

GD-105

Intro to Visual Design

Shapes II

Winny Lucas

Line and ribbon



- Lift a line off the page and give it three dimensions.
- Line and Ribbon are generally free-flowing, we can tell it symbolize flexible.









LOVE WATER
never thirsty again



PowerTM



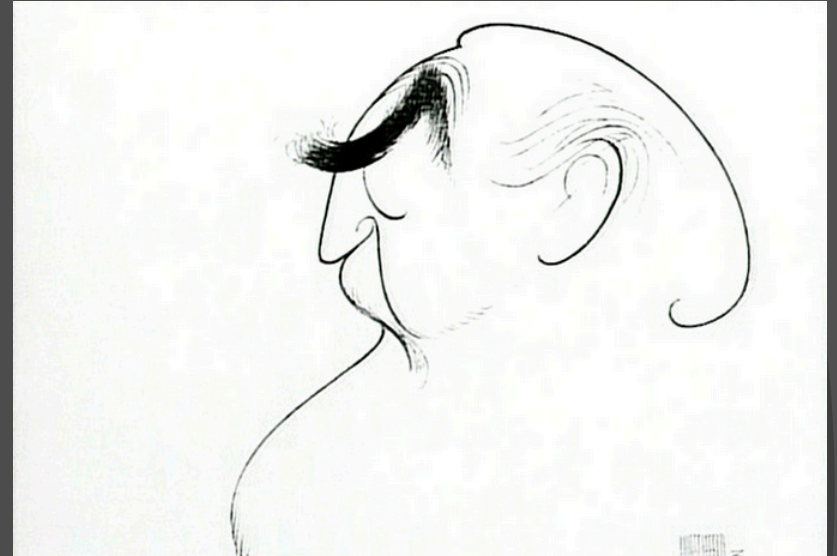
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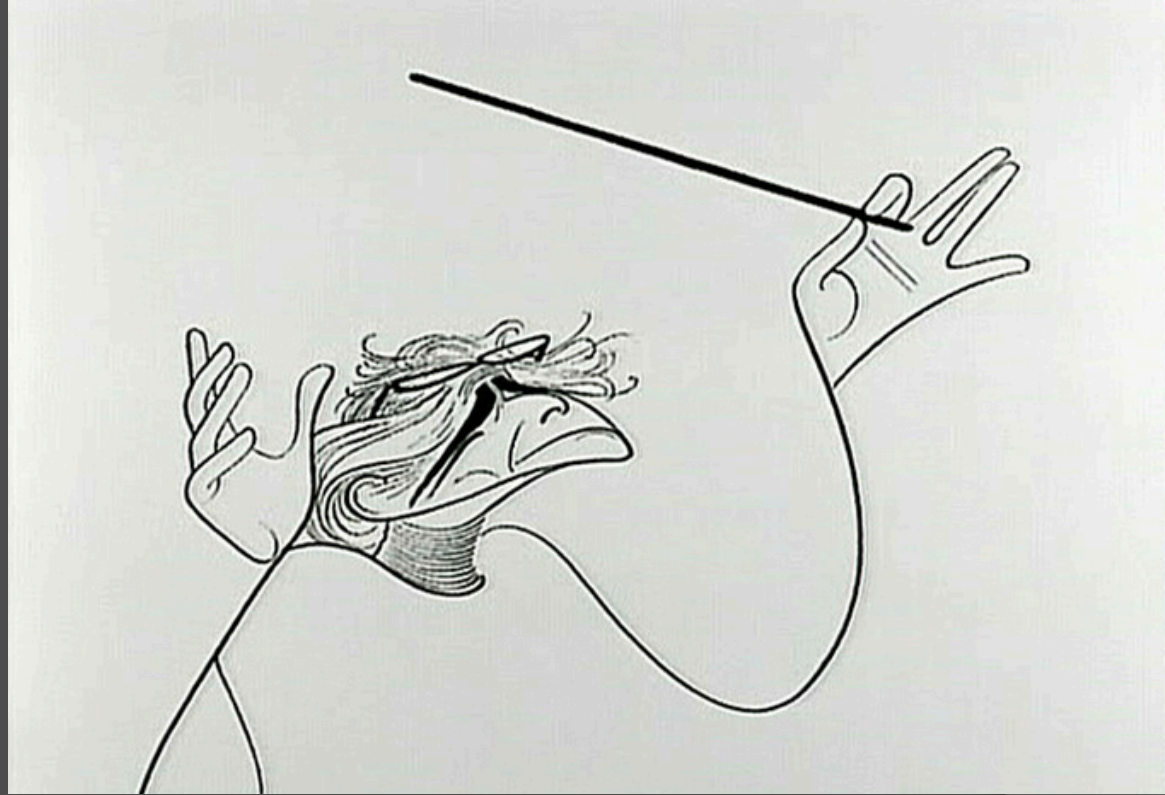
Character (horse) visually look like a horse



