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Don Wightman Papers

2019

Modern Mark Assignment

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GESTALT VISUAL PERCEPTION

SIGNIFICANT FORM

2

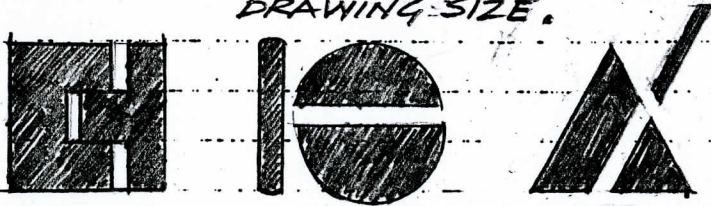
CREATE A MODERN MARK

2 PART ASSIGNMENT

- DESIGN FOR A SPECIFIC COMPANY.
- MAXIMUM 2 COLOURS.
- USING ONE PROTO SHAPE (PRIMITIVE) OF A SQUARE, A CIRCLE OR A TRIANGLE.

SHIFT, REMOVE, BUT ADD
WHAT YOU TAKE AWAY.

- DO NOT USE LETTERING.
- FINISHED ART TO BE DOUBLE CONCEPT DRAWING SIZE.



"THE MARK" IS TO BE
CREATED AND WILL
BECOME A "MODERN"
GESTALT.

WORK CONCEPT DWGS
ON BOND PAD ON A $\frac{1}{4}$ "
16 GRID FIELD.

CONCEPT DWGS.

2" SQUARE

2 $\frac{1}{8}$ " CIRCLE

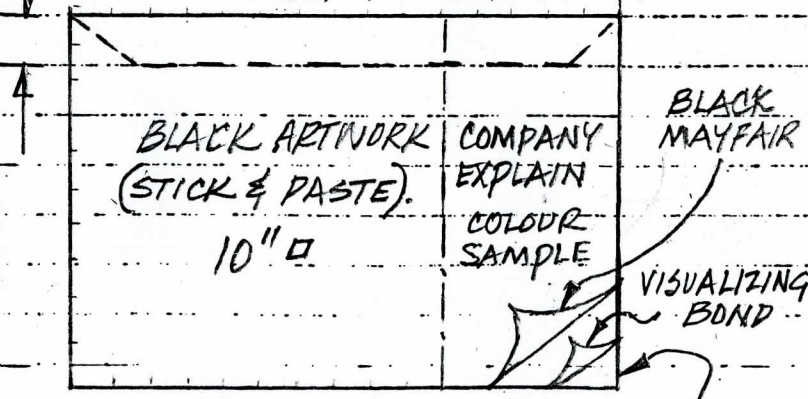
2 $\frac{1}{4}$ " TRIANGLE

4 OF EACH 3 SHTS

PRESENTATION OF ARTWORK

MATERIALS.

$\frac{1}{4}$ " MAYFAIR & BOND PAD ON THE BACK
RUBBER CEMENTED.



10" x 15" ILLUSTRATION BOARD

PRINT NEATLY

NAME & CLASS NUMBER
ON BACK BOTTOM RIGHT.

VISUALIZING BOND PAD.

BLACK & BLUE PENCIL.

RUBBER CEMENT.

BLACK MAYFAIR.

A PICKUP (RUBBER CEMENT)

ILLUSTRATION BOARD.

RULER.

MAT KNIFE.

'T' SQUARE.

SET SQUARE.

MASKING TAPE.

ESPRESSO PEN.

CUT TEMPLATES TO SUIT.