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: www.edu/design/admissions.html.
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.

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.
- A Submission Template will be Available on the Course Canvas Page
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 the 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 speaking Abstractly or Indirectly.
The sample images shown below represent visual and conceptual interpretations of "Clover".

Some are **Found** such as the cards, coins, and button.

Some are **Made** such as the coffee, cutout and knot.

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

They all speak very directly to the Clover Form.

---

**PROJECT 1. FORMSTORMING / EXAMPLE 2**
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.
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, straightedge 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 Product and upload to Canvas.
   • Consider Design Principles, such as Balance, Hierarchy and Contrast.
   • Work towards excellent Craftsmanship.
   • Do not use Digital Typographic Tools.
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.
LOREM IPSUM
MOLUPTATIA

SENIK ASI

QUE ESEQUI DOLOREPUDI

Arum in et es volupta non poremolecto magnatem archiliquia con reperum inimus intium, nia num ipsandem ipid mint ut occusa dolorem quam, od quo eat.

Agnam fuga. Itat magnime re sum aliqui quatibus nos sumquia del et vel id ut officitist fugit eum quidust, ut autempe rectur rerit alit, consequam volupta voluptiant ad esequam rest, volo blam et ommodia cus nonsedictota cus siminctatur, conoece volorpo rrорibus repudig entions enihillore velibus andit, si as a se nim nos simpossim eicias expeles moluptaquias et aut eatquib eatint eatibusci omnis aut eaqui beatur rerae. Nequidigent estorum diorepe repe parum rem aut ad excerorat quatur?

HILITA NOS RAESTIOS ALIQUI DOLENISQUE CONSEDIO. LENDIS QUATIUS ESSIT AT.

AXIMOLOR SIT ANDAE. PUDA SA ET MOLORE RE SUS INCTORE ICIMUS.

GITATI RESSET

TENDITI ODIT ETUREM AUT QUIS NONSERUM DOLORE VERUM LA VELLIT ALIASPIENITI OMMOLENTR DI OPTIUNT ESSIT UT EOS QUIA NET QUASER UMQUID ET QUE IS EXPERFE REMQUI REM FUGIT PRAERUNT, NOBIS NESTOTA ESTRUNTORUM UT AUT EVENT ESCIMOL UPTATEM REPTATEM VEL INCTO ET EXERERA POSSENNIMUS MOSTI VOLENIS AD QUAS AT.

Et laboribusae vent fugitatus as in plautem eaturibusam rendit hil modi officium sequiatur soluptatur moluptium est, inist et as volorem pora si optam, intem. Nam sae re quis et occusci blabo. Ugit alitassus est quo volorest facererepro blab in corest eum ipsuntota cus is eum aped que omnihil molupta tiatur suntore pedigenim cullique nobit qui ut od esed magnati oriantinus nectorat.

Inctur? Am ius alita cus, qui oditisicia siniend uciduscipsum quis andae ommoluptatur aut paruntia voluptas doluptaeceae num quidunt iorent aut essitium qui ut et parum et voluptu umquass itaturiti od magnit adit landae nos moditassimus eveni tet la poreped quas sim eliquatis estor asitatur saeperum et qui odiitiat fuga. Landi natum quodigenimus ne ni aut que re quundem aut dolupta nulluptiorem faccum quo omnisntat.
INCTUR?

ULLESTI ORENDA SUNDA QUO BLACCRIPTUR.

FERO CON CONSEDI
PISQUE OMNIMUS VERO
TE ODIT EATIIS ALICIENIS
ET EXERIBUS.

Am ius alita cus, qui oditiscia
siniend uciduscipsum quis
andae ommoluptatur aut
paruntia voluptas doluptaece
num quidunt iorent aut essitium
qui ut et parum et volupti
umquass itaturiti od magnit
adit landae nos moditassimus
eveni tet la poreped quas
sim eliquatis estor asitatur
saeperum et qui oditiat fuga.
Landi natum quodigenimus
ne ni aut que re quundem aut
dolupta nulluptiorem faccum
quo omnissitat.

Maxim labore volecaero occabo. Ollaut
fuga. Itatir ma sit, netur maximodis
recaect essime ant veniant omnis
ullacepro volorion conet ra nis et in eos
ium autatus, simagnimil ma qui tet volorit
re nobit, si blate que et aspitiat.

FICAEPE
LENDAUTUR,
QUODIO.
VID ES DOLEST,
CONSED QUAS
IUM ALICIAS
REPTATA TECUMET
EAQUIDUNTAIE
PREMPORPOR
ATUM FACEPRO
TENT.

Nam ne solessit ex eturerestis mint
ariorese velest, conse volum, tem
aperfer ovidellatur rerepratur molorio
tem cusciant occabor aturibus,
quatusamus magnatem et latiberum
faccae vite et eribusdae et, iume
verehen imincium venem factabo
ribus, con repudiciet molene mod
magnietur solluptatia conserum
inciunt.

Nam eos ut est ut fugitem antis molore re dolora
vendam volorit et ut quam que consequid ut
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.

