

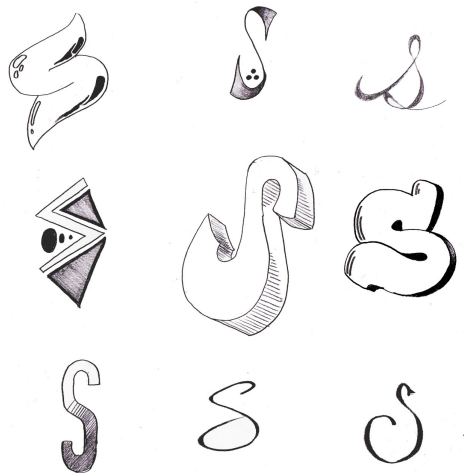
## Lesson 10

### The Language of Form

Form		associations
shape	Cubes, prisms, regular geometric shapes	Order, strength
Shape	Organic, irregular shapes	Nature, growth
shape	spheres	Planets, space, heavens
space	Full, crowded	busy
line	angles	Energetic, aggressive, masculine
line	curves	Fluid, organic, feminine
space	Empty, open	Free, airy, lonely, peaceful
scale	small	Dainty, delicate, cute
scale	large	Dominating, power
balance	symmetry	Order, peace
contrast	counterbalance	tension
imbalance	Asymmetry, negative space	Imbalance, instability
movement	Lines, arrows, triangles	Focus the attention, give importance
movement	Patterns, repetition	Energy, busy, excitement

### Formstorm-

A brainstorm of all the ways to represent a concept in images or forms



## Lesson 10

- In thinking about the design of what you might like to build, what are some of the words or messages that appeal to you?

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Now create a “formstorm” create one image and then keep playing with that form, changing it slightly each time.


## Lesson 10

Choose one of these designs from your formstorm.

Make it larger and elaborate upon this idea, adding more details.



**What ideas or emotions are you trying to express with this tower?**