

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.

Note

'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.'

'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 fundamentals studios. We give ideas visual form.

We use 'formmaking' instead of 'design,' because our first-year studies exclude design application. Our work is non-applied, and application presupposes design practice.

You will get applied experience later as you finish your professional 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
articulation
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 | Experience

Knowledge