

SURVEY *of* MEANING & FORM.

A STUDY *of* HOW *for* AFFECTS MEANING.

This survey is about form and meaning and how you and other humans perceive these aspects together.

A. FORM & MEANING. Answer the questions below.

- 1.** ___ . What is Form?

- 2.** ___ . What is Meaning?

- 3.** ___ . How are Form and Meaning connected?

- 4.** ___ . How does Form affect your daily life?

- 5.** ___ . Can you create meaning by mixing different forms together? Give an example.

- 6.** ___ . When you think of contemporary commercials are there examples of Forced Connections where different knowledge domains are forced together? Give an example.

- 7.** ___ . How can you use exaggeration to create meaning?

- 8.** ___ . How can you exaggerate color, scale, depth, dualities to force connections?

B. BASIC SHAPES & MEANING. Pick 3 shapes and respond to each category.

 1. **CIRCLE:**

| | | |
|----------------------|------------------|------------------------|
| Possible Meaning: | Characteristics: | Figurative References: |
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |
| 4. _____ | 4. _____ | 4. _____ |
| | | |
| Cultural References: | Opposites: | |
| 1. _____ | 1. _____ | |
| 2. _____ | 2. _____ | |
| 3. _____ | 3. _____ | |
| 4. _____ | 4. _____ | |

 2. **SQUARE:**

| | | |
|----------------------|------------------|------------------------|
| Possible Meaning: | Characteristics: | Figurative References: |
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |
| 4. _____ | 4. _____ | 4. _____ |
| | | |
| Cultural References: | Opposites: | |
| 1. _____ | 1. _____ | |
| 2. _____ | 2. _____ | |
| 3. _____ | 3. _____ | |
| 4. _____ | 4. _____ | |

_3. RECTANGLE:

| | | |
|----------------------|------------------|------------------------|
| Possible Meaning: | Characteristics: | Figurative References: |
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |
| 4. _____ | 4. _____ | 4. _____ |
| Cultural References: | Opposites: | |
| 1. _____ | 1. _____ | |
| 2. _____ | 2. _____ | |
| 3. _____ | 3. _____ | |
| 4. _____ | 4. _____ | |

_4. TRIANGLE:

| | | |
|----------------------|------------------|------------------------|
| Possible Meaning: | Characteristics: | Figurative References: |
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |
| 4. _____ | 4. _____ | 4. _____ |
| Cultural References: | Opposites: | |
| 1. _____ | 1. _____ | |
| 2. _____ | 2. _____ | |
| 3. _____ | 3. _____ | |
| 4. _____ | 4. _____ | |

C. COMPLEX SHAPES & MEANING. Pick 4 shapes and respond to each category.

_1. ORGANIC SHAPE:

| | | |
|----------------------|------------------|------------------------|
| Possible Meaning: | Characteristics: | Figurative References: |
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |
| 4. _____ | 4. _____ | 4. _____ |
| Cultural References: | Opposites: | |
| 1. _____ | 1. _____ | |
| 2. _____ | 2. _____ | |
| 3. _____ | 3. _____ | |
| 4. _____ | 4. _____ | |

_2. HEXAGON:

| | | |
|----------------------|------------------|------------------------|
| Possible Meaning: | Characteristics: | Figurative References: |
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |
| 4. _____ | 4. _____ | 4. _____ |
| Cultural References: | Opposites: | |
| 1. _____ | 1. _____ | |
| 2. _____ | 2. _____ | |
| 3. _____ | 3. _____ | |
| 4. _____ | 4. _____ | |

_ 3.

_____ •
YOUR CHOICE.

Possible Meaning:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Characteristics:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Figurative References:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Cultural References:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Opposites:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

_ 4.

_____ •
YOUR CHOICE.

Possible Meaning:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Characteristics:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Figurative References:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Cultural References:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Opposites:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

_ 5.

_____ •
YOUR CHOICE.

Possible Meaning:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Characteristics:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Figurative References:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Cultural References:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Opposites:

- 1. _____
- 2. _____
- 3. _____
- 4. _____