

Portfolio Assignments

Western Washington University – Department of Design

ASSIGNMENTS

1. Formstorming
2. Letterform Composition
3. Complete the Shape
4. Ideal Multi-Tool
5. Graphic Simplification
6. Instructional Comic
7. Adjective/Noun Illustration

In addition to the solutions for these assignments, also include 3 additional projects of your choice in the final portfolio application. For full application details, refer to the admissions page where you can find the Application Requirements and Online Application Form: design.wvu.edu/admissions.html.

PROJECT 1. FORMSTORMING / OUTLINE

Choose a single subject from this list; **Horseshoes, Lightning Bolts, Clovers, Moons, Suns, Diamonds, or Skulls.**

Create 18 unique Photos that communicate the subject you've selected. Show the whole subject or just portions, explore visual puns, abstractions and/or oblique depictions. This project will demonstrate your ability to:

- Select/Produce highly communicative images i.e. **Curation**
- Generate multiple solutions to a single question i.e. **Lateral Thinking**
- Express or Evoke a concept i.e. **Direct vs Indirect Communication**

CONSTRAINTS: Original Photos Only; Square Format, Analog Manipulation.

The sample images shown below represent visual and conceptual interpretations of "A Rainbow."

Some of them show the Rainbow form **Literally** or **Directly** such as the dishes and ribbons.

Others use a Rainbow **Conceptually** such as the books or marble.

The prism in the center refers to the Rainbows it will produce without showing a rainbow, therefore **Abstractly** or **Indirectly**.

SAMPLE BY P KEARSLEY 2022



PROJECT 1. FORMSTORMING / EXAMPLE 2

The sample images shown below represent visual and conceptual interpretations of "Star."

Some are **Found** such as the flag, window, and logos.

Some are **Made** such as the vegetables and scissors.

They are all **Very Professional** looking, as if they could be featured in a stock photo collection.

They all speak very directly to the Star Form.

SAMPLE BY M MATHIAS 2022



PROJECT 1. FORMSTORMING / EXAMPLE 3

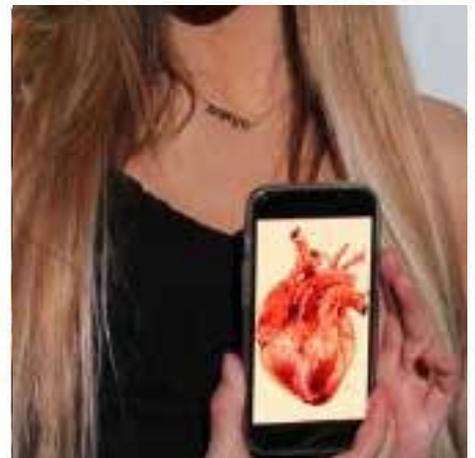
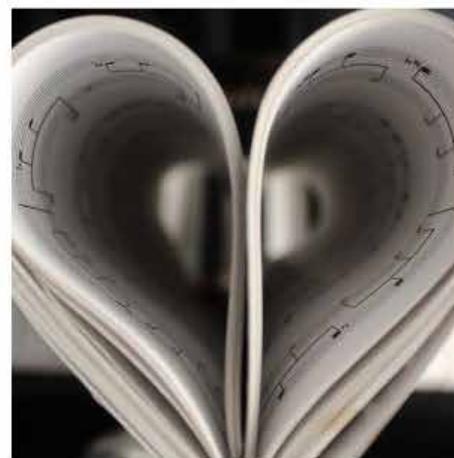
The sample images shown below represent visual and conceptual interpretations of "Heart".

Some are **Found**, some are **Made**.

Some are **Direct**, some are **Indirect**.

They are all **Very Professional** looking, as if they could be featured in a stock photo collection.

SAMPLE BY K ALLEN 2022



PROJECT 1. FORMSTORMING / TEMPLATE

Using the 2 provided grid templates create 18 unique photos total that communicate the single subject you selected from the provided list.

ADDITIONAL INFO:

- Include both **Found Objects** (*instances of the symbol on products, signs etc*) as well as some **Hand-made** compositions (*arranging leaves or stones, food art, etc.*)
- Include **both Direct and Indirect Communications** of your subject.
- The images should be your own and **intentionally composed using design principles** and striving for a professional quality.
- Any image manipulations should occur to a physically printed version outside of the computer (*ie. collage, cut & paste, drawing and coloring*)
- **Do not use Digital Filters or Digital Tools.**

Choose one subject:

- Horseshoes
- Lightning Bolts
- Clovers
- Moons
- Suns
- Diamonds
- Skulls

PROJECT 1. FORMSTORMING / TEMPLATE CONTINUED

PROJECT 2. LETTERFORM COMPOSITION / OUTLINE

Using only the Provided Text, **create 3 unique Compositional Collages.**

Cut out and arrange these words and paragraphs to create visually interesting layouts with **clear focal points, hierarchies, and compositional themes.**

The goal is to understand how space, alignment and subtle typographic differences (*bold, italic, all caps, letter spacing*) can be used to establish pattern/repetition and then variation to signal difference and indicate a flow/focal points.

CONSTRAINTS: You may only use the provided text samples. Focus on craftsmanship and hide any adhesives etc.

