

Project B

Part 3 Deliverables

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Summer 2018

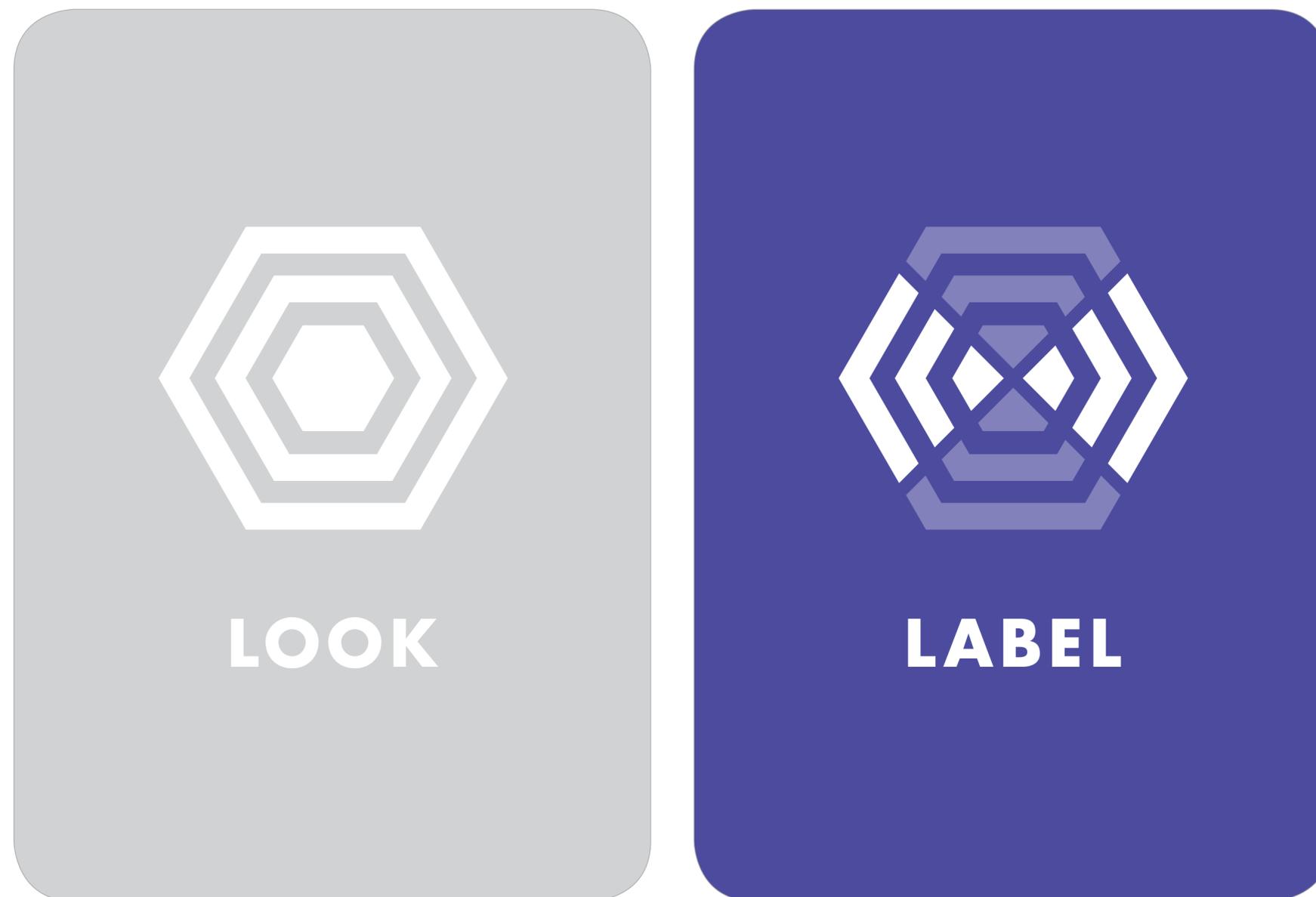
GDVX 749 - Professional Practices for Visual Design

