



DESIGN 301 | FORM AND FUNCTION

WELCOME BACK.

THIS SEMESTER.





DESIGN 301 | FORM AND FUNCTION

Graphic design, a discipline with a short history and uncertain future, has arrived at a busy intersection. More people than ever have begun to understand what designers do. Today, many everyday citizens know and recognize a variety of logos, brands, and typefaces. (Indeed, a company that seeks to alter a familiar brand image or package design risks sudden and merciless consumer revolt.) Whereas design once lurked at the edges of public consciousness, familiarity with its forms has become commonplace, breeding more congeniality than contempt.

The tools of design have hit the mainstream, along with its end results. Software is the gateway to the trippy world of making and sharing media. A little Photoshop can be a dangerous thing. Select, transform, filter, undo: for many designers working today, these intoxicating actions were our first taste of a medium that would quickly come to drive our lives. Meanwhile, the casual user or social tinkerer can now access the same basic tools and software as the hard-core professional. From digital scrap-bookers to aspiring CEOs, today's design audience engages visual communication both actively and passively, uploading as



Form 2019

DESIGN 301 | FORM AND FUNCTION

Fall 2019 | Monday - Wednesday | 11:15 - 1:30 | Marion Design Co. | Prerequisites - 100 & 200 DES Courses

PROFESSORS

Herb Vincent Peterson & Wendy Puffer

Email: herb.peterson@indwes.edu | wendy.puffer@indwes.edu

Office Phone: 765-677-2711 | If Necessary

Office Hours: Tu: 1 - 5p | Th: 11a - 4p | By Appointment Only

Website: mariondesign.co/formfunction **Pw:** Form2019

TO GET YOU GOING

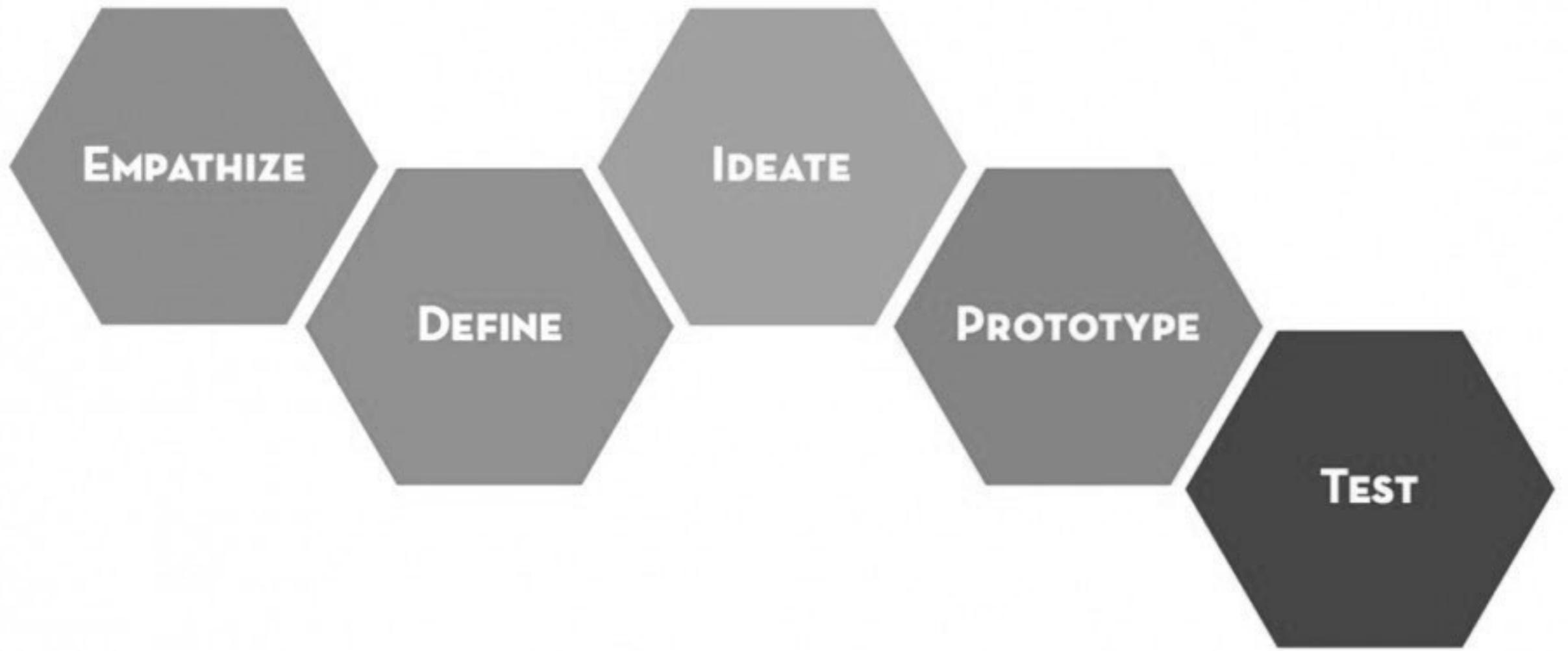
Letters gather into words; words build into sentences. In typography, “text” is defined as an ongoing sequence of words, distinct from shorter headlines or captions. The main block is often called the “body,” comprising the principal mass of content. Also known as “running text,” it can flow from one page, column, or box to another. Text can be viewed as a thing—a sound and sturdy object—or a fluid poured into the containers of page or screen. Text can be solid or liquid, body or blood.