ADDITIONAL INFO:

Use a Practical Creative Process:

1. Cut clean lines using an Exacto Knife, straight edge and cutting mat.
2. Organize a rough composition and then take a picture with your phone.
3. Play with a range of compositions and then select the strongest ones.
4. Use a glue-stick to mount the final compositions onto the template.
5. Photograph or Scan the Finished Products.

- **Consider Design Principles**, such as Balance, Hierarchy and Contrast.
- Work towards excellent **Craftsmanship**.
- **Do not use Digital Typographic Tools.**

SAMPLE BY A DURKEE 2022

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PROJECT 2. LETTERFORM COMPOSITION / EXAMPLES

The sample images below show a diversity of concepts.

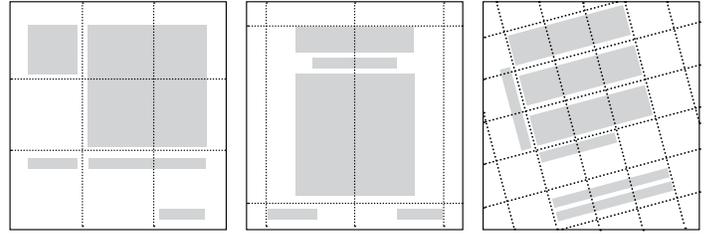
Some are **Rectilinear**, with elements squared up to the **Grid**.

Some use **Diagonals** to move the viewers outside of the Grid.

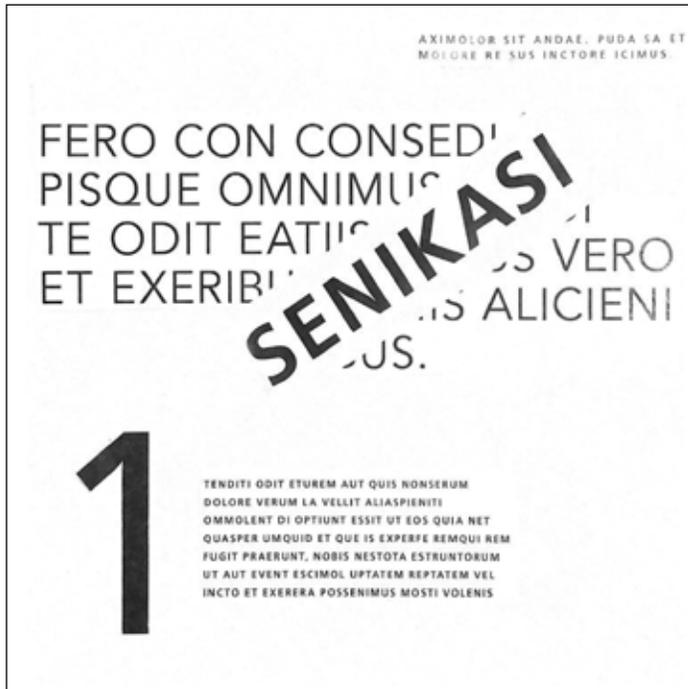
Some use **Organic** shapes in contrast to the straight and square lines of text.

They are all **Very Professional** looking, as if they could be featured in a Magazine Layout.

SAMPLE GRIDS:



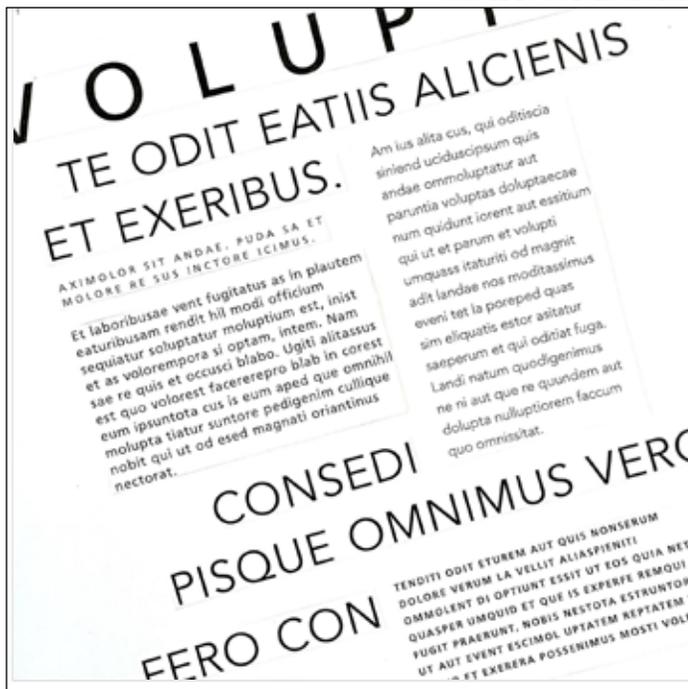
SAMPLES BY L MARTIN 2022



SAMPLE BY K PETERSEN 2022



SAMPLE BY M GILBERT 2022



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PROJECT 3. COMPLETE THE SHAPE / OUTLINE

Transform each shape provided into a Unique Drawing.

Complete/add-on to these shapes to communicate nine different objects, animals, plants, people, symbols, patterns, etc.

This project will show your **Basic Drawing Ability** as it relates to creative visual communication.

Demonstrate a **Breadth of Ideas** by generating multiple diverse solutions to a single problem.