The Line King









Repetition

- Imagine the beauty of a mosaic, and your reaction the first time you realized the image was crafted from thousands of individual pieces strategically placed, to create one seamless scene.
- Form in motion





ARENA
NAHARIYA



MUZEUM
WSI KIELECKIEJ



Anthropomorphism

loose translation of the word means interpretation of human characteristics in something that is not human, like a god, animal, or object.



Team logos, mascots and company emblems are selected because they represent the essence or the personality of the client.

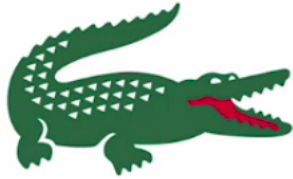
Look at the following animals, and think about their personality, and see just how different the feel is that they convey.



RAM



Merrill Lynch



LACOSTE

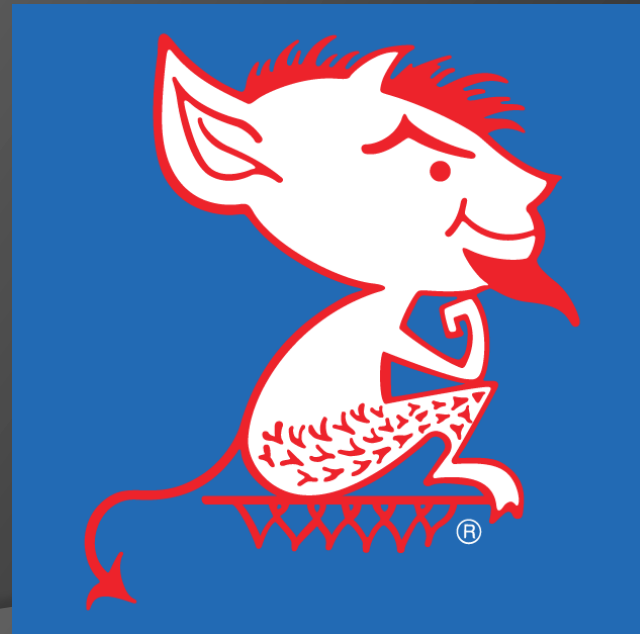


SWAROVSKI



AUSTRALIA

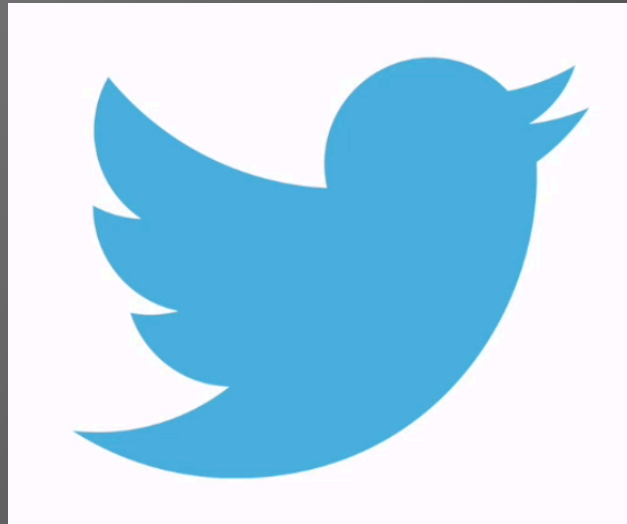
AflacTM



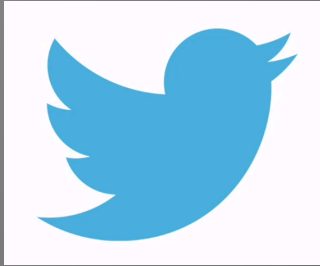
Animals: An amazing shortcut!

As a designer, all these implied equities and preconceptions can do 80% of the lifting for us if handled properly.

Case study



What this blue bird implies?



