

**Homework Assignment Due Wednesday, January 20<sup>th</sup> (at the start of class)**

Read the handout and answer the following questions:

1) Explain *gestalt* in your own words:

2) Describe a work of art that you have encountered (remember, what is art and what is not art is subjective and can be almost anything!) and describe what type of *resonance* it has/had:

3) What is a limitation governing the use of signs and symbols?

4) In Paul Rand's design for *Direction Magazine*, what is the pen symbolic of? The smokestack?

5) List 10 ways of communicating with another person (or group of people):

- |    |     |
|----|-----|
| 1) | 6)  |
| 2) | 7)  |
| 3) | 8)  |
| 4) | 9)  |
| 5) | 10) |

6) What is an a priori understanding of vocabulary?

7) Please reread the last paragraph on page 4 – it is very important to understand your intended audience on a psychological level.

8) Is this homework assignment sheet an example of **exciting design** or **boring design** (circle one)?