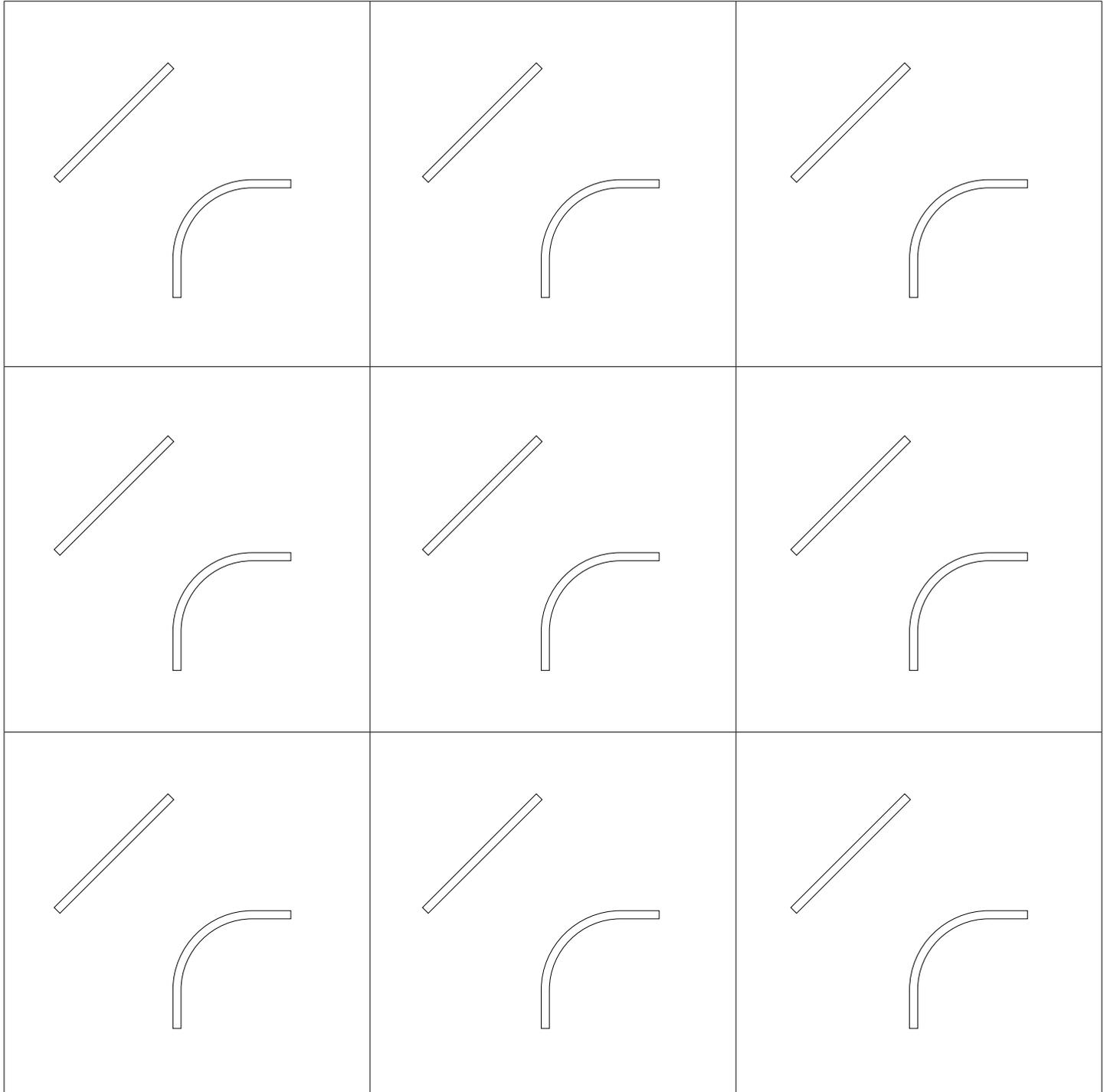
Drawing is used in many ways throughout the design process. These images are only **Communicating an Idea**, i.e. they are not "Art".

ADDITIONAL INFO:

- **Experiment and Brainstorm** beyond the initial/obvious ideas.
- Develop a **Diversity of Solutions** (*people places and things*).
- Be sure the original shapes are visible in the final drawings. They can be drawn over, but not entirely obscured.
- Use a diversity of Line Weights to help organize the image.
- You may turn the square in any direction.

CONSTRAINTS: Black & White Only. Pen/Ink Final Drawings.

TEMPLATE



PROJECT 3. COMPLETE THE SHAPE / EXAMPLES

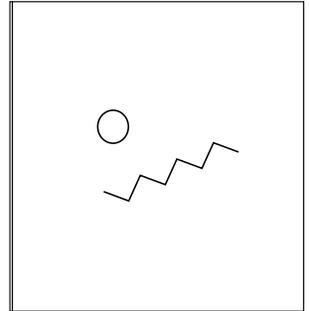
The sample images below show a **Breadth of Ideas**, including animals, people, objects and scenes.

These show **Basic Drawing Skills** which clearly Communicate an Idea.