Professor Trudy Abadie-Mendia

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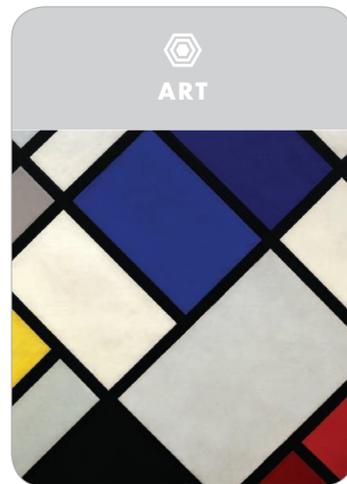
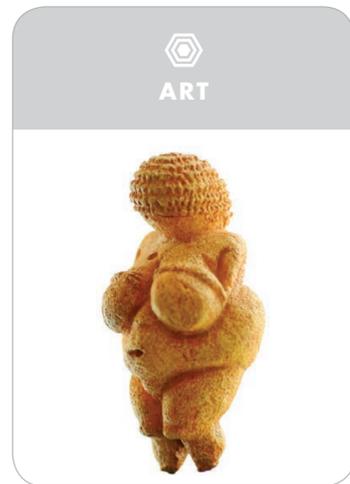
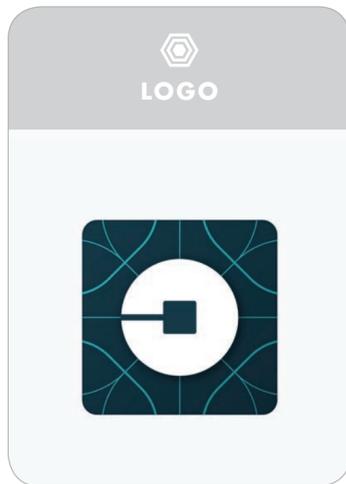
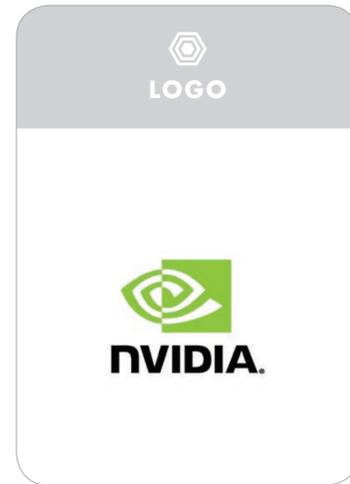
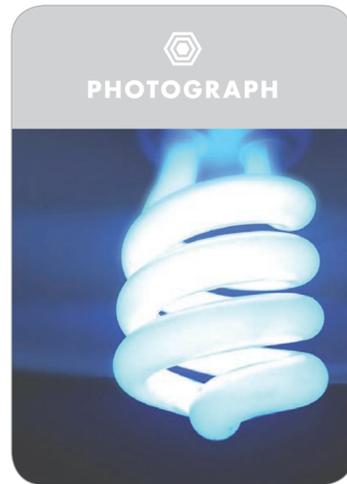
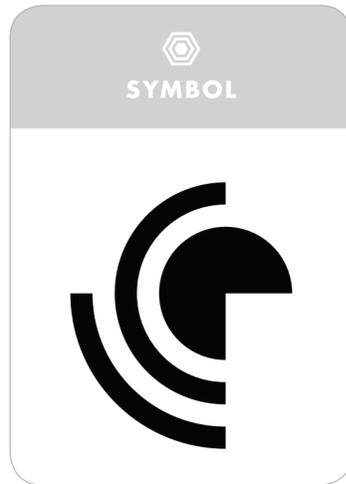
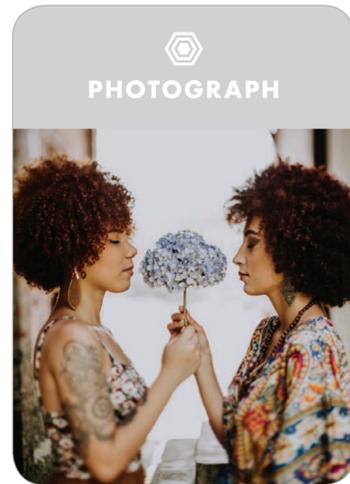
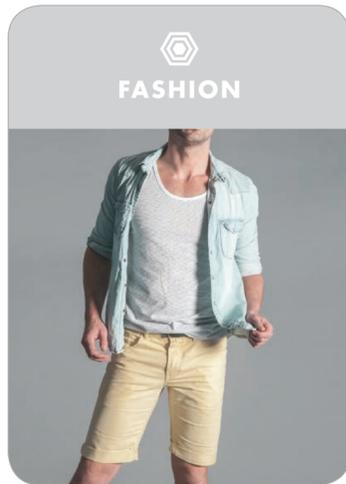
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Cards



