3

“A sign (...graphic symbol) whose form suggests its meaning.” - Merriam-Webster

An icon contains just enough information to trigger an association to a noun or concept. It should include enough contrast and simplicity to maintain legibility at a very small scale.

Project 3 — Icon Set

INSTRUCTIONS

1. Choose a photograph of an animal with distinct features and a clear silhouette as a reference. Using **cut paper**, construct the animal using **only black or white cut paper shapes**. Create **10 variations** and scan them. Place your reference photograph and the scans on the page titled “Icon Process · Cut Paper” (page 3) in the Project 3 Brief PDF. Before class on Tue, Nov. 3, upload the completed “Icon Process · Cut Paper” page to Canvas as a PDF.

2. Sketching with **black marker on a grid**, create **20 more variations** of your animal focusing on simplicity as well as distinctiveness. Draw them on the page titled “Icon Process · Sketches” (page 4) in the Project 3 Brief PDF. The forms should be composed of masses, not lines, as if you were still composing with cut paper. Arrange these **30 variations** (the 10 cut paper and 20 ink) on the page titled “Icon Process · 30 Variations” (page 5), a single **11 in. x 17 in. sheet** of paper in a grid of 6 rows and 5 columns. Print in black and white for review in class.

3. Select the three strongest variations from the previous step. Refine your icon set based on feedback from instructor and peers. Draw at least **four more variations of each for a total of 12** with more consistency and simplicity, emphasizing focal points, balance and other design principles. Arrange these variations on a single **11 in. x 17 in sheet** of paper in a grid of 4 rows and 3 columns. Print in black and white for review in class.

4. Select your strongest icon from the previous step and reconstruct it with Adobe Illustrator using shapes (see this example). Do not include colors, tints or shades beyond black and white. Do not use badges or framing shapes (circles, squares, etc.) to contain the icon. Repeat the process to create 5 additional animal icons as a set.

5. For the set of six animal icons, apply **no more than 3 distinct hues** and create a unified palette across the grid (see example). Tints, shades and tones of one hue count as a single hue. Print in color on a landscape **11 in. x 17 in. sheet** of paper with your icons in a grid of 2 rows and 3 columns. **CRITIQUE IN-CLASS · TUE, NOV. 17**

6. Upload final icons placed on a landscape letter-sized document (850 pixels by 615 pixels) without stroked borders / boxes, in a 3 column 2 row grid. Each icon should occupy a 192 pixel area. Save as PDF and upload to Canvas. Turn in **two files** on Canvas, your **Final PDF** and one 5-page **Process PDF** saved at Smallest File Size. The Process PDF holds the three “Icon Process” pages (pages 3 – 5 in the Project 3 Brief PDF), your 12 variations (Step 3) and your six icons in black and white (Step 4), in that order. **UPLOAD BY 11:59 PM · WED, NOV. 18**

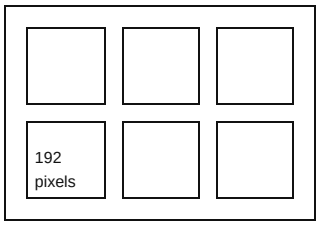
PROJECT EVALUATION

completion of intermediate project milestones	**5 pts**
craftsmanship	**5 pts**
demonstration of design principles	**5 pts**
TOTAL	**15 pts**

MILESTONES & DEADLINES

Tue, Nov. 3	Review step 1
Thu, Nov. 5	Review step 2
Thu, Nov. 12	Review step 3
Tue, Nov. 17	Critique step 5 *final critique
Wed, Nov. 18	11:59 PM · Final PDF + Process PDF on Canvas