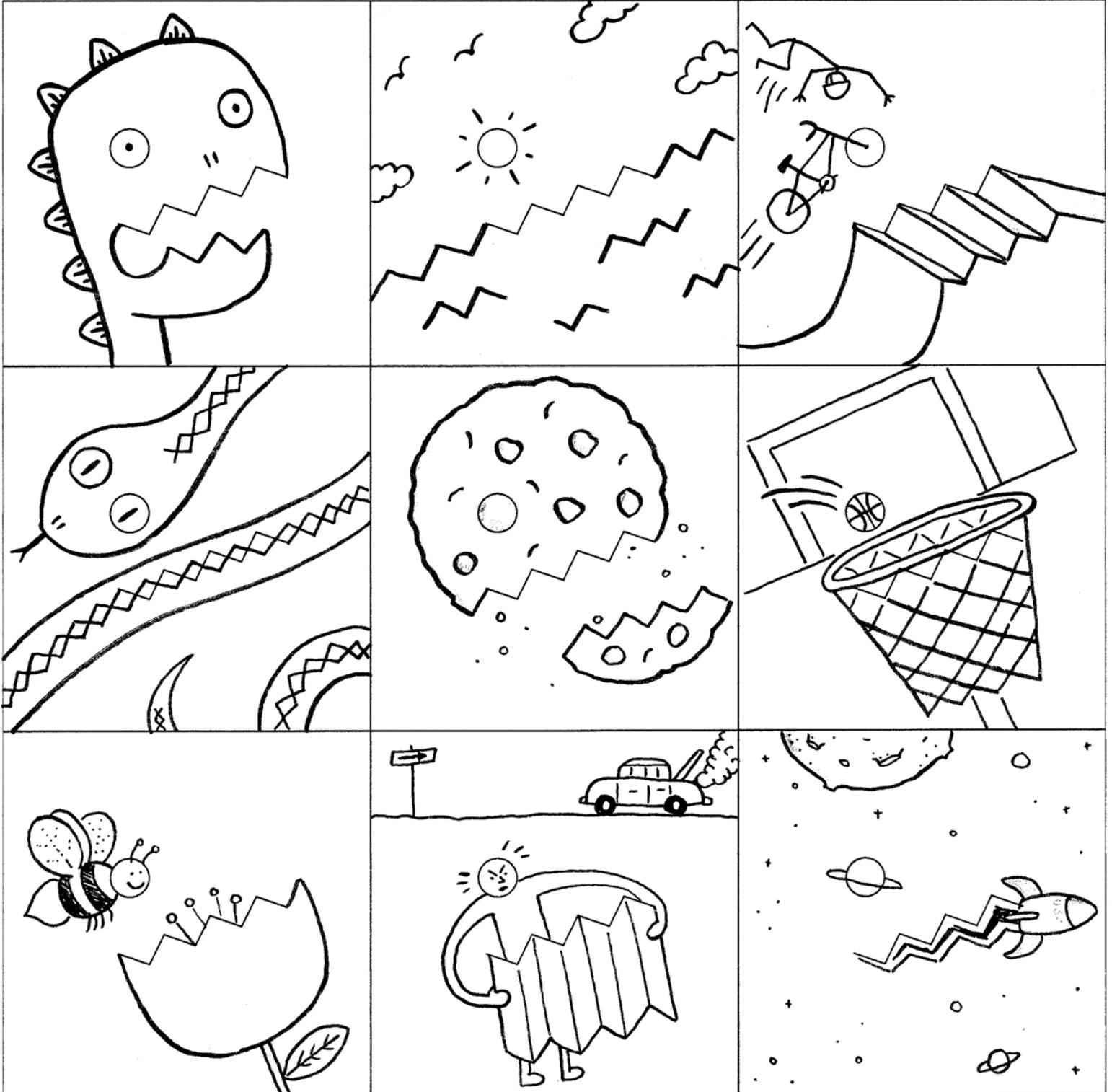
Some odd issues include the scale of the basketball, the anatomy of bees and the particulars of combustion in the vacuum of space, but we get the Idea.

They are all very **Effective Visual Communication** and a great precursor to a more in-depth design process.

ORIGINAL SHAPES:



SAMPLE BY A EGNER 2021



PROJECT 4. IDEAL MULTI-TOOL / OUTLINE

Select a name from the list below and then **Research their Career and Life**. Using this research, **Conceptualize 3 unique Multi-Tools** that would serve their specific needs.

Research their Lives looking for primary themes/fields of work. Take notes on what is important to them, both tangibly and conceptually.

Define the big Problems/Goals. Empathize with this character and try to understand what tools might serve them well.

Develop 3 Relevant Concepts and use basic drawings to communicate your solutions for their ideal Multi-tool.

Be Visual and Explore – feasibility is not a constraint. Please include simple text labels to clarify your ideas.

CONSTRAINTS: Black & White Only. Pen/Ink Final Drawings, Stick to the List.

ADDITIONAL INFO:

- Investigate a few options and then **Be Thorough in your Research**.
- **Experiment and Brainstorm** beyond the initial/obvious ideas. Try to come up with 5 solutions and then select the best 3.
- Organize the set of 3 by using a **Consistent Format across the Boxes** which includes a Title, 1-2 Drawings and a few notes/call-outs.
- **Use a diversity of Line Weights** and fonts to add hierarchy to each idea.