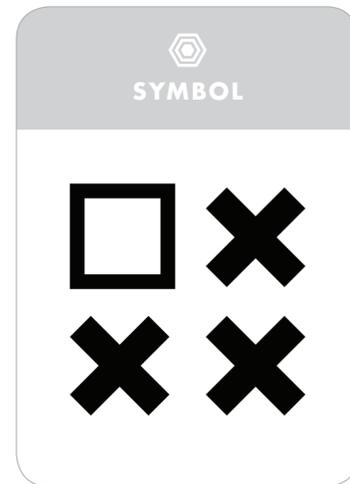
Card Backs

Look Card Examples



TYPE

The quick
brown fox
jumps over
the lazy dog



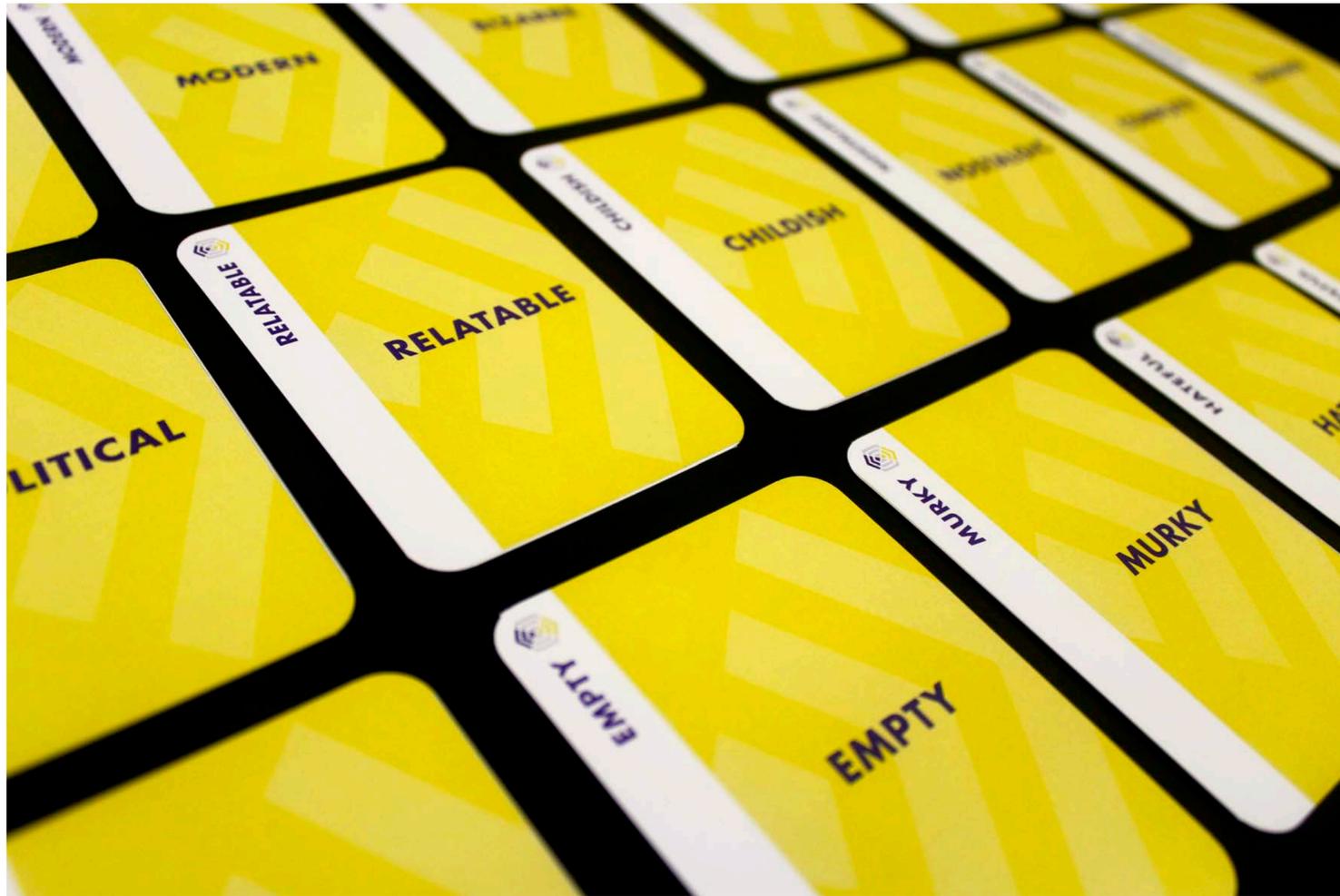
TYPE

The quick
brown fox
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lazy dog

Label Card Examples









Instructions

Front & Back Cover

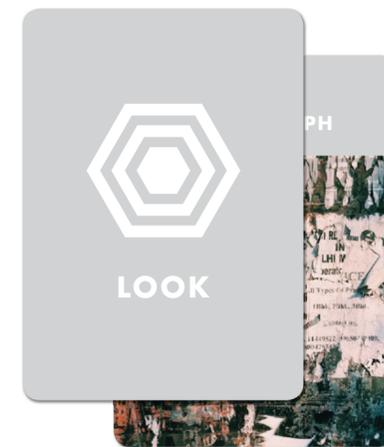


{ INTRO }

See Things Differently is a card-based activity designed to reveal how people differently interpret visual objects like photos, colors, or art. Maybe the color purple to you is gloomy and sad. However, to another person, it might be a color of wealth and royalty.

Who is right? Probably both. Knowing this difference can help us to understand others while allowing ourselves to express our own point of view.

{ CONTENTS }



LOOK DECK
