

J359T + J395 Advanced Visual Design | Spring 2005

SURVEY 01 (two pages)

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Please answer ALL of the following questions. Be brief, honest and specific.

1. List three typefaces you love. And three you hate. Classify each as: (a.) Serif or Sans Serif?; and: (b.) Old Style? Transitional? Modern? Script? Slab? Postmodern? Hybrid? Contemporary? Other?
2. Have you worked as a visual designer? Do you want to? Where? When? Doing what? For whom?
3. Name two designers (what kind?) whose work, writing or ideas interest, influence or inspire you.
4. a) Which interests you more? (Circle one per pair.) Type or Image? Print or Screen? Film or Photo?
5. Define the following terms:
 - design –
 - communication –
 - sign –
 - style –
 - ligature –
 - logotype –
 - hierarchy –
 - harmony –
 - appropriate –
 - hybrid –
 - process –
 - product –
 - form –
 - content –
 - C.M.Y.K. –
 - C.R.A.P. –
 - digital –
 - virtual –
 - remix –
 - retouch –

For questions 6 and 7, circle either Y (for "Yes") or N (for "No"):

6. Print is dead. (Y / N) Web is dead. (Y / N) Journalism is dead. (Y / N) Design is dead. (Y / N)
7. I can be creative. (Y / N) I can design effectively. (Y / N) I want to develop my skills. (Y / N)
8. I want to learn more about visual design _____ ? (circle any): history theory process skills critique
9. List two reasons you enrolled in this course. What are your goals?

10. List two ideas for a project, activity, discussion or field trip for this course.

11. Identify the following people and their significance to visual design:
 - Paul Rand –
 - Katherine McCoy –
 - Saul Bass –
 - Lorraine Wild –
 - Tibor Kalman –
 - Margaret Bourke-White –
 - William Morris –
 - Hillman Curtis –
 - Jonathan Ive –
 - Zuzanna Licko –
12. List two possible guest speakers, and why you would invite them.

13. Can design be a form of art? (Explain; give an example)

14. Is design practice sustainable? (Explain; give an example)

15. The best project I've ever been assigned in school was _____ ? (Why? When? In what course?)