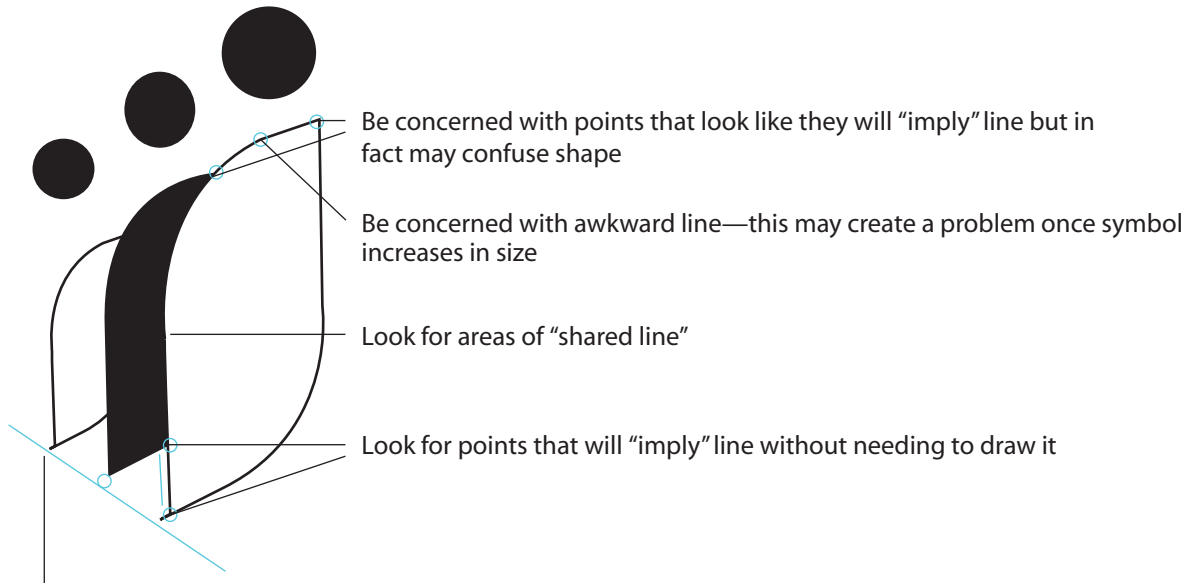




Notes on implied line and shape

Purpose of a symbol is to communicate a message as efficiently and effectively as possible. When a symbol is stylized that function is to evoke a feeling which too must be communicated in an efficient and effective manner. A symbol must function in extreme scales—presented as small as 1/2" mark online or a printed b/w flyer to a 9' sign or banner. Therefore each line and shape has to be articulated in a manner that can be understood within these conditions. It is a designer's job to employ methods of form building to make the symbol function while creating visual interest. Implied line and shape is a great tool!



What function does this additional line create?

Process—Once you create a symbol that is working in meaning presentation your next goal is to create form that functions efficiently and effectively and is visually interesting. One way to do this is the following exercise. Reduce symbol to a 1 point line study. Start this study with several thumbnail images on a photocopy sheet. The goal of this study is to create many variations with implied line, line weight variations and shape. Tools to use are a fineline and thick sharpie along with white out this allows you to rapidly add and reduce line and shape.