40 cards



LABEL DECK
60 cards



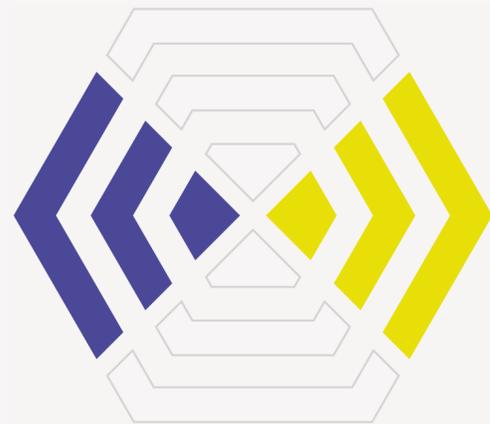
{ PART 1 }

{ LOOK }

Each participant draws five cards from the **Label Deck**. The group chooses a Decider.

The Decider draws one card from the top of the **Look Deck** and places it with the image side up.

The other participants look at the Look Card, thinking about which Label Card will be a good match.

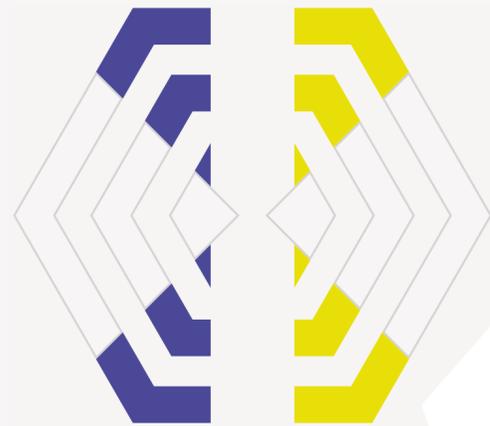


{ PART 2 }

LABEL

Based on what they think matches the Look Card, each participant gives the Decider a single **Label Card**.

The Decider selects a Label Card without suggestions from any other participant. The Decider then explains their reasoning to everyone else.



{ PART 3 }

LISTEN }

After the Decider picks a Label Card, each participant reveals which card they gave and why.

