

Design Under Clear Constraints



Name: _____ Date: _____

Use the material to work through each task. Show the requested response.

An invented sign brief

Invented practice data or scenario; not a report of a real study.
Design a sign for a quiet reading area. It must be readable from across a room, include no more than five words and use a clear focal point. Actual distance and size would need to be tested.

1. What is the word limit?

2. What should the design help viewers understand?

3. Sketch a design following the brief.

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4. How could you check readability?

5. Name one revision that could improve your design.

6. Why might extra decoration weaken this design?
