

GRAPHIC DESIGN SOFTWARE

ART 3395

Instructor Kathy Kelley
Class Time MW 8:00 A.M. – 11:00 A.M.
Location 304A Fine Arts Building

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Office Hours By appointment
Course Website www.kathykelley.net/UH/course

Project 3 Description

Simple & Compound Shapes



FORTUNE TELLER



TARGET RANGE



KITE FLYING AREA

Technology Objectives

1. Create basic shapes
2. Copy and combine shapes to create new shapes
3. Manipulate shapes using the pathfinder palette
3. Manipulate shapes using OBJECT>PATH options
4. Work with layers palette to rearrange, group, mask, lock, organize and label layers.
5. Work with the creation (pen, shapes, direct select) and transformation (rotate, reflect, scale, free transform, etc) tools and associated palettes (align, pathfinder, and transform)

Road Sign Problem

Immediate, practical communication is the primary function of a road sign. With this in mind, graphically depict the subject indicated for each of the twelve road signs on the back of this assignment sheet. Execute each solution as a finished piece via Illustrator using only black, yellow and white. If the concept dictates, use of an additional color is permitted.

This problem is a vehicle for simplicity and personalization. The intent is to inspire personal expression by giving each sign a unique life of its own. The familiar context suggests a traditional idiom, while the nonsensical topics allow for uninhibited design exploration and the opportunity to play; the parameters offer an opportunity to transcend the road sign's functional aspects through the creation of a personal statement in the name of design exploration.

Indian Village
Ant Farm
Baseball Field
Checkers Area
Fortune Teller
Target Range
Red Light District
Botanical Gardens
Kite Flying Area
Nuclear Power Plant
Earthquake/Fault Line
Paratrooper Landing

Do NOT use gradients, meshes, filters or effects.
NO clipart. All shapes must be your own creations.

Submit project 3 on CD and an 11x17 color print mounted on black foamcore (or equivalent), with tissue cover.

Quiz

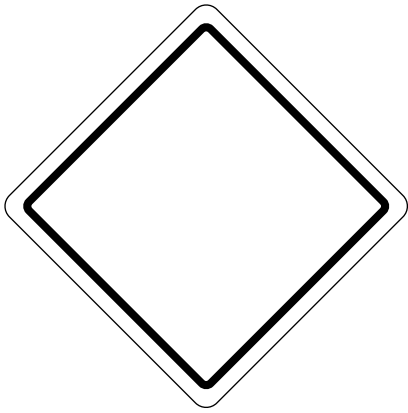
Complete take home quiz. You may use your book, Illustrator help file on computer and notes to complete quiz. Due Monday, February 23.

Schedule

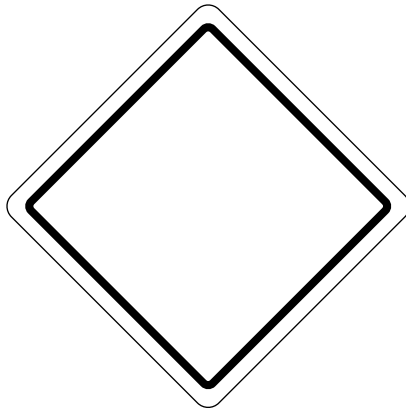
[Monday, February 16]
Crit self portraits
Review tools to date
Quiz
Develop sketches for road sign

[Wednesday, February 18]
Crit road sign sketches
Create road signs in Illustrator

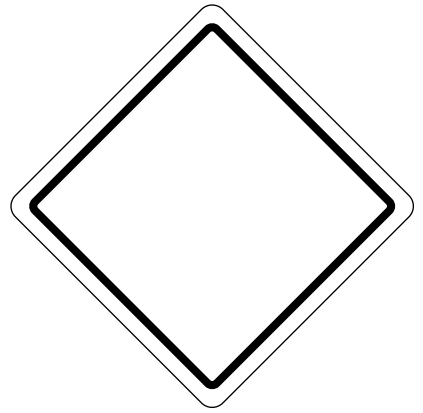
[Monday, February 23]
Due I Project 3 (with Quiz)
Illustrator Demo I



