Two Dimensional 2D Applied Design

Black & White

Project Description: Transform original black & white 2D design into an *Applied Design* model.

Applied Design: The application of design to objects of function and everyday use. Applied Design incorporates art and creative aesthetics with objects of utility, such as a cup, magazine or decorative park bench.

Career Examples: Industrial design, graphic design, fashion design, interior design, decorative art, functional art.

Design Goals:

- Embed your design: surface &/or structure
- Base design on one *Principle of Art*
- Consider both aesthetic & functional aspects of an object
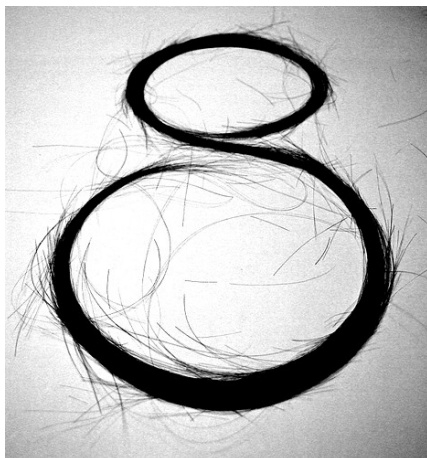- Visually communicate to a particular audience

Applied Design Process:

- Set design goals: Surface? Structure? Theme?
- Research existing similar design solutions
- Conceptualize & document multiple design solutions
- Evaluate process & results
- Present design solutions

Applied Design Tips:

- Keep it simple—strive to eliminate unnecessary complications
- There is more than one way to do it—explore multiple approaches

Applied Design Themes:

Industrial Design	Graphic Design	Fashion Design	Interior Design	Functional Art
Consumer Product	Product Packaging	Fabric/Textile	Flooring	Ceramic vessel
Musical Instrument	Typeface/Font	Clothing item	Wall covering	
Electronics	Logo	Shoe	Furniture	
Automobile	Business Card	Hat	Lighting/Fixtures	
	Food Packaging	Jewelry		

Applied Design Examples:

Bicycle	T-shirt	Skate board
Helmet	Team Uniform	Landscape
Umbrella	Cake	Urban design
Chandelier	Lampshade	Sporting Arena
Dress	Web Page	Toy
Guitar	Swim Suit	Sofa
Swingset	Hairstyle	Swimming Pool
Clock	Building Design	Telephone

Principles of Art to select from:

- Symmetrical Balance
- Asymmetrical Balance
- Radial Balance
- Emphasis

- Pattern
- Movement
- Proportion
- Perspective

Original 2D Design

Surface

Structure