

## Project 02 – [100 points] Build a Box to Think Out Of

Build a box to think out of. Build a 3D box, cube or a symmetrical block to communicate about the ideologies of Mr. Fred Rogers.

### Learning Outcomes

Develop abilities in design production and problem solving while engaging in advanced design practices

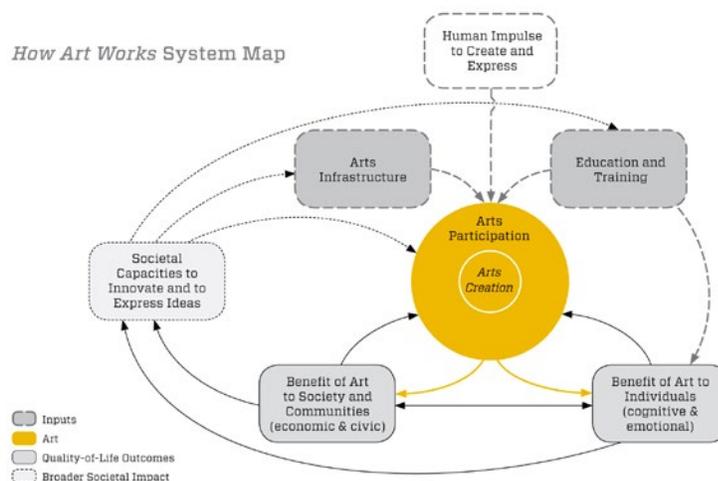


Develop a methodology for a design process driven by research.

Engage in collaboration with experts and scholars from other disciplines. Consult with field experts to understand visual communication design as having the ability to provide knowledge and social capital or design for the social good.

Study the complexities of visual information as it relates to form, structure and context in order to gain a better understanding of how meanings are constructed.

Gain awareness to the variances in the way information can be “read” and understood through the visualization of form and content.



{T / November 03}  
Work on Project 02  
Wood Shop Orientation  
Safety Training  
Richards Hall  
Wood Shop

{TH / November 05}  
*SDSU Visiting Artists*  
Class will meet in  
Richards Hall Wood Shop  
to use studio time to  
complete the production  
of the cube.

### **Methodology**

1. Document the block you build in a private space.
2. Collectively organize an exhibition or presentation of your blocks.
3. Collaboratively build a presentation with the communication blocks and place it in a neighborhood [public space].
4. Document the process and tell the story of the project through social media.
5. Write the story of how your block was built and feature it in your final project, process book design.

### **Process**

1. Build a 20" X 20" cube out of wood. Strive to create a "perfect" cube. Be deliberate and conscious of your time.
2. The majority of materials for the box's construction will be provided. [wood, wood glue, hardware, sandpaper, gesso]
3. You can use whatever other materials you wish to create the visual communications of the cube.
4. Complete the project in due time by using your studio time wisely.

There will be two required workshops. Here you will be able to get the majority of the building completed during class studio time.  
Richards Hall / Wood Shop

Help each other. Collaborate, share, be nice to each other, reach out, stretch, make a big mess, get away from patterns that are not making you feel good. Move around. Get busy. Go for it. "Move ahead. Try not to detect... just whip it." Devo

Be innovative, expressive, inventive, and embrace the freedom you have to communicate what you want to and how you want the communications to look.

**Deadline, November 17**

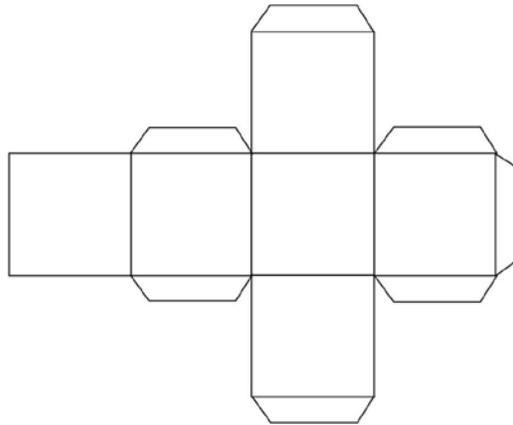


### Requirements

1. The cube must include text and image.
2. Craft and materiality will be highly considered. Learn how to be patient, decisive and act on your intuition.
3. Design the most “attractive” box you can.

