THEA 2340
Introduction to Design
Fall 2021

Project #4- Describing Design

We are surrounded by design.
Almost everything we see or touch has been designed by someone.

"The alternative to good design is always bad design. There is no such thing as no design." Adam Judge

Select an image or object whose design attracts you.
Describe what the object is, how it is used, and what about it has attracted you to it?
Is it "good" design? If so, why? If not, why? How would you characterize the design?
(pleasing, stark, practical, warm…etc)

Use elements of visual design (your toolbox - dot, line, plane, shape, form, value…etc) to describe how this design works for you.
Design is language,
what is the designer saying with the design?