graphic design principles I

assignment 3 Value Collage/Texture

Design Elements –

Value (the darkness or lightness of a color or tone). Achromatic Values are darks to lights that have no color, simply white to grays to blacks. Chromatic Values are darks and lights of a hue.

Texture – the physical feel of a form; soft, hard, prickly, smooth, rough etc. Actual texture is an actual surface, such as rough stone, soft cloth. Visual texture is a photo of a textured surface.

Design Principles:

Gradation--- the slow incremental change from one element (line, shape, color etc) to another. Big to small, long to short, dark to light etc in SLOW gradual changes.

Constrast—Opposing elements shown close together – Big/small, dark/light, soft/hard etc.

Project: Value/Texture Collage – Gray scale/Gradation/Contrast

The collage, on Bristol with 1" borders, will have two distinct simple shape areas that interlock in an interesting way. Both will be filled with small collage bits cut or ripped from magazine photos that do not have distinct shapes of things but that represent a value and a texture. The collage will all be in blacks, whites and greys. One part will show Gradation (of Value and Texture) and one part will show Contrast (of Values and Textures).

We will review examples of projects to give ideas and illustrate the concepts.

1) look through magazines and collect as many pages or pieces of Achromatic ads as possible.
2) separate values and separate textures into piles. Soft textures for Gradation area objects (clouds, waves, silk, etc etc), and high contrast textures for Contrast area.
3) glue down pieces into simple design on page in a collage technique of overlap and blending.

Outcomes:

*to see Value in a sensitive way, being able to distinguish line tones, middle tones and dark tones.

*to understand and successfully use value structure in both a gradation sequence, and a high contrast pattern and assess the qualities achieved through both these approaches.

* To recognize the element of Texture in forms and how it operates to create complexity and depth in forms and designs. To be able to integrate texture effectively in a design.