FINAL LAYOUT

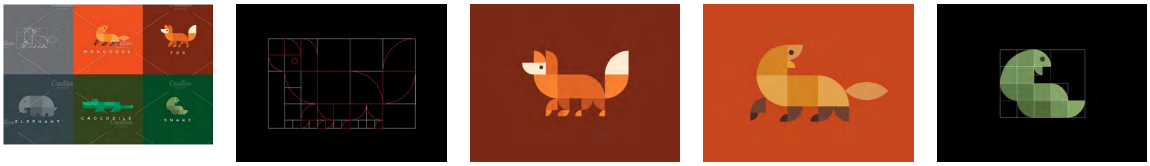


850 pixels x 615 pixels

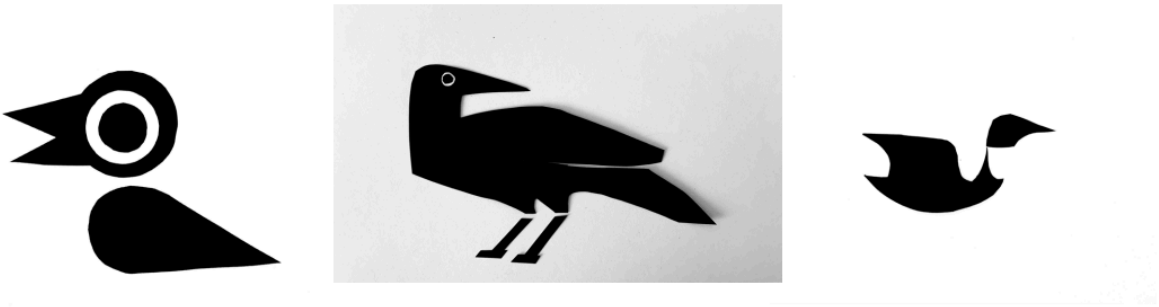
EXAMPLES



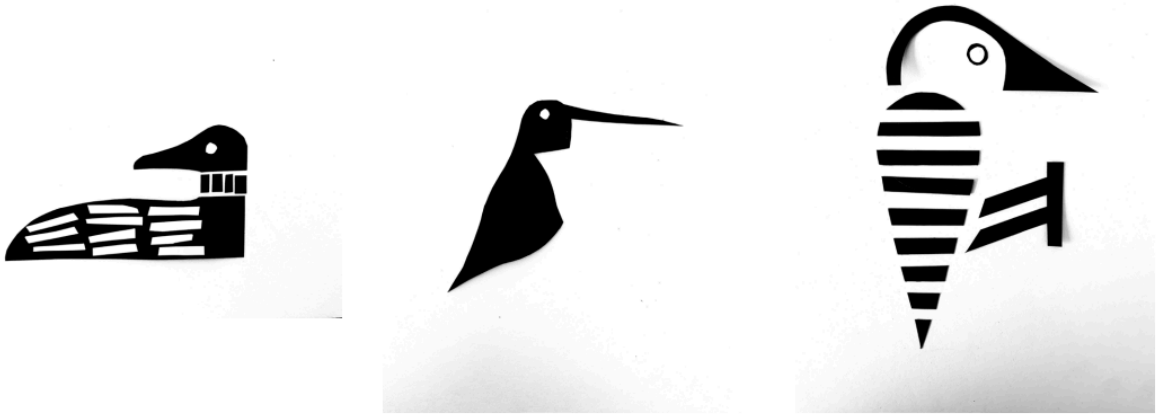
George Bokhua



Yuri Krasnoshchok







ICON PROCESS · CUT PAPER

Place your reference photograph in the wide box and scans of your 10 cut-paper variations (Step 1) in cells 1 – 10.

REFERENCE PHOTOGRAPH

1

2

3

4

5

6

7

8

9

10

FIRST LAST NAME

ICON PROCESS · SKETCHES

Draw your 20 black-marker variations (Step 2) on the grid, one in each cell.

11 12 13 14

15 16 17 18

19 20 21 22

23 24 25 26

27 28 29 30

FIRST LAST NAME

ICON PROCESS · 30 VARIATIONS

Place your 10 cut-paper variations (Step 1) in cells 1 – 10 and your 20 black-marker variations (Step 2) in cells 11 – 30.

1 2 3 4 5

6 7 8 9 10

11 12 13 14 15

16 17 18 19 20

21 22 23 24 25

26 27 28 29 30

FIRST LAST NAME