

preface

At the beginning of your professional design career preparation here, you are discipline-independent designers acquiring form-making ability.

We can always consider ourselves independent designers even when later we work in specific design domains or disciplines.

For example:

'I am a designer working in graphic design.'

'I am a designer working in industrial design.'

'I am a designer working in interior design.'

'I am a designer working in human factors.'

'I am a designer working in digital media.' ... etc.

'I am a designer working in electronic imaging.'  
... etc.

# Formmaking controls means under principles defining space producing unity.

topic

**Formmaking**

Formmaking is what we do in Foundation studios. We give visual form to ideas.

Rather than 'design,' 'form-making' is used because our first-year studies exclude design application. Our work is non-applied, and application presupposes design practice.

You will acquire applied experience later as you complete your professional design preparation.

Some applied design components are: the client and the client's problem, problem analysis and definition (design programming), codes and standards, and budget.

Applied formmaking includes designed: communication; devices; and environments.

activity

**controls**

Thinking and working skills and techniques

object

**x [means**

Design Elements:

- point
- line
- shape
- plane
- solid
- volume
- b/w
- color
- surface
- material

guidelines

**+ principles]**

Organizational Principles (cognition and perception)

- repetition-rhythm
- closure-completion
- contrast-elaboration
- balance
- movement
- proportion
- dominance
- economy-efficiency

result

**= form/space**

Attributes: tangible visual

Note formulation realization

goal

**unity**

Whole Result

Attributes: cohesive complete comprehensible

Note application scale

Effort

Knowledge