

Visual variables sketches

WHAT

Input: template with visual variables and their ranking

Output: sketches that apply different visual variables and a range of solution for further discussion

WHY

Create / Procedural

WHO

Individual(graduate level)

WHERE

Online & Offline

TIME

approx. 30 min

HOW

The students are asked to apply further visual variables through a quick sketch. The activity includes the judgement of which visual variables are most suitable for their concept and the revised concept, which includes the final design decisions on the visual variables.