

# Canon (Vignelli) Reading

Release date: Thursday, September 26th, 2019

Due: 6:00pm Thursday, October 3rd, 2019

Choose two of the design concepts Vignelli discusses in *The Vignelli Canon* that complement each other well: one from *Part One: The Intangibles*, and one from *Part Two: The Tangibles* (for example, **Pragmatics** and **Color**). Why do these design concepts complement each other well? Give an example of a product that pairs both of these concepts positively, and explain why it works.

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**Please be diligent about submitting your comment as a PDF on Gradescope by 6:00pm.**

Reading comments will receive 0 points if it is irrelevant, 1 point for relevant and interesting comments, and a small number of comments (about 15%) will receive an extra half-point for exemplary and highly insightful thoughts. Late or missing reading comments will not be graded and will receive a 0. Keep comments below 150 words. If your comment is more than 150 words, you will not be eligible to receive the extra half-point. An exceptional comment does not merely answer the prompt in a satisfactory manner, but one that is also an insightful analysis through close examination of the reading. Exceptional reading comments are not restatements of the readings, nor are they unsubstantiated claims or opinions such as “I liked the analysis part of the article because I learned a lot.” Rather, they are further explorations into the content and extensions of the points made.

**Keep your comment below 150 words. If your comment is more than 150 words, you will not be eligible to receive the extra half-point.**

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