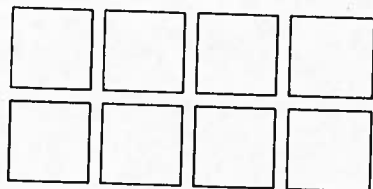
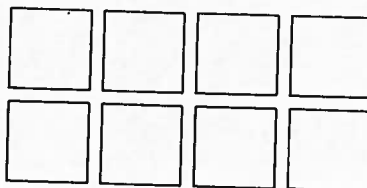


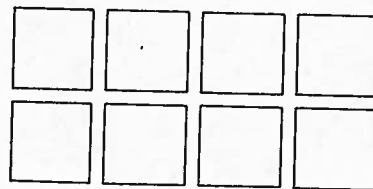
BLACK SQUARE PROBLEM: By using four black squares of the same dimension, create a graphic image that best expresses the meaning of each of the following six words (see below). Make eight preliminary sketches for each word in the areas indicated. Then select the most effective solution and execute it in the larger designated area. Using only four squares is a seemingly limited palette to express such diverse words, yet these squares can be expanded into a more comprehensive language by utilizing various design principles.



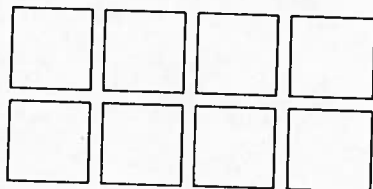
ORDER



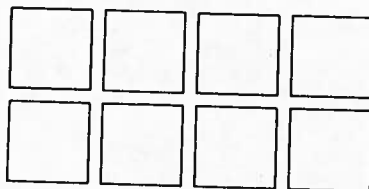
INCREASE



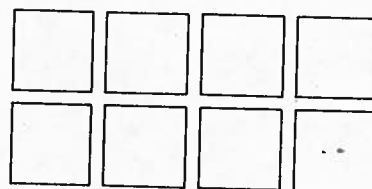
BOLD



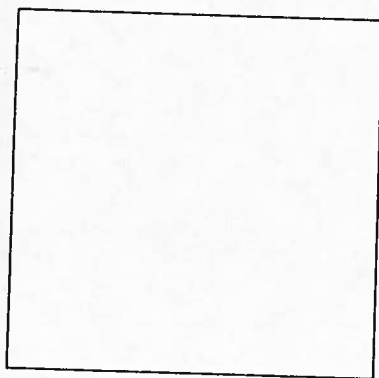
CONGESTED



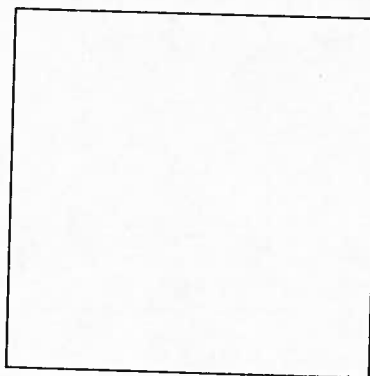
TENSION



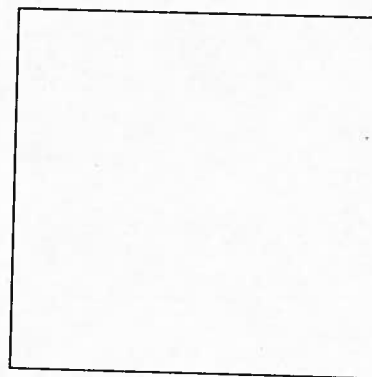
PLAYFUL



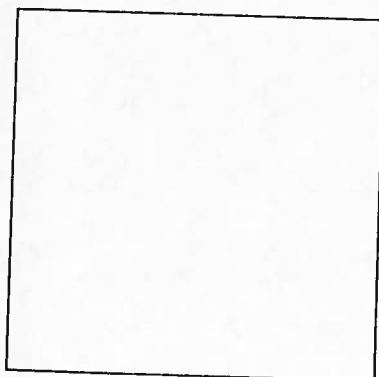
ORDER



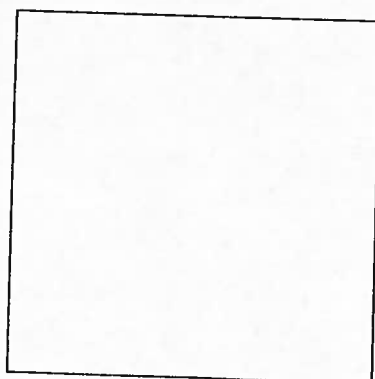
INCREASE



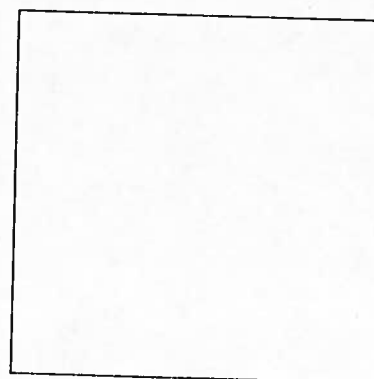
BOLD



CONGESTED



TENSION



PLAYFUL

BLACK SQUARE PROBLEM:

By using four flat black squares of the same dimension, create a graphic image to express the meaning of each of the following six words: *order*, *increase*, *bold*, *congested*, *tension*, and *playful*. Make eight preliminary sketches for each word in the areas indicated. Then select the most effective solution for each and execute it in the larger designated area. Using only four squares may seem to be a rather limited palette for expressing such diverse words, but consider how these squares can be expanded into a more comprehensive language by utilizing various design principles.