1. Katsushika Hokusai (*Edo Block Printer*)
2. Amelia Earhart (*Pioneering Pilot*)
3. Temple Grandin (*Animal Scientist*)
4. Elon Musk (*Inventor, Tech Mogul*)
5. Athena (*Goddess of Wisdom*)
6. Lisa Simpson (*Intellectual Middle-Child*)
7. Rosie the Riveter (*WWII recruiting Icon*)
8. Marco Polo (*Merchant Explorer*)
9. Bob Marley (*Reggae Musician*)
10. Mary Shelley (*Gothic Novelist*)
11. Pelé (*Soccer Legend*)
12. Mary Anning (*Palaeontologist / Fossil Hunter*)
13. Ruth Bader Ginsberg (*Supreme Court Justice*)
14. Mildred Dresselhaus (*MIT professor / Queen of Carbon*)
15. Jane Cooke Wright (*Physician / Chemotherapy Discoverer*)
16. Octavia E. Butler (*Sci-fi author*)
17. Gloria Steinem (*Feminist Journalist*)
18. Elliott Paige (*Trans Actor*)
19. Kathleen Hanna (*Feminist Punk*)
20. Jean-Michel Basquiat (*Street Artist*)
21. Mary Berry (*Food Ambassador*)
22. Ai Weiwei (*Activist Artist*)
23. J.K. Rowling (*Wizard Maker*)
24. Confucius (*Ancient Philosopher*)
25. Louis Daguerre (*Father of Photography*)
26. Afeni Shakur (*Tupac's Black Panther Mother*)
27. Cesar Chavez (*Activist Farmer*)
28. MF Doom (*Hip-hop DJ*)
29. Vandana Shiva (*Eco-feminist Scholar*)
30. Tan France (*Queer-Eye Tailor*)

PROJECT 4. IDEAL MULTI-TOOL/ EXAMPLES

SAMPLE BY P KEARSLEY 2022

For both of these examples:

- The **Research is Thorough** and well organized.
- **Three Unique Ideas** are presented within a consistent format.
- **Labels and Call-outs** make the page fun to explore.
- **The Drawings are Simple yet Effective.** They use straight on views, diverse line weights and small bits of value to communicate the idea.

<p>1a. Research Notes:</p> <p>SACQUES COUSTEAU (1910-1997) (UNDERWATER FILM MAKER)</p> <ul style="list-style-type: none"> - "SHOW PEOPLE UNDER PLACES" - SCUBA, SUBMARINE, RESEARCH ETC. - SHIP NAMED "CALIPSO" - SHIP CAPTAIN - MAKING REMOTIONS AND EXPERIMENTAL CAMERAS. - DEGRADED NAVAL VETERAN (SEALED) - DISCARD SUBMARINE - LIFE DEDICATED TO PROTECTING MARINE ENVIRONMENTS - DEVELOPED POPULAR SCIENCE VIA DOCUMENTARY FILMS. <p>1b. Define Problems/Goals:</p> <p>NEEDS...</p> <ul style="list-style-type: none"> - A TOOLS - SCUBA TOOLS (DEPTH GAUGE, KNIFE, FILM TONS (LIGHT METER, WRENCHES, Pliers, Pliers)) - COMPASSES (STADIANT, CALIPERS ETC) MAPS - OUTREACH TOOLS (10... TOWER...) 	<p>2. Idea #1</p> <p>UNDERWATER CINEMATOGRAPHERS TIME-PIECE.</p>
<p>3. Idea #2</p> <p>THE FRENCH NAVY KNIFE</p> <p>OFFICIAL INSIGNIA</p>	<p>4. Idea #3</p> <p>WATER PROOF FANNY PACK.</p>

SAMPLE BY K PETERSEN 2022

<p>1a. Research Notes:</p> <p>Padma Lakshmi (Food Ambassador)</p> <ul style="list-style-type: none"> • Creator, Host, and Executive Producer of Taste the Nation • Author of 6 Books <ul style="list-style-type: none"> - 2 cookbooks - 1 childrens Book • Host of Top Chef • Model • UN Goodwill Ambassador • American Civil Liberties Union Ambassador for Immigration and Woman Rights <p>1b. Define Problems/Goals:</p> <p>Needs:</p> <ul style="list-style-type: none"> • Spice & Herbs Holder • Palate Cleanser • Way to write Down Recipes 	<p>2. Idea #1</p> <p>PALATE CLEANSER CANISTER</p>
<p>3. Idea #2</p> <p>RECIPE ASSISTANT WATCH</p>	<p>4. Idea #3</p> <p>HERBS & SPICES UTILITY BELT</p>

PROJECT 4. IDEAL MULTI-TOOL / TEMPLATE

1a. Research Notes:

1b. Define Problems/Goals:

2. Idea # 1

3. Idea # 2

4. Idea #3

PROJECT 5. GRAPHIC SIMPLIFICATION / OUTLINE

Transform an Animal Image into a Graphic Icon.

The drawings below show the **Progressive Simplification** of a photograph into an icon. With each step, less relevant details are omitted to place more emphasis on the remaining visual elements. The final image conveys only the most essential aspects of the original form.

This project focuses on **Intermediate Drawing Skills** such as working from reference and communicating with a diversity of line languages.

You will demonstrate essential visual communication skills by carefully studying your original reference and curating this process of **Stylization**.

CONSTRAINTS: Black & White Only. Graphite and Ink, Final Drawings.

ADDITIONAL INFO:

Your creative process is divided into 4 steps:

1. **Select a Practical Reference Image** of an interesting animal. Include the entire body (*i.e. not cropped*) and a distinctive pose.
2. Create a **Photo-realistic Drawing** of the animal by thoroughly studying the source image. You may use pencil or pen.
3. **Simplify the form into a Line Drawing** with hatching or stippling details to represent shadows, highlights or other visual cues. Use ink.
4. **Stylize this form into a Black and White Graphic Icon** of your animal using more than just the simple silhouette.

