

FA/YSDN 4002 3.0 Type In Motion

Winter Term | Academic Year 2009 – 2010

Design Practicum | Elective for Design Majors

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Exercise 2 – Looks Like Good

Good is a mistress courted by quality. To produce quality, you must be able to spot it. To know good is to recognize quality.

This exercise cultivates your personal taste in knowing **what good looks like**. To do this, you are asked to discover two examples of “good” that meet (and exceed) your definition of quality. To help you in your search, an exhaustive list of resources to explore is provided.

The Challenge

1. Explore the list of resources provided.
2. Choose two of your favourite discoveries:
 - One choice must be an example of work from the **graphic resources** list.
 - One choice must be an example of work from the **literary resources** list.
3. Consider each piece in terms of:
 - **“Parti”** i.e. the **big idea, concept or theme** (what is the piece about? what is it centered around? if you are unclear on a single distinct idea, what do parts of it invoke?)
 - **Structure of narrative** (how are ideas conveyed? how are they structured? do you recognize any elements of narrative as discussed in class? e.g. the Hero’s Journey, moral premise, comedy vs tragedy, etc.)
 - **Content** (how abstract vs literal is the content? what form does it take? do you understand it?)
 - **Quality** (what is done right? why does it work? what do you like about it?)
 - **Your reaction** (what does it make you feel? why does the piece “do it” for you?)
4. Describe the qualities you identify for each piece.
 - **Format:** Written paragraph of at least 250 words, or list keywords as a mind map.
 - **Submission:** Submit a PDF document of your analysis for grading with a copy of your selected text and video.

This is meant to be a simple exercise.

There is no “right” or “wrong” in this exercise. The purpose is to help you discover what you gravitate toward as “good”, by expanding your awareness of quality work, and sharpening your skills to interpret it.

Due Week 3 (next week) – 5%

Please bring your results (including a copy of the text and video) prepared for class discussion and submission.

Tips & Recommendations

- You don’t need to understand your selection to appreciate it (this is especially true of work which may be extremely abstract, difficult or complex) or recognize it as “good”. In fact, that can be why you like it.
- Focus your search by your intuition and what strikes you as most interesting to you, for whatever reason.
- Concentrate on articulating your own thoughts and reaction to the work – **what you get out of it** – not necessarily the “actual” or “proper” meaning of the work itself.
- Be specific about what you like and why.
- Pay special attention to the way visual ideas or words can be “remixed” or “reordered” in narrative.
- Reading the background of literary figures on Wikipedia may help you to appreciate their work.
- Use tangents from one search result to find others that are related. Eventually, you will find a piece that speaks to you, or stands out as exceptional.
- Keep in mind you may be inspired by your discoveries for possible creative directions in your projects – Don’t forget to make notes while you research.