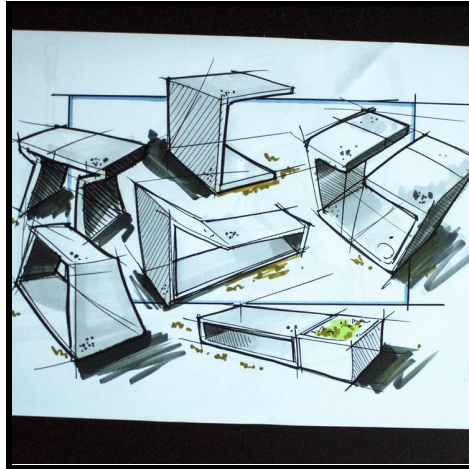




Benchmark 4

Design and Iterate

Icon Project

Overview: *In this benchmark you will be designing your leadership skill icons. This process will start with the creation of a concept drawing and then proceed through many iterations before finally becoming an icon ready to be scaled up and painted.*

Products:

- Two signed-off concept drawings (one for each leadership skill)
- Two “Iteration 1” drawings (one for each leadership skill)
- An array of additional iterations
- One final draft of the selected iteration: a scale drawing of the icon that effectively conveys meaning through symbolic imagery, and works alongside the title of your leadership skill

Step 1- The Brainstorm

Note: A-C are individual tasks, while D is groupwork

- A. Create a border (a carefully drawn circle or square)
- B. Use the following document to determine which core ideas you will aim to incorporate into your icon design: [Leadership Concepts doc](#)
- C. Come up with imagery that conveys the meaning of your leadership skill within your frame. You may complete one or more designs.

- D. Reassemble your group, look over what your group members have created, and select the top picks. Conduct a critique for each using the 4-step critique process.
[4-Step Critique Link](#)

Step 2- Sign-off of Concept Drawings (both leadership skills)

Move toward the creation of one sketch that captures your idea in the rough. It should be roughly to scale, and should include all the details you plan to include in the final version. Your entire group should have consensus that THIS is the one. Do this twice; once for each leadership skill.

Once your group has created one Concept Drawing, sign up to pitch it to the panel on the stage. Be prepared to field questions, defend your ideas, and record feedback. Each of your two Concept Drawing should be pitched separately.

Step 3- Documentation (of Concept and Exhibition Drawings)

Create a document called "Icon Benchmark 4- name name name."

- A. Put the title "Design and Iterate" at the top, along with your names on the top left.
- B. Divide the document into two sections, one for your first leadership skill, and one for your second leadership skill.
- C. Carefully take a picture of each signed off Concept Drawings and insert it into the document.
- D. Caption these "Concept Drawing" and include the date.
- E. Now have the artist(s) in your group create a "pretty" version of each concept drawing using black ink.
- F. Photograph each pretty version and insert the images under the concept drawings, labeling each image "Exhibition Drawing."
- G. Turn in the hard copy of your exhibition drawing to a teacher

Share with all IT teachers and group members.

STOP HERE FOR EXHIBITION

Step 4- Examine Exemplar Icons

Head to Mr Walley's room. Open the [Exemplar Slideshow](#). Examine the icons in the slideshow. As a group, verbally discuss the following questions:

- When is line drawing used? To achieve what?

- Why might solid shapes be used more often than line drawings here?
- How is simplicity achieved here?
- What has been used to achieve visual balance?
- How are contrast and emphasis used?
- What creates unity in these icons?
- How is movement incorporated into icons?

As a group, arrive at three to four key concepts or ideas that you learned from viewing these icons. Record your takeaways in a prominent place on your B4 document, and make sure they are labeled “Exemplar Takeaways.”

Step 5- Back to Elements and Principles

Read over the [NWP Elements and Principles of Design Handbook](#)

Step 6- Formal Iteration 1 (your Exhibition Drawing can be used as this Formal Iteration 1)

Now that you have your concept drawings signed off, this next version of your icon will be more formal and more precise. It will be a pencil drawing (not a sketch) done on graph paper. Strive to define all positive and negative space clearly (fill in areas that will be black...). Be sure to use your Exemplar Takeaways from Step 4. Remember to keep in mind the criteria discussed in the Bridge to B4: [Icon Design Criteria](#)

Step 7- First Critiques

7A Four Step Critique: Submit your artwork to another group and have them go through the 4-step critique process (do NOT include the name of your leadership skill on the submission!). [4-Step Critique Link](#)

7B Principles Critique: Receive feedback and adjust as needed. Use [these questions](#) to guide your process.

Step 8- Iterate and Document

Once you have engaged in critiques, and received feedback from others' critique of your work, incorporate all you've learned into six more iterations per student, per icon. This means, if your group has two icons, you will EACH create 12 more icon iterations in total. Make sure these iterations adhere to the two new criteria for icons:

- they must be drawn in a circle frame
- they must use shapes (or filled space) as opposed to line drawing.

Once a set of six iterations is complete upload it into your B4 document. Label this section of your document “Step 8 - Iterate.” Add a caption under each image that

provides your name and the Leadership Skill you are representing. Teachers will provide feedback via the comment function.

Note: As you incorporate feedback from the critiques and comments you will be required to continuously scrap drawings that you've become attached to. This will likely be frustrating and difficult. In other words, this step will not be a picnic! Try hard to support each other, work as a team, and remember your Resiliency and Drive!

Step 9- Formal Iteration 2

Once you have feedback from the teachers (via comments and verbally), incorporate *all* the feedback you have received into a formal "iteration 2" on the provided graph paper OR as a digital version. Have your best artist or tech person do this. These iterations will be voted on for final selection.

Step 10 - The Vote

Step 11 - Final Draft (and your first attempt with color)

Once you have done many iterations, have engaged in meaningful critiques, incorporated all teacher feedback, and are completely satisfied with your last iteration, you are ready to make your final drafts. These must be done on graph paper (to make it easier to scale up for your large painting). Along with your final drafts of your black and white icons, you will create your first color version of your icon.