



ASSIGNMENT / WEEK 1 / PERSONAL DESIGN PHILOSOPHY

THE CIRCLE THE SQUARE THE TRIANGLE

Each basic shape has its own physical shape and structural quality. Additionally, each one has its own metaphysical, metaphorical and psychological construct.

THE ASSIGNMENT

Personal Design Philosophy (PDP) is an evolutionary state of mind, shaped by a broad range of visual and cultural influences, both past and present. Each designer goes through many stages of personal creative development. These transformations are based on a consumption and subsequent applications of these influences. The aesthetic principles that are developed, embraced and employed, help form the PDP, and results in the creative output of each designer.

Today, you have a PDP. You may not be aware of it, but you do. It may be simple and unfocused, or it may be mature and well defined. Or somewhere in between. The purpose of this assignment is to assist you in becoming self-aware of your PDP, as it exists today.

To complete this assignment, first conduct a personal analysis and evaluation of each shape. Consider its definition, metaphorical and literal meaning, as well as its cultural, historical, architectural and creative uses.

Second, conduct a thoughtful and honest evaluation of your current “design” mind. Consider the everyday decisions you make in judging and critiquing both internal (your work) and external (the work of others) design in all forms, including, but not limited to, architecture, graphics, fashion, industrial and interior.

Third, identify your current PDP and select one of the three basic shapes – circle, square, triangle – that is most visually representative of it.

Finally, explain your choice of shape in 125-150 words, on an 8.5” x 11” sheet of white paper.

In the upper left-hand corner, place your name (Last name first, first name last), name of the assignment (“My PDP Shape”) and the date (January 30, 2019) of submission.

All text must be flush left, rag right in 12 pt. Times Roman, double spaced.

Assignments are your “ticket” to class on 01/30/19.

Non-compliance with the above specifications will result in non-acceptance.

No digital submissions will be accepted. Late submissions will be downgraded per the Syllabus.