- A Submission Template will be Available on the Course Canvas Page
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 basket ball, 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.
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.


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.
- A Submission Template will be Available on the Course Canvas Page

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)
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.
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.


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.

• A Submission Template will be Available on the Course Canvas Page

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
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. original reference animal photograph</td>
<td>2. photo-realistic drawing</td>
</tr>
<tr>
<td>3. pen / ink simplified line drawing</td>
<td>4. 100% black / white drawing, no shading</td>
</tr>
</tbody>
</table>
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.

- A Submission Template will be Available on the Course Canvas Page

---

**SAMPLE BY L MARTIN 2022**
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 ~3 of 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.
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.

ADJECTIVES (from your First Initial)

ABANDONED  ICY  QUALIFIED
ABRUPT     IMMOLATE  QUICK
ACADEMIC   IMPORTANT  QUIET
AMUSED      INFERIOR  RABID
ARTISTIC    INTELLIGENT  REBEL
AWAKE       ITCHY  REVOLVING
BAGGY       JAGGED  RICH
BEEFY        JAM-PACKED  RIGID
BELIGERENT  JEALOUS  ROTTEN
BOSSY       JITTERY  SATISFIED
BUMPY       JUBLIANT  SCARED
CARELESS    KEEN  SCARED
CHARMING    KALEIDOSCOPIC  SECRET
CLAMMY      KIND  SHAKY
CLUMSY      KNOBBY  SMELLY
CROWDED     KOOKY  SAD
CURLY       JUICY  SATISFIED
DANGEROUS  LACKADASICAL  SCARED
DEEPLY      LAME  SCARED
DENSE       LAZY  SECRET
DISTANT     LIGHT  SHAKY
DYNAMIC    LOATHSOME  SMELLY
EDIBLE      MAGICAL  SAD
ELDERLY     MELLOW  SATISFIED
ELFIN       MINIATURE  SAD
ENERGETIC  MISERABLE  SATISFIED
EXCITED     MIXED  SCARED
FAKE        MUSHY  SCARED
FANCY       NASTY  SCARED
FELINE      NEAT  SCARED
FLAKY       NERVOUS  SCARED
FLUID       NIMBLE  SCARED
GENTLE      NOCTURNAL  SCARED
GLAMOROUS  OBEDIENT  SCARED
GLOOMY      OBNONIOUS  SCARED
GREEDY      ODD  SCARED
GUMMYY     OLD-FASHIONED  SCARED
HAIRY       ORGANIC  SCARED
HANDY       PAINFUL  SCARED
HEARTY      PERKY  SCARED
HOMELY      PHOBIC  SCARED
HUNGRY     PLAYFUL  SCARED

NOUNS (from your Last Initial)

ACTOR  ICE  RAIN
ADMIT   INSECT  RAINBOW
AMBULANCE  IRON  REFRIGERATOR
ANCHOR  JELLY  ROCKET
ANIMAL  JACKAL  SABOTAGE
APPLE  JEWELLERY  SCHOOL
AX  JUICE  SCOOTER
BALLOON  KANGAROO  SHAMPOO
BATTERY  KAYAK  SHOE
BEACH  KING  SOCCER
BEARD  KITE  SPOON
BED  KNIFE  STONE
CABIN  KITCHEN  SUGAR
CARGO  LOCK  SUMMER
CAYAK  LAMP  SUMMER
CHICKEN  LAWYER  SUMMER
CLAY  LIGHTER  SUMMER
Crayon  LION  SUMMER
CRAZY  LIZARD  SUMMER
CREAM  LOCK  SUMMER
CROSS  LOCK  SUMMER
CUP  MACARONI  SUMMER
CURRY  MAGAZINE  SUMMER
CUSTARD  MAGAZINE  SUMMER
DARK  MATCH  SUMMER
DAUGHTER  MEAL  SUMMER
DEATH  MAGAZINE  SUMMER
DIAMOND  MAGAZINE  SUMMER
DISEASE  MAGICIAN  SUMMER
DOCTOR  MACHINE  SUMMER
DOG  MANICURE  SUMMER
EASTER  MARATHON  SUMMER
EGG  MATH  SUMMER
ELEPHANT  MIXED  SUMMER
EYE  MIXED  SUMMER
FISH  MIXED  SUMMER
FLAG  MIXED  SUMMER
FLOWER  MIXED  SUMMER
FOOTBALL  MIXED  SUMMER
FOREST  MIXED  SUMMER
FOUNTAIN  MIXED  SUMMER
GARAGE  MIXED  SUMMER
GRASS  MIXED  SUMMER
GUITAR  MIXED  SUMMER
GLASS  MIXED  SUMMER
HAIR  MIXED  SUMMER
HAMBURGER  MIXED  SUMMER
HELCOPTER  MIXED  SUMMER
HELMET  MIXED  SUMMER
HORSE  MIXED  SUMMER

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.).

- A Submission Template will be available on the Course Canvas Page
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 / SAMPLES

ADJECTIVE • NOUN