
The Assignment

Research the history of Egyptian hieroglyphics and design a series of pictograms based on this style of communication. You may create a set of diagrams relating to the Egyptian alphabet, or make a more detailed study of hieroglyphics appearing in tombs and pyramids. The final designs will be rendered in color in Adobe Illustrator and presented in a matrix, with one pictogram isolated in greater detail.

Objective

A semiotic exercise experimenting with symbol design. To introduce students to the research process integral to professional design. To develop fundamental thinking and planning of graphic communication within an established format. To execute sketched designs on computer, developing the technical skill, discipline and concentration needed to achieve clear and neat representation.

Guidelines

The starting point is a square format. Based on your research, develop a set of symbols with a common visual language. They should be arranged in a grid, with the outside dimensions measuring $4\frac{1}{4}" \times 4\frac{1}{4}"$, including space for labels. Symbols that are arranged in a 5×4 matrix work nicely—meaning 20 pictograms. You can develop other matrices, with more or fewer symbols, as long as they fill the $4\frac{1}{4}" \times 4\frac{1}{4}"$ evenly.

The final presentation of this assignment will be in printed form (color) on $11" \times 8"$ white computer paper, including the designs and symbol labels along with your name and class information. Type should be set in 9/12 point Univers 55 Roman, initial caps, (names in Univers 75 Black). The final renderings should be done at reduced size, within a matrix measuring $4\frac{1}{4}" \times 4\frac{1}{4}"$. One symbol will be rendered at full size, to the right of the original matrix. Examples will be given in class.

The pictogram grid should be arranged $1"$ from the top and $1"$ from the side (leaving a $2\frac{3}{4}"$ bottom margin). There should be a $\frac{1}{2}"$ vertical gutter between the grid and the single full size illustration square. The symbol labels should be placed at the far left bottom corners of the squares $\frac{1}{4}"$ below the base of the squares. Your first and last name should appear $1\frac{1}{4}"$ below the left corner of the far left square, with the class information "Introduction to Computer Graphic Design" on a second line.

This computer print will be mounted on 1024 matte board cut to final size ($14" \times 11"$), leaving a $1\frac{1}{2}"$ top, bottom and side margin. This board will be covered with tracing paper. A project statement must be composed and e-mailed before critique.

In addition, you should prepare a research board with photocopies of your sketches and references for this project. The arrangement of this board is up to you, but should support your research and integrate with your presentation by using the same board stock and dimensions (you may use either portrait or landscape orientation.)

Restrictions

All artwork for your compositions must be generated with Adobe Illustrator 8.0 software and output on a color laser or ink-jet printer. No photographs or typography may be used in your designs, only lines and shapes in CMYK color. The subject matter of the pictograms should relate to Egyptian hieroglyphics, but the particular choice of symbols is up to you. In any event, the number of symbols chosen should evenly fill a grid measuring $4\frac{1}{4}" \times 4\frac{1}{4}"$.

References

Gregg Berryman, *Notes on Graphic Design and Visual Communication*
Adobe Press, *Illustrator 8.0 Classroom in a Book*
Website: Google Images, <http://images.google.com>

Sample Pictograms

Schedule

- 9/11 Assignment sheet distributed. Begin researching.
- 9/16 Informal presentation of research. Initial symbol sketches due.
- 9/18 Final symbol selection. Refine designs and transfer to computer.
Create test-prints of color selections.
- 9/23 Due at the beginning of class:
Black & white prints of in-progress designs for internal review.
- 9/25 Final presentation and class critique.