After everyone speaks, they refill their hand of Label Cards to **5 cards**.

A new round begins with the next person in the group becoming the Decider.

{ TIPS }

It's okay if you don't have a Label Card that doesn't seem to work well. Try to think outside the box and think about the image or the word in a different way.

Pick a Label Card that you think fits. Not necessarily one that you think that the Decider will pick.

There are no points or win conditions. So there's no need to try to argue, compete, or speak ill of another participant's choices.

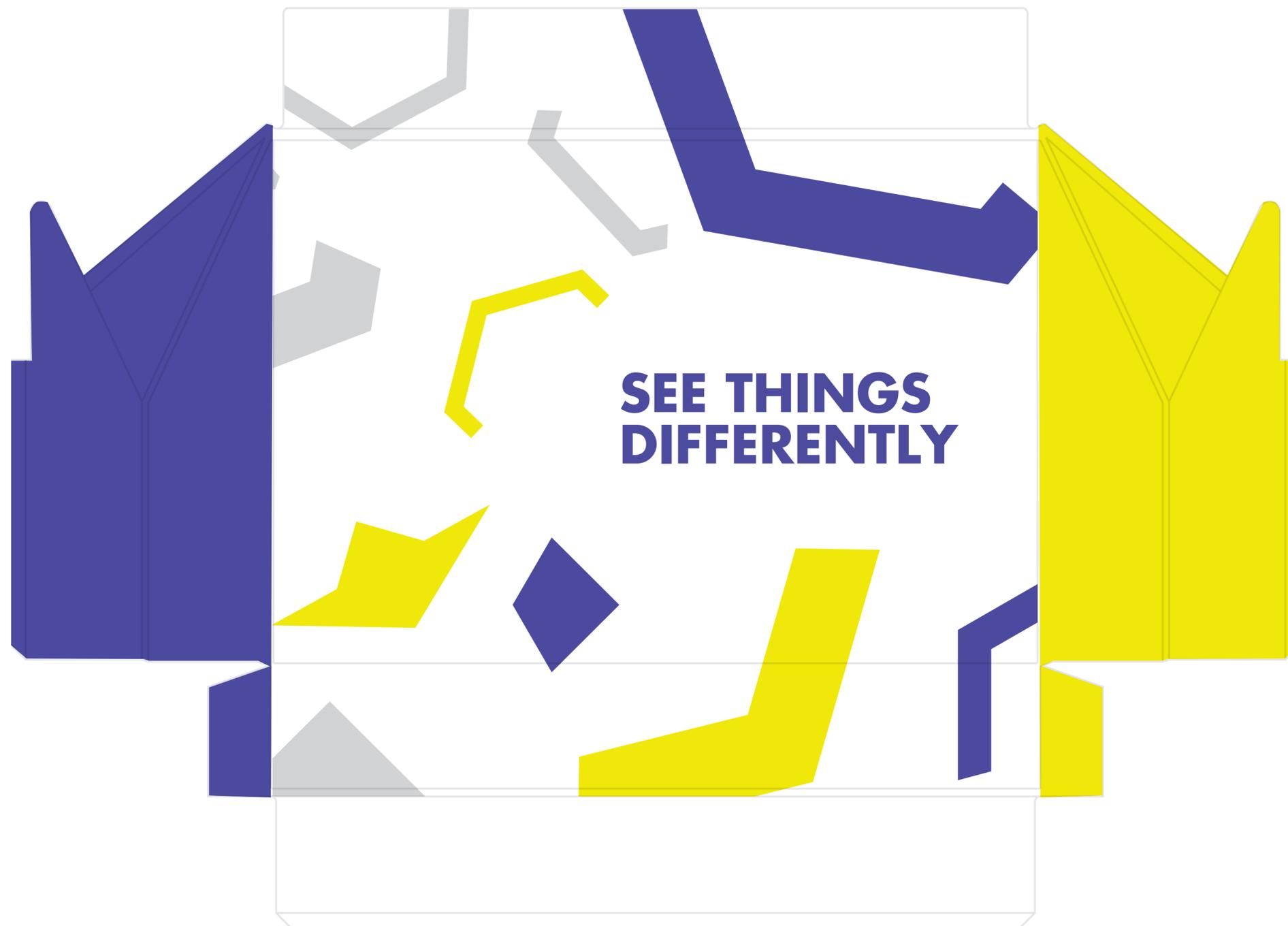




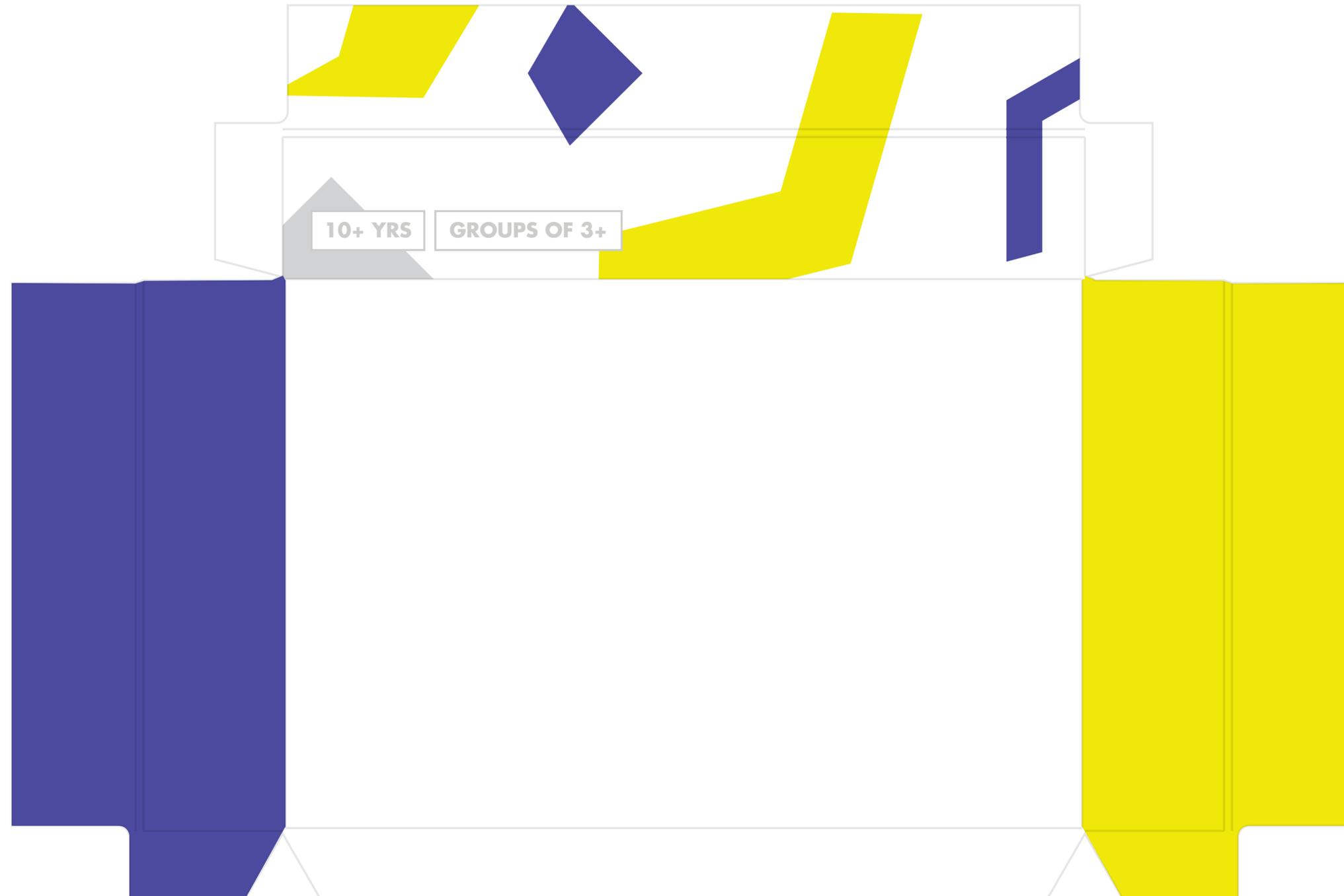


Box

Box Top



Box Bottom



Top Underside

