



## Greetings!

Unfortunately, I can't be here today. To kick off INFO-424, please work with Martha Smith, a PhD student in the Information School, and follow the exercise outlined below. I hope you find it thought provoking! We will return to it next week.

Best wishes,  
David (AKA Prof. Hendry and Dave)

## Objective

Graphic designs can stimulate a wide range of responses in their viewers by employing very simple visual elements such as points, lines, shapes, symbols, and colors.

In this class exercise, you will explore how four black squares can be used to express abstract concepts. Please follow this procedure:

### Stage 1

- 1) Divide into groups of 4;
- 2) Be an **Explorer**. As a group make a list of synonyms and associations for the concept ORDER. Discuss how this concept might be represented visually.
- 3) Be an **Artist**. Using black construction paper, scissors and glue sticks create 6 compositions that stimulate the feelings of ORDER. Each composition should consist of: Four black squares, no more and no less.
- 4) Be a **Critic**. Analyze the 6 compositions and select the one that you feel best represents the concept ORDER.
- 5) Paste the squares on a transparency so that they can be projected in class.
- 6) Repeat this process for the concept JOY.

### Stage 2

- 1) Four or five groups should present their solution to ORDER, explaining to the class their reasons for selecting it and the process followed by the group.
- 2) Four of five different groups should present their solution to JOY.

## What to hand in? (Worth 5%)

Individually, please write a reflective statement that answers the following two questions:

- 1) Was it easier to create solutions for ORDER or JOY? Or, was it about the same?
- 2) The above process followed a common pattern of **exploration**, **ideation**, and **criticism**. Comment on how your group proceeded through these three stages.

The statement should be a well-written e-mail message less than 300 words (please no attachments). **BY 6 AM ON OCTOBER 4<sup>th</sup>**, submit your statement to:  
dhendry@u.washington.edu

**PLEASE**, PLEASE include the following on the subject line: **INFO-424: X1**