Graphic Design 1

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Below are questions you will need to answer after reading each Chapter 3 and 4 from Go: A Kidd’s Guide to Graphic Design by Chip Kidd.

1. What is the first thing you think about when making a piece of graphic design?
2. Explain how the author uses the EXIT sign when discussing Content.
3. What questions should you ask yourself when given a design problem?
4. Purpose is called?
5. What does : Form follows Function mean?
6. When thinking about content and form, one must get to the other from an idea or concept. But where do these ideas come from? How can you create them? Discuss a few of his examples. Come up with another design that you think came from an idea. What was the idea?
7. How can a metaphor be used in graphic design?
8. Describe Sincerity in type design.
9. Describe Irony in type design.
10. Design projects 1-10, keep in a journal and copy images to portfolio.