

Archetypes

What is an archetype? Defined and originating from Psychologist Carl Jung as "The concept ... which is an indispensable correlate to the idea of the collective unconscious, indicates the existence of definite forms in the psyche which seem to be present always and everywhere."

The Archetypes and the Collective Unconscious , Collected Works, Vol. 9.i

Whether archetypes really exist is not a question that we will concern ourselves with here but rather with the idea that if such a thing **does** exist how can graphic designers exploit it? Visual cues which are defined as "universal" are at the heart of graphic design. Ideally, the designer should try to invoke the spirit of these "archetypes" when laying out a page's composition.

Words graphically emphasized using size, boldness, contrast and placement in a hierarchical fashion on a page should inspire in the viewer a picture, idea, concept, or some tangible form in their mind.

To stir a memory or an emotion with text and only text is the next assignment.

Choose a word from the list below and place it on a page size to be no less than 18x24.

Use only Helvetica or Univers

Arrange it in a graphic format which inspires, and reinforces an archetype in the viewer's mind.

Use only Black and White.

Self
Hero
Mother
Shadow
Animus (Masculine Image)
Anima (Feminine Image)
Child
Wise Old Man
Trickster