Exercise:
It's your turn!

This exercise in Positive/Negative space deals with the integration of two individual symbols and the creation of a larger idea as a result. Medium can be digital or traditional (paper, pencil or Sharpie marker with a bullet point nib).

Overview: Using very simple silhouettes and positive/negative space, create a fusion between a mammal and its _____. (Fill in the blank as to what the other half of the pairing is: Joy? Food? Habitat? Offspring? Friend? Prey?). One silhouette must be a positive shape and the other a negative shape.

Directions: Traditionally, positive/negative marks such as logos, would involve your hand, eyes, and brain along with a stack of sketch or tracing paper. Digital artists and designers frequently work with digital pens and tablets. Choose your medium. 1) Produce a minimum of 18 positive/negative solutions. 2) Pick the three with the best potential to become something memorable. 3) Refine each of the three and narrow it down to one. 4) Refine your finalist. 5) Compare with the original sketch. Ask yourself, did something get lost in the transition? Was something gained? 6.) Make the necessary adjustments and your done. Allow 90-120 min.

Take note:
Compare your final with its original sketch. Ask yourself, what all got lost in the transition from original rawness to the final? What was gained?

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