

GRAF1037 Design Basic I

Project #1

Line, Shape & Space

Objectives:

- use graphic rulers and tools
- experiment with the use of line and its attributes
- experiment with variations of a given shape
- explore the use of positive & negative space
- utilize the basic principles of Graphic Design
- expand your comprehension of design principles
- use the design process to work to a final solution

Black Square Problem:

By using four flat black squares of the same dimension, create a graphic image to express the meaning of each of the following six words;

- order
- increase
- bold
- congested
- tension
- playful

Using only four squares may seem to be a rather limited palette for expressing such diverse words, but consider how these squares can be expanded into a more comprehensive language by utilizing various design principles.

Analysis:

The intention of this problem is to develop a geometric idiom (a gathering of graphic elements to visually communicate the meaning of a word) through the discovery of the various two-dimensional principles needed to extend a limited graphic vocabulary.

The necessary principles include formal reference; touching; overlapping and cropping of forms; illusory space (visual illusion); contrast of elements in terms of size, direction, space, and position; and the dynamics of negative–positive relationship.

The discoveries result from experimentation with the interrelationships of forms, a vital experience for the growth of a designer developing a personal, formal style. Combining these principles can further expand a limited graphic vocabulary into a comprehensive, abstract graphic language, maximizing the possibilities for graphic expression.

Process:

Because design skills become more comprehensive by creating several solutions for a single problem, selecting the most effective solution is an important condition explored through this assignment.

Through the use of perspective the four squares can be of differing sizes, furthering the ranges of possible solution. So, make sure you explore and play a lot in this project.

Thumbnails: worth 10% of final grade due week

- create 10 different sketches for each of the words
- explore the use of different sizes, perspective, strokes, fills, direction, position, overlapping, etc...
- make each thumbnail 2 by 2 inches & label each set of 10 thumbnails with the word they represent

Roughs: worth 10% of final grade due week 3

- select 4 of your best ideas for each word from your thumbnail sketches and redraw these in 3 inch boxes with pencil, label each set with the word they represent.
- complete the fills and frame each box with a line
- use only solid black and white

Semi-Comps: worth 10% of final grade due week 4

choose 2 of your best solutions from your roughs for each of the 6 words

- each box should be at full size (4.5 inches) with a stroked frame around each box
- use your black marker to draw these semi-comps on Rag Paper (this is in your kit)
- render these to a level that you would show a paying client, this means very, very precise

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Final Comprehensive Layout:

- your best solution for each word will be rendered on a white drawing board that is 15 X 20 inches, be sure to choose the board with the smoothest surface
- lay the board out as shown on page 3
- rendering and labelling *must* be done with the Stadler pen, this is the one you fill.
- label each box with the correct word, keep the boxes in the order given (see page 3)
- each box should measure 4.5 by 4.5 inches
- each box should have a stroked frame

Presentation: Organization & Neatness

Put all your prep-work in a plastic envelope;

- 60 thumbnails (staple or paper-clip these together)
- 24 roughs (staple or paper-clip these together)
- 12 semi-comps (staple or paper-clip these together)
- put a completed, trimmed label on the lower right-hand corner of the flap-side of the envelope

Put a tissue overlay on your board, erase all pencil marks made on your board. Try to keep your board as clean as possible. Place a trimmed, completed label on the back of your board in the lower right-hand corner.

Project Schedule:

DUE DATES

Week 1: Due Date TBA _____

Introduce project #1, supplies to bring next week—tool kit for program.

Week 2: Due Date TBA _____

60 Thumbnails done in pencil, these will be signed off, *worth 10% of final grade*

Week 3: Due Date TBA _____

24 Pencil Roughs, I will sign off on these in class, *worth 10% of final grade*

Week 4: Date TBA _____

12 Semi-comps done in black marker on your Rag paper, your 2 best ideas, make sure these are done to the caliber that you would actually show to a paying client. I will review these with each of you, and sign them in class, *worth 10% of final grade*

Week 5: Date TBA _____

Final Layout and all prep work will be due at the start of class, do not be late with your hand in or you will receive a grade of ZERO. Deadlines are everything in this business; you are never to be late on a deadline with a client.

Grading Breakdown: each week I will sign off on the prep work it must be presented on the due dates to count for marks, learning the creative process is essential for all training Graphic Designers. All projects must be rendered with the Stadler Pen the one we can refill.

Prep-work is worth 30% of final grade

Creative is worth 40% of final grade

Rendering Quality 15% of final grade

Presentation Quality 15% of final grade

See the next page for the information on how to layout the final comprehensive.

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Layout your board as directed below.

Use a soft lead pencil and light lines to set up the modular grid.

Only your image squares should be done with pen & ink a stroke.

