

## ASSIGNMENT 3: Speaking in Shapes, Pt. 2

Questions? Email [AWDsgn@sbcglobal.net](mailto:AWDsgn@sbcglobal.net)

*Due: next class*

Based on the comments & discussion in class, and your new awareness of the CRAP principles (Contrast-Repetition-Alignment-Proximity), take another shot at expressing the same ideas as you did last week:

Scared  
Friendly  
Peaceful

**NEW!** You may use *any number* of black shapes of *any size* (mix sizes but don't mix shapes).

For each idea, experiment with the CRAP principles and choose one that helps you communicate the idea clearly \_and in a visually pleasing way.

Do *one* version of each idea on an 8.5" x 8.5" piece of paper, for a total of three (3) pieces.

On the back of each, write:

*Your name, the idea* (Scared, etc), *the CRAP principle used*, and mark the "top" of the design. Paperclip them together or put them in a folder to hand in.

NOTE: It would be worth your time to visit the class website ([www.IntroVC.com](http://www.IntroVC.com)) click on Week 3, and look over the information on the C.R.A.P. principles. Don't forget to check the weblinks on the page as well.

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