10	Acknowledgments	178	From School to Studio
11	Graphic Design	179	From Student to Professional
15	My Training	181	Design as a Business
17	Student Assignments	183	Design Commissions
19	The Form of a Maple Leaf	184	Counterform/Form
20	Letterform Studies	190	Line, Weight, and Dimension
20	Letters as Forms	194	Visual Switch
25	The Form of a Letter	197	Light and Tension
26	Free Form and Structure	198	Interpretation
28	Combining Free and Structured Forms	200	Dual Visual Meaning
33	Letterform on 3/D Surface	204	Sun in Symbols
34	2/D and 3/D Combinations	206	Expanded Meaning
40	The Form of a Chair	209	Constantly Moving
42	2/D Chairform to a 3/D Object	210	Humor in Design
43	Chairforms and Letterforms Combined	212	Crisis and Resolution
44	Field in Motion	216	Manual of Graphic Standards
46	Formal Qualities of a Letter	218	Non-Repetitive Identity
49	Form and Structure	220	Welcome
66	Forms Progressing	223	Signs Without Words
78	A Structural Framework	226	Function Following Form
80	Juxtaposing Images	228	Time, Space, and Position
82	Visual Connections	230	Scale Relationship
86	Overview	232	Light and Shadow
88	Ten Steps	235	Signs
88	Steps, Sequence, and Series	242	Balance
96	Function of a Handtool	248	Black and White
104	Combining Visual Stories	252	Black and Gray Called Black and White
106	Transforming a Letter	254	Layering
110	A Word's Meaning Visualized	261	One of a Kind
113	Visual Comparisons	262	Visual Sympathy
123	Variations on a Theme	266	Sequencing, Relating, and Pacing
124	Analyzing Form	274	2/D Grid Structure
127	One to Ten	276	Horizontal and Vertical
129	Essence of an Object	278	Disguising the Grid
135	Containers/Contents	280	Exhibition Design
136	Type and Image	282	3/D Structure
141	Letterforms and Typography	284	Beyond Structure
143	Typographic Form		
164	Symbols/Signs	287	Doing This Book
171	Graphic Standards Manual	289	A Way of Working
172	Design Application	290	Learning to Listen
		291	Other Lessons Learned
		293	Joy
		295	Coda
		297	Index

177 Professional Practice

9 Introduction

**Contents**