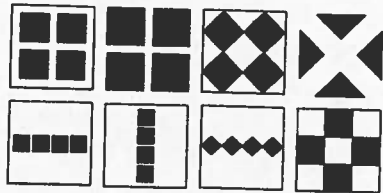
Analysis: The intention of this problem is to develop a geometric idiom through the discovery of the various two-dimensional design principles needed to extend a limited graphic vocabulary. The necessary principles include: formal reference; touching; overlapping and cropping of forms; illusory space; contrast of elements in terms of size, direction, space, and position; and the dynamics of negative-positive relationships.

The discoveries result from experimentation with the interrelationships of forms, a vital experience for the growth of a designer developing a personal, formal style. Combining these principles can further expand a mere graphic vocabulary into a comprehensive, abstract graphic language, maximizing the possibilities for graphic expression.

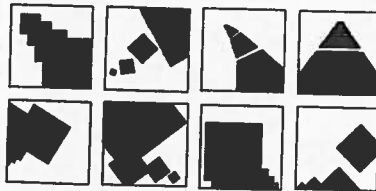
Notes: Because design skills become more comprehensive by creating several solutions for a single problem, selecting the *most effective* solution is an important condition explored through this assignment.

Through the use of perspective, the four squares can be of differing sizes, furthering the range of possible solutions. Many students use just this approach in their solutions, as can be seen on the following pages.

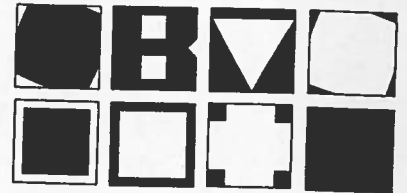
BLACK SQUARE SOLUTIONS:



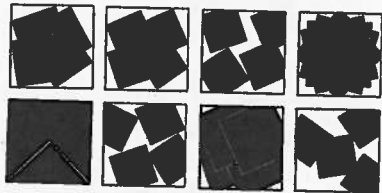
ORDER



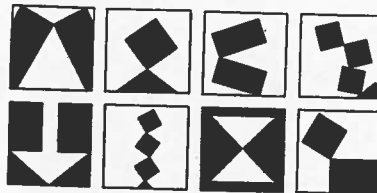
INCREASE



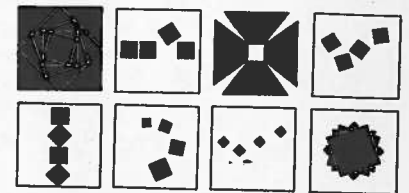
BOLD



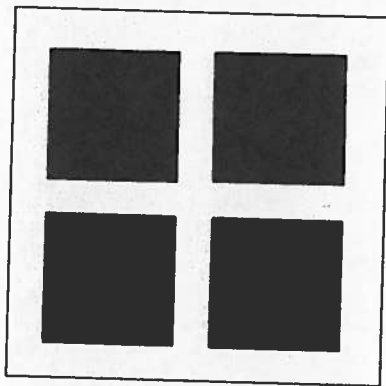
CONGESTED



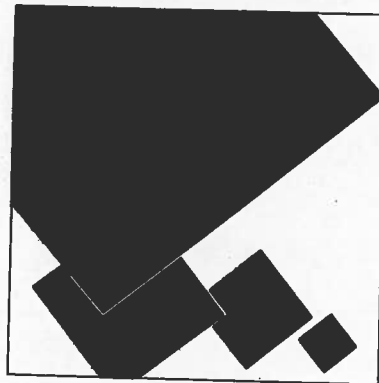
TENSION



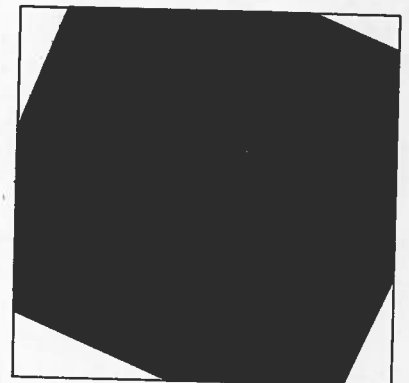
PLAYFUL



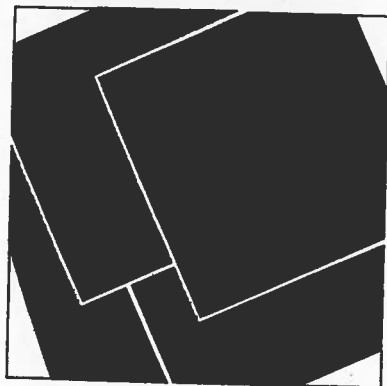
ORDER



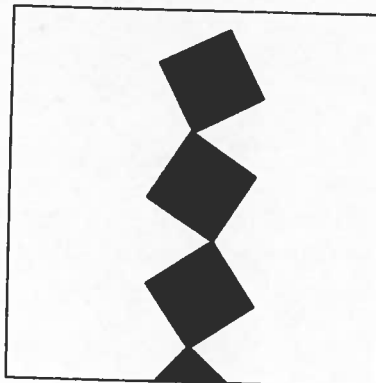
INCREASE



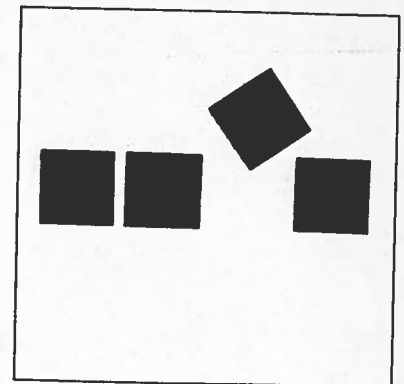
BOLD



CONGESTED



TENSION



PLAYFUL