- Bluebirds tweet,
- viewed as an omen of good luck worldwide,
- the bird is winged, quick as a messenger.
- It's not challenging or cunning like a hawk or a falcon. And it doesn't carry the stigmas of a pigeon.

And this list could certainly go on. But, are you starting to see how this works? You already know all of this information.

Brainstorm more birds

- Ducks: water, water proof, all terrain, migratory, flocks
- Penguins: cold, formal b/w, swimmers, cute
- Dove: peace, love, Christian, purity, white
- peacocks: colorful, proud, show-off, loud, beautiful
- Falcon: aggressive, hunter, great eye sight, sport of kings
- Chickens: eggs, dinner, weathervanes, alarm clock, farms, country
- Hummingbirds: nimble, hovering, fast, flower lovers, tiny

Let's look into more **similes**.
Wise as an



Loyal as a



Clever as a



Memory storage as big as an ...



Are they industrious and work
together like...?



Are they nurturing and graceful like ...



Are they aggressive and protective as ...





GIVE a
BUCK



- One of the reasons animals make such a rich source of visual analogies for design is because they're **woven into our culture**.
- From the bedtime stories to the literature our popular culture is based on.
- Mythology of many cultures, especially Greek mythology.
- The designer's trick is to allow animals to possess their own superpowers is what we call a transformation,



winged horse that stood for Mobil Oil
for years was actually named Pegasus.



Mercury was a messenger for the gods, wearing wing feet and a helmet. So, think of him as the communications infrastructure for the gods.



Starbucks logo: mermaid?
She has a split tail which makes her a siren,
capable of creating such a beautiful sound,
that no man could ignore her.