SAMPLE BY S CHOI 2022

1. original reference animal photograph



2. photo-realistic drawing



3. pen / ink simplified line drawing



4. 100% black / white drawing, no shading



PROJECT 5. GRAPHIC SIMPLIFICATION / TEMPLATE

1. original reference animal photograph

2. photo-realistic drawing

3. pen / ink simplified line drawing

4. 100% black / white drawing, no shading

PROJECT 6. INSTRUCTIONAL COMIC / OUTLINE

Draw **Step-by-Step instructions** of how a famous person might **Make Soup**.

Research a famous person's Career and Life. Without using words or symbols, show **how they might make soup in nine steps**. Give your sequence a one-sentence or shorter title including the famous person's name. This project is an opportunity to demonstrate:

- **Curating Research** into a concise visual depiction of your client.
- **Visual Storytelling** or Sequential Design.
- **Intermediate Drawing** and Rendering.

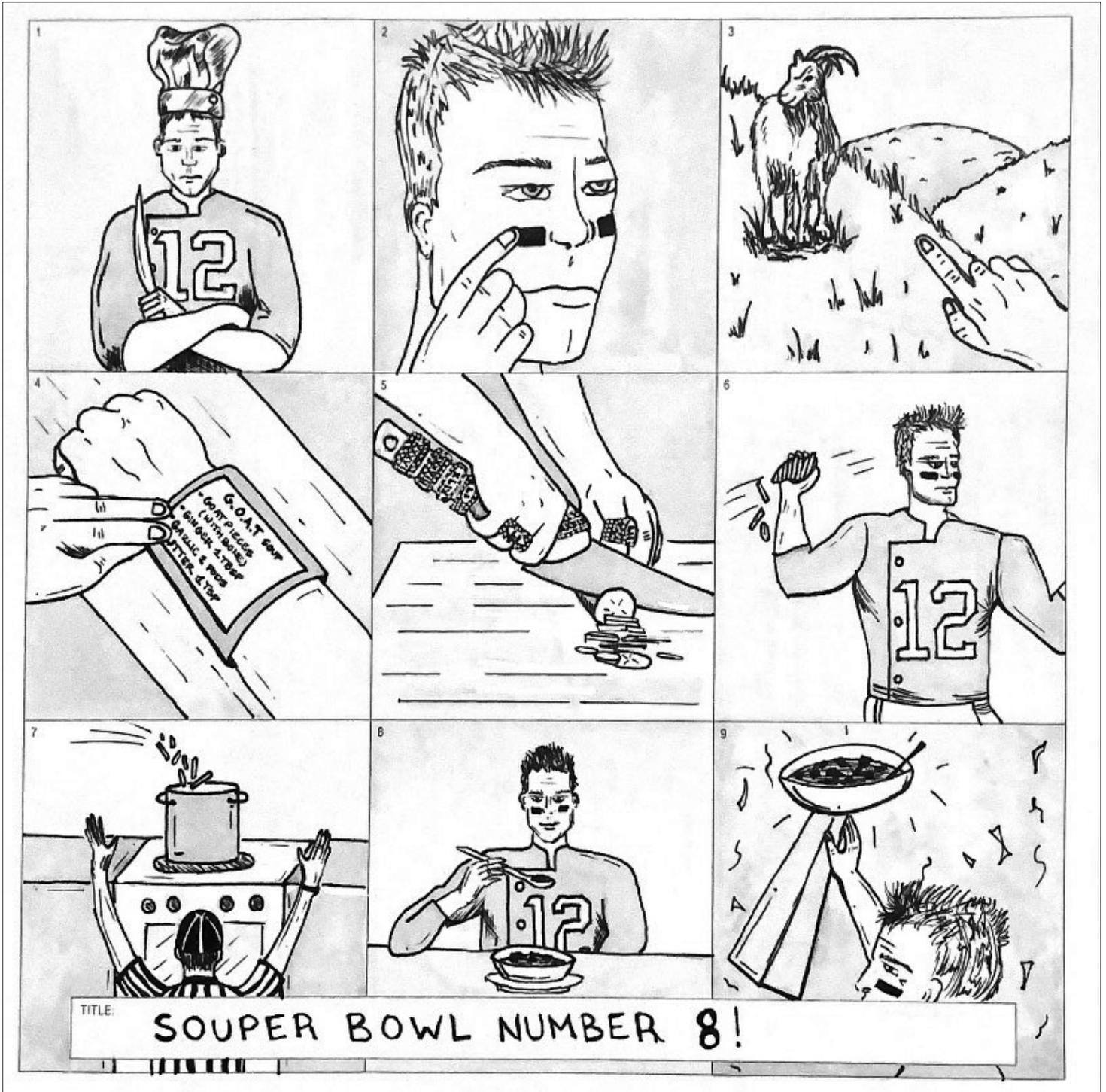
CONSTRAINTS: Black & White, Ink Final Drawings, 9-Frames, No Text.

ADDITIONAL INFO:

Use a Practical Creative Process:

1. **Pick a Person** of interest. Make a list of important words/ideas that relate to their life and career.
2. **Brainstorm different types of Soup** to form a similar list. Try to curate a relationship between the soup and your chosen person.
3. **Sketch the Ideas and Frames** on Scratch paper. Develop the sequence until it tells a clever story that links to attributes of their life and character.
4. **Draw the Final Images** on the Provided Template.

