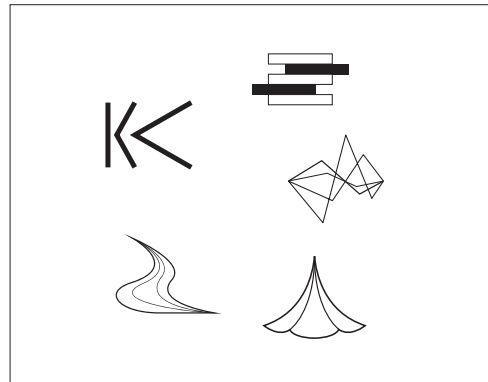
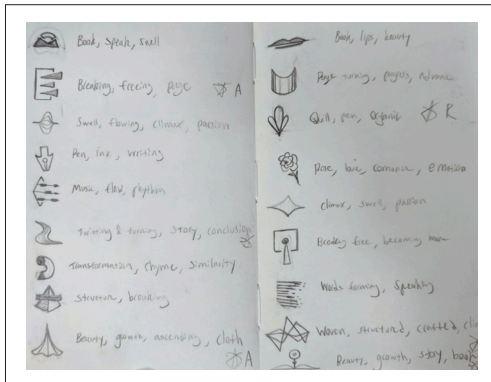
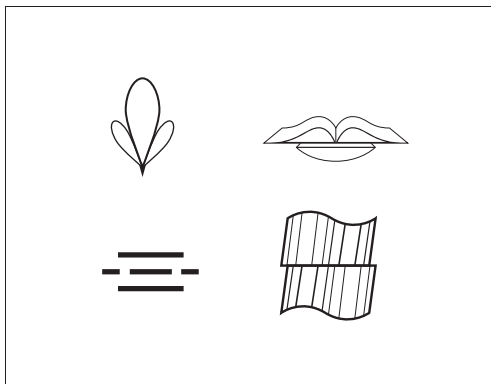


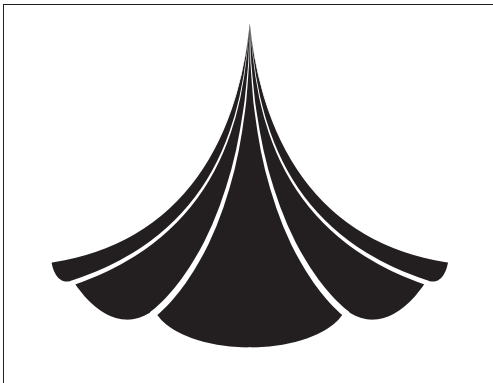
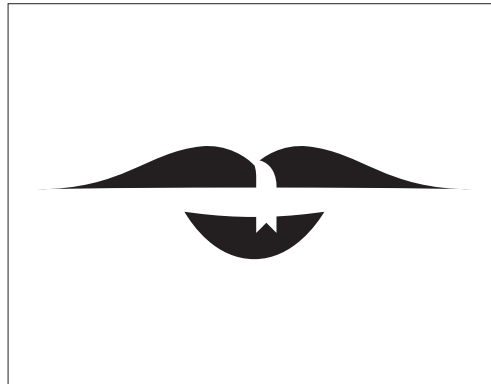
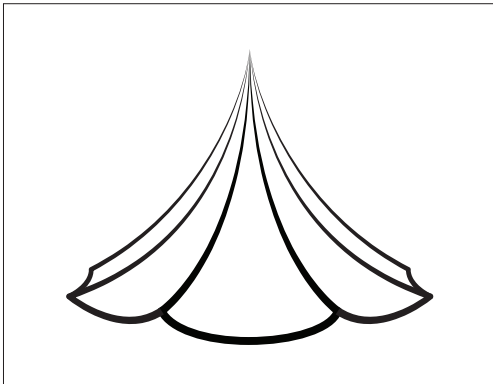
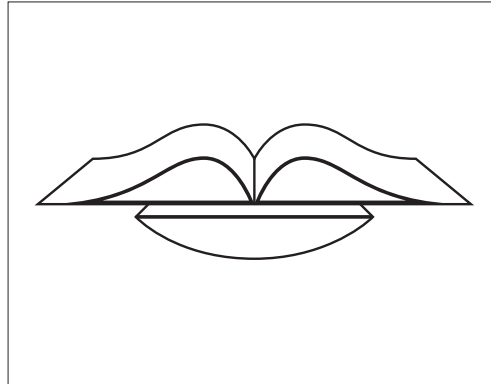
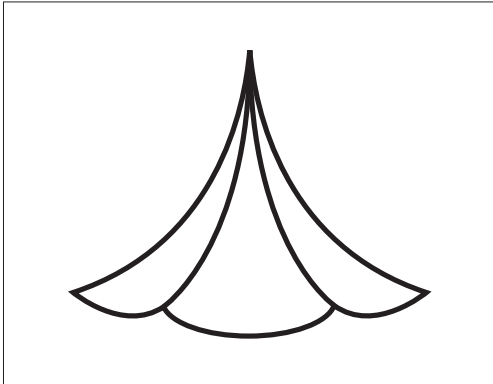
Ideation