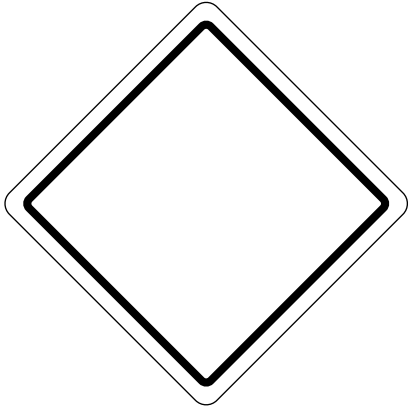
INDIAN VILLAGE



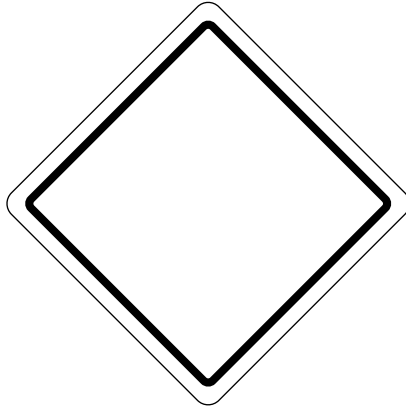
ANT FARM



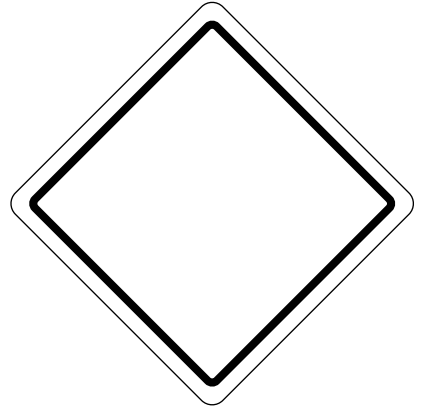
BASEBALL FIELD



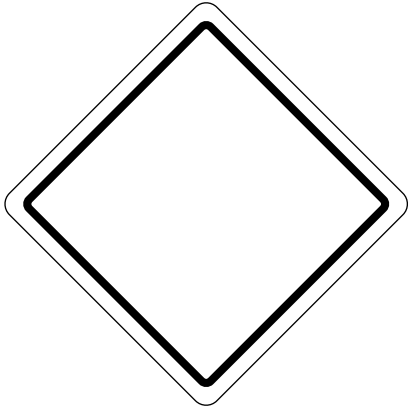
CHECKERS AREA



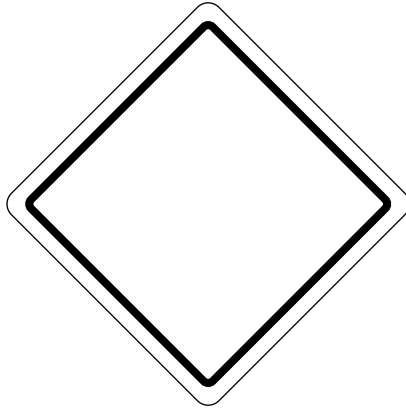
FORTUNE TELLER



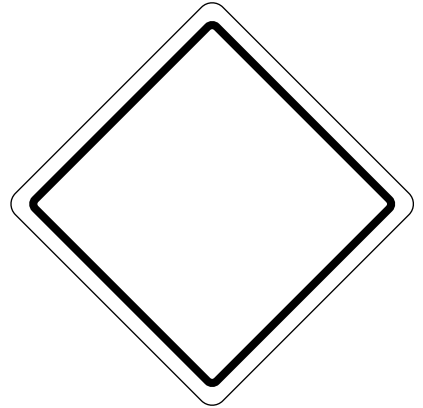
TARGET RANGE



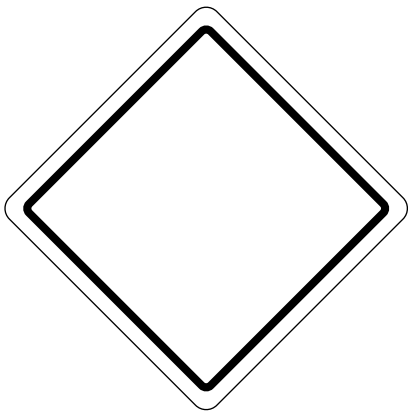
RED LIGHT DISTRICT



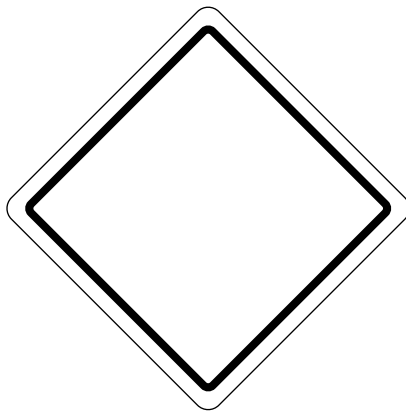
BOTANICAL GARDENS



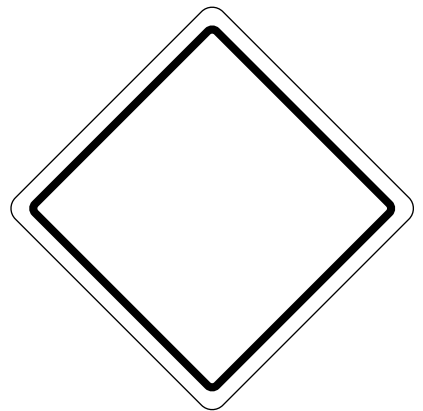
KITE FLYING AREA



NUCLEAR POWER PLANT



EARTHQUAKE/FAULT LINE



PARATROOPER LANDING