

GRAPHIC DESIGN SOFTWARE

ART 3395

Instructor Kathy Kelley
Class Time MW 2:00 – 5:00 P.M.
Location 304A Fine Arts Building

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Office Hours By appointment

Project 1 Description

Shape and Color



Technology Objectives

1. Learn to create basic shapes/line
2. Learn to create grids
3. Learn to apply color to objects
4. Learn to organize color

Case Studies & Exercises

Go to www.friendsofed.com and download images for Ch 1–4. Read the chapters and complete the Case Study exercises and save the files to a CD.

Black Box 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
congestions, tension, playful***

Make eight preliminary sketches for each word in the areas indicated. Then select the most effective solution for each and recreate it in Illustrator. 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 more comprehensive language by utilizing various design principles.

Analysis

The intention of this problem is to develop a thorough discovery design principles used to communicate ideas. The necessary principles include: touching; overlapping and cropping of forms; illusory space; contrast of elements in terms of size, direction, space, and position; they dynamics of negative-positive relationships.

Notes

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.

Technology Reference

Foundation Illustrator 10
Chapter 3: Basic Shapes 76–81
Chapter 3: Grids 94–99
Chapter 4: Color Application 110–122
Chapter 4: Color Organization 125–131

Schedule

[Wednesday, January 21]

Intro to software
Demo I Vector vs Raster (bitmap)
Assign I Black Box Problem
Order books

[Monday, January 26]

Black Box sketches due
Bring Illustrator book to class
Demo I Shapes

[Wednesday, January 28]

Work in Class

[Monday, February 2]

Due I Project 1 (at beginning of class)
Demo I Line, Anchors, Bezier. Paths
Assign I Project 2

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BLACK SQUARE PROBLEM Using four black squares of the same dimension; create a graphic image that best expresses the meaning of each of the following six words (see below). Make eight preliminary sketches for each word in the area indicated. Then select the most effective solution and execute it in the file, blackbox.ai. Using only four squares is a seemingly limited palette to express such diverse words, yet these squares can be expanded into a more comprehensive language by utilizing various design principles.

ORDER

INCREASE

BOLD

CONGESTION

TENSION

PLAYFUL