I started with creating word lists, and soon narrowed it down to poetry for my prompt of choice. It seemed like a word that had some interesting ideas associated with it, so I started creating some symbols with the inspiration for the symbol written next to them.



Once I had decided on a handful of favorites from my sketches, I created illustrator versions of the representational and abstract symbols to show in small group critique.



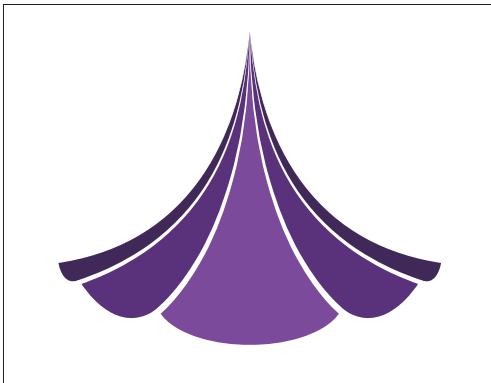
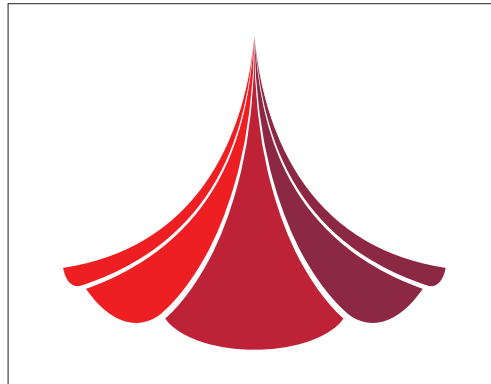
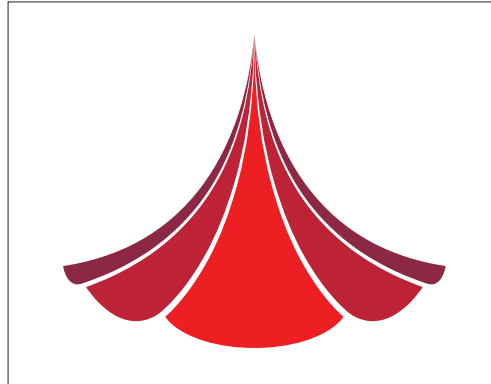
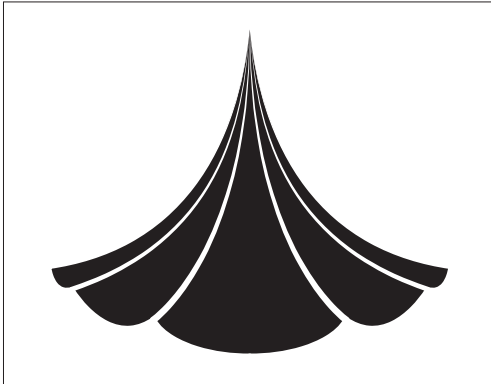


Iteration

I ended up with these two symbols for abstract and representational. A clothlike form representing beauty and mystery, and a double entendre of an open book and a pair of lips.

The abstract symbol seemed to design itself, it flowed easily and just needed refinement to bring out the form.

The representational symbol needed more work, and was more challenging to iterate on. While it was enjoyable, trying to design a visual teeter totter that doesn't want to lay level is difficult. It was either too much of a book or too much of a pair of lips.



Color

I ended up deciding on the abstract symbol to finalize. With whatever color I decided on, I wanted to bring out the 3 dimensional qualities of the form.

Red would convey excitement, which would match the anticipation and tension of the form stretching upwards. Purple would represent mystery and passion, which match with poetry quite well. Both of these could work, but I ended up liking the purple better. It's one of my favorite colors after all.