

Project 5

imagination

Graphic Design Principles 1

Spring 2020 | COMD 1100

Professor: María Paula Rennis

OBJECTIVE

To create 3 Chalk/Pencil/Tempera/Acrylic/Ink (or any material of your choice)

Color Typefaces/Words/Phrases based on:

• **Stains, dirt, paint blotches, left over items, objects or fragments of objects that have been discarded, lost, deteriorated or destroyed. Shadows, cracks, holes on walls, floors, fabrics, papers, etc.**

Compose 3 photographs:

With the same concept of looking at the clouds and finding images, you will look at stains, shadows, dirt, cracks, paint blotches on sidewalk, walls, floor, ceilings, etc to find the base/starting point to draw a typeface, word or phrase.

Materials: Color chalk, pencil, tempera, acrylic, crayon, ink, charcoal any drawing material you may have or choose to work with. Your phone or camera, sketch pad, Photoshop. Free Dropbox account (or similar) or USB flash drive to save your work.

Concepts: Typography, background, foreground, composition, color matching, shades, tones, visual hierarchy, accent, balance.

Technical Skills: Drawing, Sketching, Photoshop.

Design Process:

1. Get inspired
2. Discover
3. Define
4. Deliver

1. Get inspired

Take a look at the following artist and videos:

• **David Zinn**

<https://zinnart.com>

• **Alexandre Farto alias Vhils**

<https://www.vhils.com>

• **Kyle Meyer - Interwoven.**

<https://www.thekylemeyer.com/interwoven>

• **Designobserver.com**

<https://designobserver.com/feature/street-life/37935>

• **<http://www.streetartutopia.com>**

• **Sandrine Boulet**

https://www.instagram.com/sandrine_boulet/

<http://sandrine-estrade-boulet.com>

• **Google: “Graffiti art words”.**

2. Discover

Take a walk, look around and discover the elements, your “starting points” to design typefaces, words or phrases.

Research, take at least 10 photos.

Take note of the location where you found that elements/starting points. You will need to go back.

- Stains, dirt, paint blotches, left over items, objects or fragments of objects that have been discarded, lost, deteriorated or destroyed, shadows, cracks on walls, floors, ceilings, etc or will be your “**starting points**”.
- Looking at the pictures of your “**starting points**”, think about the background and foreground and relate it to a typeface.
- Sketch the typefaces, words or phrases with pencil on a sketch book or white paper tracing on the photographs or re-drawing the “starting points”. If you have a printer you can print the images and trace the “starting points”.
- Take notes of your experience in this discovery phase you will need them for the final phase.

3. Define

- **Choose 3 of your best compositions.**
- **Go back to the subject site and re-visit shape and color, compare with what you’ve sketched on your typefaces, words, phrases. Revise, re-work and perfect.**
- Make sure of matching colors with the elements you found (“**starting points**”).
- Photograph the process as you go to completion.

4. Deliver

- **6 Color Photographs of your 3 final compositions.**
 - **Size and orientation will depend on your design.**
 - **Minimum size white page 9x12in.**
 - **1 Picture of the whole page showing page borders of each composition.**
 - **1 Close up picture of each composition.**
- Total of 6 final pictures of your 3 final compositions.**

Follow directions in OpenLab for picture taking of sketches and final compositions.

In OpenLab:

- **Under Categories** (on right hand side), choose “**Project 5- imagiNATION-Deliver.**”
- Post all your photographic research, the whole design process and the 3 final compositions.
- All images low resolution.
- Write about your experience as you do the project.
- Comment on at least one other student’s work.

In Dropbox:

- **Under Project 5 - imagiNATION**
 - Create a folder with your name containing 2 sub-folders named “Sketches” and “Final”
- Uploading the sketching process in the first one and the 3 final compositions in the other one.
- All images hi resolution.