WHAT DO YOU WANT YOUR WORK TO DO? What do you want the work to What do you want the work to How? prompt people to feel? prompt people to think about? **Character of its Visual Elements** Line Quality could prompt someone to feel/think about _ _Textures could prompt someone to feel/think about _ **Semiotic Cues?** Shapes could prompt someone to feel/think about _ Symbolically Signifies ___ Colors could prompt someone to feel/think about _ _ Iconically Signifies ___ Scale could prompt someone to feel/think about ____ _ Indexically Signifies __ **Organization of its Elements According to Principles of Design** _ could prompt someone to think about/feel _ **Material Connotations** ___ could prompt someone to think about/feel ___ White photocopy paper is associated with office _ could prompt someone to think about/feel __ cubicles, burlap is associated with coffee and shipping, etc... could prompt someone to think about/feel _ could prompt someone to think about/feel ___ What types of Material Connotations could prompt someone to feel/think about _____? Chaotic, Energetic, Mechanical, Complicated, directional force unity gestalt etc... proximity · vertical force variety balance • horizontal force • similarity diagonal force contrast closure • circular force emphasis • figure-ground • triangular force subordination pattern varied massing juxtaposition proportion opposing diagonals visual rhythm scale visual melody hierarchy **Juxtaposition with Context** What sorts of juxtapositions with context could prompt **PLACE** A tiny skyscraper in the forest? someone to feel/think about _____? A toy soldier placed on a historic battlefield? A fish in the ceiling? TIME A yellow umbrella just after the protests in Hong Kong?