER STOCK.
- FINAL MOCK-UP OF BAG  
COMPLETE WITH HANDLE  
AND GESTALT.
- SUGGEST APPLICATION.

### CRITERIOR.

- WORKING WITH A GESTALT.
- WORKING WITH FORMALISM.
- STUDIO PRACTICE.
- 3D CONSTRUCTION.