SAMPLE BY L MARTIN 2022



PROJECT 6. INSTRUCTIONAL COMIC / EXAMPLE

Storytelling of this nature is an excellent challenge for Visual Communication. Here are a few additional tips to consider as you work through this project:

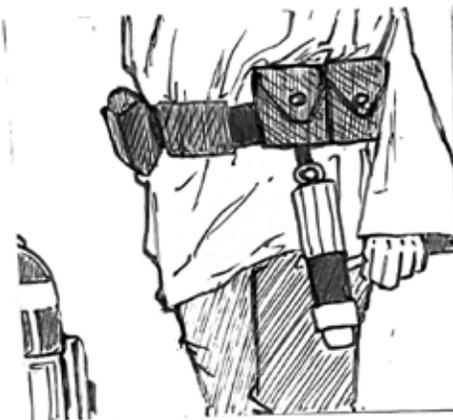
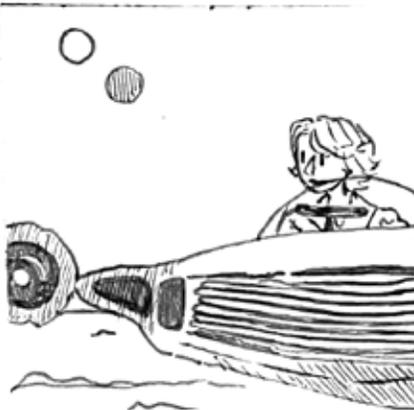
- **The First Frame establishes a Context** and introduces the viewer to the story. Use it well.
- **Explore a Variety of Camera Angles.** Try each of the following:
 1. **Context Shots** are zoomed out and show the setting/scene.
 2. **Action Shots** show the character during any of the various steps.
 3. **Detail Shots** are zoomed in images of objects and the space.
- **The Final Frame communicates closure.** It should show the completion of the entire sequence (*i.e. The Eating of the Soup.*)

Both of these examples show intermediate drawing skills:

- **The characters and spaces are generally well proportioned** and their anatomy is consistent.
- **The Line Work is clean and confident.**
- **They use a diversity of Line Weights** to organize a hierarchy of shapes.
- **Each Frame is composed** with both positive objects and negative space.
- **Light and Dark Shapes are well Balanced** within each frame and across the entire set of 9.

SAMPLE BY N MATHIAS 2022

LUKE SKYWALKER IN: A GALAXY PHO, PHO AWAY



PROJECT 6. INSTRUCTIONAL COMIC / TEMPLATE

TITLE:

1	2	3
4	5	6
7	8	9

PROJECT 7. ADJECTIVE/NOUN ILLUSTRATION / OUTLINE

Illustrate an abstract concept using random prompts and indirect communication.

Using your initials and the lists below, select an adjective associated with the first letter of your first name and a noun associated with the first letter of your last name. That word pairing is the “random” Adjective / Noun combination you will visually develop for this assignment. *(You may swap the order of your adjective and noun.)*

This project demonstrates skills such as **Abstract Thinking, Concept Development, and Intermediate Drawing and Rendering.**

CONSTRAINTS: Black & White, Inked Final Image, Square Format, Analog Drawing, Indirect Communication, No Words.

ADDITIONAL INFO:

Use a Practical Creative Process:

1. **Write Out both Word Lists** corresponding to your initials. Brainstorm different combinations, relationships and concepts.
2. **Use small Drawings** to play with the ideas you like in a loose creative process.
3. **Use Rough Drafts** to refine your final idea. Consider the composition of the image in relation to the Principles of Design (*Balance, Hierarchy, etc.*).
4. **Develop Final Images** on the Provided Template paying attention to drawing fundamentals (*proportion, scale, line quality, contrast etc.*).

ADJECTIVES (from your First Initial)

ABANDONED	ICY	QUALIFIED
ABRUPT	IMMACULATE	QUEASY
ACADEMIC	IMPORTANT	QUICK
AMUSED	INFERIOR	QUIET
ARTISTIC	INTELLIGENT	
AWAKE	ITCHY	RABID
		REBEL
BAGGY	JAGGED	REVOLVING
BEEFY	JAM-PACKED	RICH
BELLIGERENT	JEALOUS	RIGID
BOSSY	JITTERY	ROTTEN
BUMPY	JUBILANT	
	JUICY	SAD
CARELESS		SATISFIED
CHARMING	KEEN	SCARED
CLAMMY	KALEIDOSCOPIC	SECRET
CLUMSY	KIND	SHAKY
CROWDED	KNOBBY	SMELLY
CURLY	KOOKY	
		TALKATIVE
DANGEROUS	LACKADAISICAL	TART
DEEPLY	LAME	TEENY
DENSE	LAZY	THANKFUL
DISTANT	LIGHT	TRASHY
DYNAMIC	LOATHSOME	TRUSTWORTHY
EDIBLE	MAGICAL	UGLY
ELDERLY	MELLOW	UNHEALTHY
ELFIN	MINIATURE	UPBEAT
ENERGETIC	MISERABLE	USED
EXCITED	MIXED	
	MUSHY	VAGUE
FAKE		VENGEFUL
FANCY	NASTY	VIBRANT
FELINE	NEAT	VIGOROUS
FLAKY	NERVOUS	VIOLENT
FLUID	NIMBLE	
	NOCTURNAL	WACKY
GENTLE		WARPED
GLAMOROUS	OBEDIENT	WAVY
GLOOMY	OBNOXIOUS	WEEPY
GREEDY	ODD	WIDE-EYED
GUMMY	OLD-FASHIONED	WISE
	ORGANIC	
		YAWNING
HAIRY		YOUNG
HANDY	PAINFUL	YUMMY
HEARTY	PERKY	
HOMELY	PHOBIC	
HUNGRY	PLAYFUL	ZANY
	PRIVATE	ZEALOUS
		ZONKED