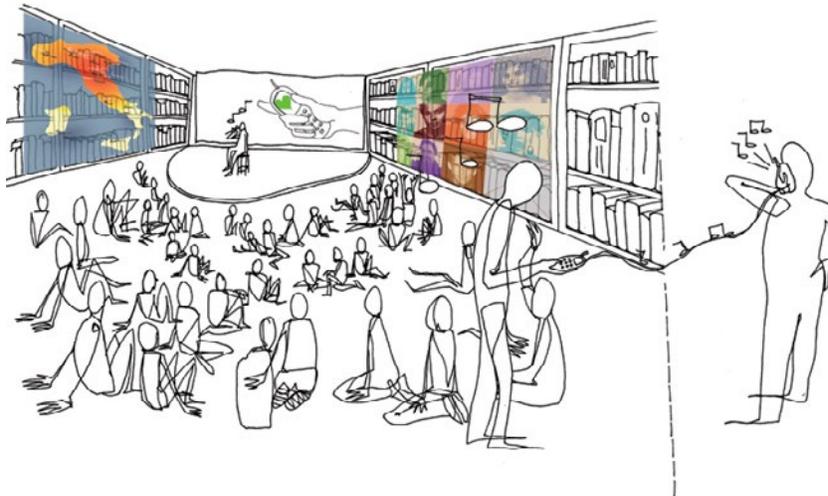
“One of the greatest gifts you can give anybody is the gift of your honest self,” he once said.

*He lived that out every second of his show.*



*Believe in what you do.*

*Share your activities on social media.*



Graphic Design 03 /  
Advanced Graphic Design

## Project 02 – [100 points]

### Designing a Box to Think Out of

#### CONCEPT / TYPOGRAPHY + VISUAL LANGUAGE [1–25]

1 2 3 4 5 6 7 8 9 10

Originality and clarity of idea, Typesetting, legibility, readability, clarity, displayed innovative and conceptual thinking.

1 2 3 4 5 6 7 8 9 10

Organization, hierarchy, clarity of message are highly considered. Appropriate message, style, visual language. [spelling, grammar, proofreading]

#### PRODUCTION QUALITY

#### PROCESS / FORM + CONTENT STUDIES [1–25]

1 2 3 4 5 6 7 8 9 10

Precision and attention to detail is evident. You were aware of your intentions. Presentation of your work is a hallmark of graphic design.

1 2 3 4 5 6 7 8 9 10

Presented your work in a clean, neat and professional manner. Displayed the ability to follow project directions, controlled the quality of final output

1 2 3 4 5 6 7 8 9 10

Sketches, research and process work reveal a rigorous study. Demonstration and documentation of a thoughtful and rigorous process and development of concept and form is apparent.

#### THESIS + PRESENTATION [1–25]

1 2 3 4 5 6 7 8 9 10

You articulated intelligently what your intentions were for the project. Presented your problem, stated what the project represented to you and followed through.

1 2 3 4 5 6 7 8 9 10

Explained your design decisions and solution. Present a conclusion in which you determine whether you were successful or not.

#### PARTICIPATION + LEVEL OF ENGAGEMENT [1–25]

1 2 3 4 5 6 7 8 9 10

Attends class regularly and contributes to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas.

1 2 3 4 5 6 7 8 9 10

Your research is a result of synthesizing across graphic design reviews and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives. You consulted with experts in the field to gain further insight into your concept.

1 2 3 4 5 6 7 8 9 10

Completed the project in a timely manner and met deadlines accordingly while being delightful to work with.

TOTAL / GRADE \_\_\_\_\_