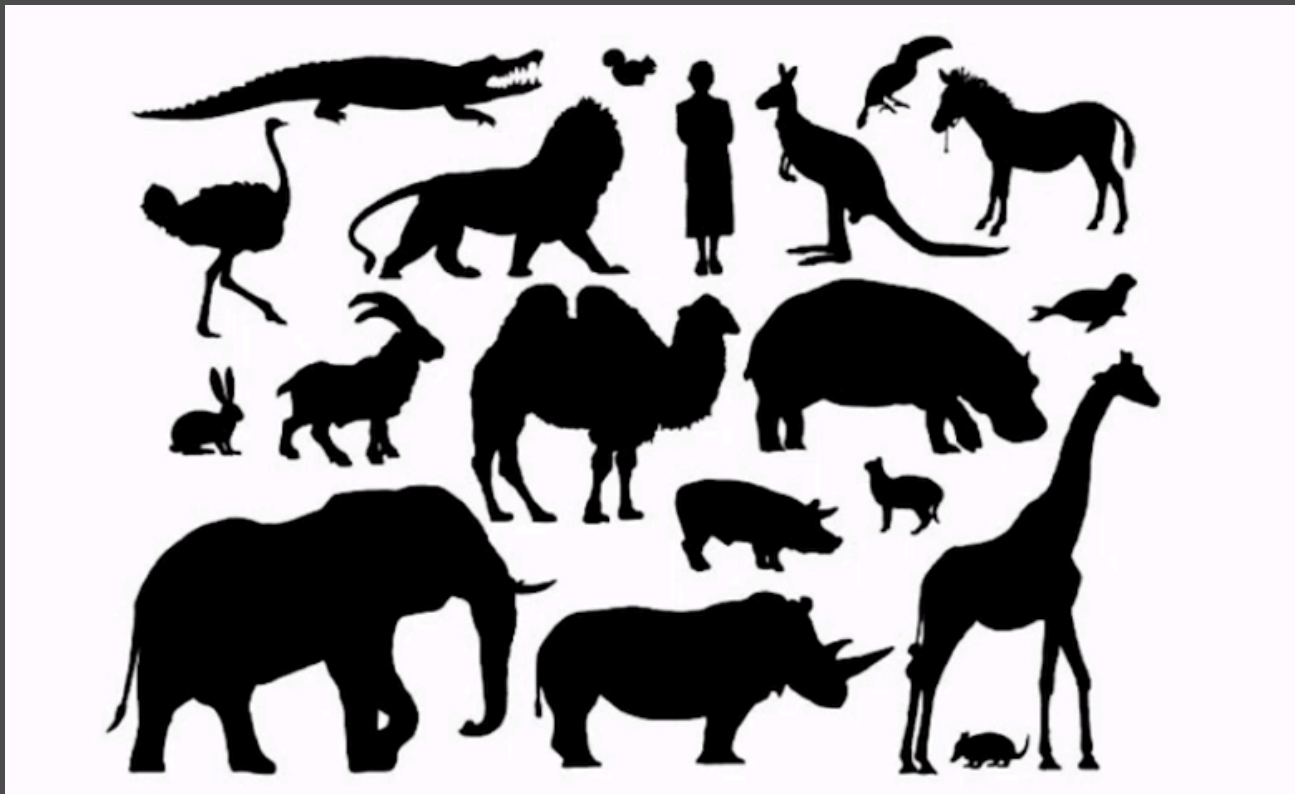




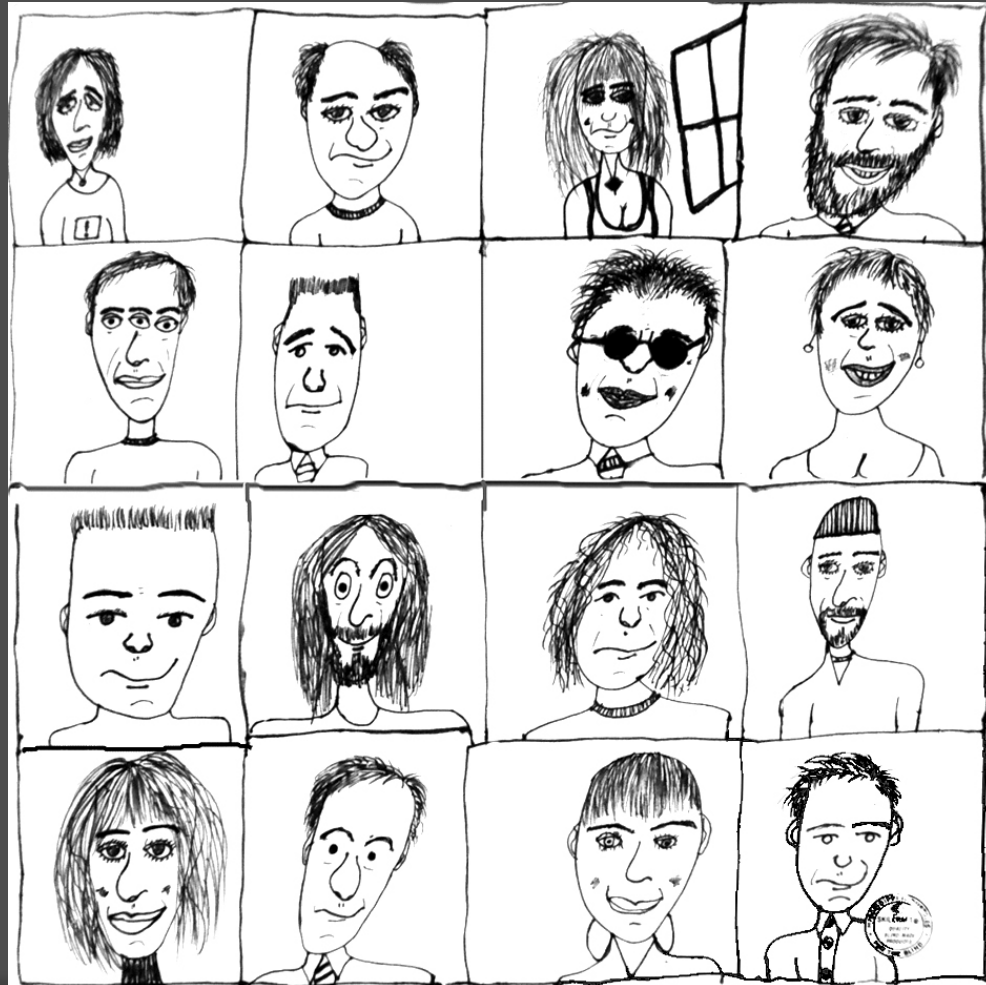


The ability of the designer, Eugene Kolkey, to personify the Tiger with a scarf, a winning smile, and human characteristics, turned him into a breakfast buddy as opposed to a menacing carnivore.

When you ask someone to draw a picture of a certain animal they will almost always draw it in profile, a side view.



When you ask someone to draw a person, they will almost always draw from a head-on perspective and not a profile.



Trick: try putting an animal into a head-on position if using it in a personification design.