ABOUT THIS CLASS

This course has two major sections: Section 1, the first Half of the Fall semester and Section 2 in the Second Half. During the first section, students will learn to recognize and differentiate the nuances in the shape or form of the Roman alphabet. Students will develop and demonstrate an understanding of a large set of typographic vocabulary terms, used to define or describe individual parts of letterforms. As well as terminology used to classify or organize letterforms into related categories. Students will also learn how these terms are used to define, classify, and arrange type related to the historical development of typography and printing technologies. This study will provide the opportunity to create the typographic form using both digital and traditional technologies. Lastly, students will be able to recognize how nuances in the placement, contrast, scale, and grouping of typographic elements create relationships of both positive form and negative space; this is the foundation of dynamic composition.

The second section of our class is devoted to the study of formal typography. Students will primarily focus efforts towards developing a greater understanding of typographic form through exercises based on the setting of words, phrases,

PARTICIPATE?



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

The Four Orders of Design

1st Order Problems of Communication Signs	2nd Order Problems of Construction Things	3rd Order Problems of Action Actions	4th Order Problems of Integration Thoughts
--	--	---	---

Signs	Words Symbols Images		
Things	Physical Objects		
Actions		Activities Services Processes	
Thoughts			Environments Organizations Systems

The Four Orders of Design

1st Order Problems of Communication Signs	2nd Order Problems of Construction Things	3rd Order Problems of Action Actions	4th Order Problems of Integration Thoughts
--	--	---	---

Signs	Graphic Design		
Things	Industrial Design		
Actions		Interaction Design	
Thoughts			Dialectical Design

ASSIGNMENT.

In “Design Research and the New Learning,” Richard Buchanan suggests that designers are challenged to provide new definition for their fields. He posits:

“Design is the human power of conceiving, planning, and making products that serve human beings in the accomplishment of their individual and collective purposes” (2001, 9). (emphasis added)

In exploring what products might encompass, he then outlines his construct of the “four orders” of design. “Each order is a place for rethinking and reconceiving the nature of design.” Based on our discussion, and how you understand the four orders of design, work in teams to explore, discover, debate, categorize, and then summarize the four orders of design present in an a familiar space.

RIGHT NOW. (OR OVER THE NEXT WEEK)

- I. Practice the exercise with your team within Downtown Marion. This will be your first opportunity to experience and begin an exercise of perhaps, looking at designed products differently.

- II. Synthesize your findings as a team. Share with a IWU campus member (outside of your team), receive feedback from them, drive new correlations and any new insights from the feedback; utilize this data to move your design into action.

- III. Design and detail (the content) in a map, experience, and or visual representation; try to remove your preconceived idea of formality and product for the end expression.