

FUNDAMENTALS OF GRAPHIC COMMUNICATION

ART 1330 SECTION 04059

Instructor: Kathy Kelley **Time:** MW 11:00–2:00 **Location:** 304 Fine Arts Building
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Project 3: Type as Form

Objectives

- To experiment with type as form
- To learn the expressive potential of letterforms
- To continue to build on the knowledge of design principles from previous projects.

Assignment

Using the letter combinations given to you, create three 10 x 10" compositions. Each of the following principles, *contrast of scale*, *contrast of direction* and *contrast of positive negative space* should be used at least once. You may use more than one principle in a composition.



1) Contrast of scale



2) Contrast of direction



3) Contrast of positive/negative space, also called equivocal space where both positive space and negative space are visually equal.

In addition to these principles, you may incorporate the form interrelationships from Project 2 into any of the compositions for this project.

Method

Step 1

Quickly draw 15 thumbnail sketches, which experiment with the three different principles.

Step 2 for first crit

Draw six 5 x 5" sketches (2 sketches each for each principle). Remember to label each sketch with the appropriate principle or combination of principles.

Step 3 for second crit

Continue to improve your sketches. This time sketch at full size. Present six 10 x 10" sketches (2 sketches per principle) for the second crit.

Step 4 for third crit

Present nine new 10 x 10" sketches (3 sketches per principle) for the third crit.

Schedule

Monday FEB 13

Begin Project 3 in class

Due Project 2

- *Due two 6 x 6" compositions on 10" x 10" black Letra Max 2000 board*
- *Due minimum of 16 sketches + thumbnails for project 2*

Wednesday FEB 15

Crit 6 sketches

– *Crit six 5 x 5" marker sketches / 2 per principle*

Monday FEB 20

Crit 6 sketches / small groups + work in class

– *Crit six 10 x 10" marker sketches / 2 per principle*

Wednesday FEB 22

Crit 9 sketches / small groups + work in class

– *Crit six 10 x 10" marker sketches / 3 per principle*

Monday FEB 27

Begin Project 4 in class

Due Project 3

- *Due two 10 x 10" compositions on 14 x 14" black Letra Max 2000 board*
- *Due a minimum of 21 sketches + thumbnails*

Final Format

Select the **two** best compositions from your sketches and refine these as your final project. Render two final 10 x 10" compositions on white, smooth bristol board using black pen and ink, black gouache or cut paper. Mount the completed compositions on 14 x 14", black Letra Max 2000 board.

Final Sketch Presentation

Organize and bind all sketches for this project in a 8.5 x 11" wire-O bound book. Reduce the 10 x 10" sketches on a copier for presentation in the sketchbook. Be sure to label all sketches with your name and the principle(s) illustrated. Label the outside of the book with your name.

