

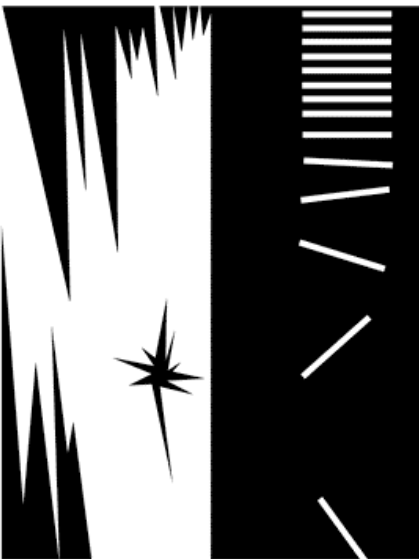
Project #8

Figure/Ground Cont.

PRIDE & HUMILITY

Example

Aggression & Falling



Figure/Ground Stability (Two Parts, One Groundsheet)

One of the most powerful capabilities of design is the use of design to communicate abstract qualities like love, hate, jealousy, pride etc...

The Example

On the left side we see three angular black shapes on a white background. The designer achieves a visual representation of the word “aggression” by utilizing black shapes with extreme Angles often associated with the shapes created by breaking glass. The designer relies on the viewers experience to provide meaning to the abstract shapes.

On the right side of the example the designer has placed a series of white rectangles on a black background. The designer is using the viewers’ experiences to make conceptual connections about the shapes and how they are either placed or formed for the word “falling.” The positioning of the white rectangles set up an expectation on the part of the viewer that they will continue to follow the horizontal stacking we see on the top of the frame.

Your objectives in this assignment are:

- to visually communicate, through non-representational **shapes**, the word “**pride**” on one side of the project and the word “**humility**” on the other. (experiment with the proximity between shapes and the actual type of shape used)
- to consciously control black shapes on a white ground on one-half of the project and control white shapes on a black ground on the adjacent half. **Two parts in one groundsheets.**
- 8.5 in x 11 in., divided in half