NOUNS (from your Last Initial)

ACTOR	ICE	RAIN
ADMIRER	INSECT	RAINBOW
AMBULANCE	IRON	REFRIGERATOR
ANCHOR		ROCKET
ANIMAL	JACKAL	
APPLE	JELLY	
AX	JEWELLERY	SANDWICH
	JUICE	SCHOOL
BALLOON		SCOOTER
BANANA	KANGAROO	SHAMPOO
BATTERY	KAYAK	SHOE
BEACH	KING	SOCCER
BEARD	KITE	SPOON
BED	KNIFE	STONE
		SUGAR
CAMERA	LAMP	
CANDLE	LAWYER	TEACHER
CAR	LIGHTER	TELEPHONE
CARPET	LION	TELEVISION
CRAYON	LIZARD	TENT
	LOCK	TOMATO
		TOOTHBRUSH
DAUGHTER		TRAIN
DEATH	MACHINE	
DIAMOND	MAGAZINE	
DISEASE	MAGICIAN	UKULELE
DOCTOR	MATCH	UMBRELLA
DOG	MICROPHONE	UNICORN
	MONKEY	UNICYCLE
EASTER	MOTORCYCLE	
EGG		VAN
ELEPHANT	NAIL	VASE
EYE	NAPKIN	VEGETABLE
	NEEDLE	VULTURE
FISH	NEST	
FLAG	NOTEBOOK	WALL
FLOWER		WHALE
FOOTBALL	OIL	WINDOW
FOREST	ORANGE	WIRE
FOUNTAIN	OXYGEN	
	OYSTER	XYLOPHONE
GARAGE		YACHT
GRASS	PAINTING	YAK
GUITAR	PARROT	YAM
GLASS	PENCIL	YARDSTICK
	PIANO	YETI
HAIR	PILLOW	
HAMBURGER	PIZZA	ZEBRA
HELICOPTER	PLANET	ZIPPER
HELMET		ZIT
HORSE	QUEEN	
	QUILL	

PROJECT 7. ADJECTIVE / NOUN ILLUSTRATION / SAMPLES

The sample images below show a diversity of concepts.

They are all very **Well Crafted Illustrations** showing attention-to-detail, comprehensive styles and coherent compositions.

These examples **Do Not Literally depict the Noun.**

They are all **Speaking Indirectly, or Obliquely** about their subjects. For example, if your noun is "dog" you may draw a collar, dog tag, bone, paw print, dog house, or anything else that evokes "dog," but you cannot draw the literal dog itself. Explore a range of possible solutions before settling on a final concept.

Use your Sketchbook to work through a range of ideas and record your creative process.

ADJECTIVES
(from your First Initial)

NOUNS
(from your Last Initial)

.....

.....

.....

.....

.....

.....

LIGHT / SHAMPOO

SAMPLE BY L SILVERSTEIN 2022



GUMMY / MATCH

SAMPLE BY G MATSON 2022



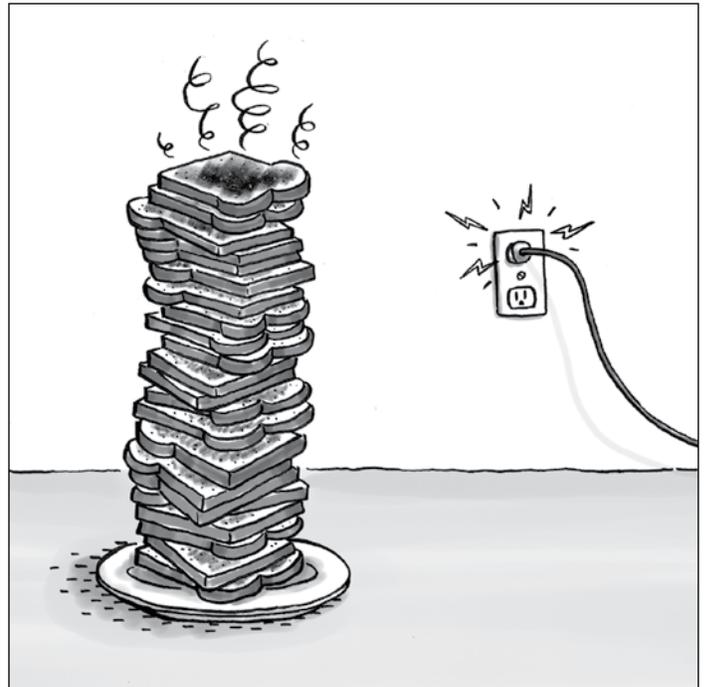
SECRET / SUGAR

SAMPLE BY S SMITH 2022



EXHAUSTED / TOASTER

SAMPLE BY A EGNER 2021



PROJECT 7. ADJECTIVE / NOUN ILLUSTRATION / TEMPLATE

ADJECTIVE + NOUN

