

Project 5

imagiNATION

Graphic Design Principles 1

Spring 2019 | COMD 1100 | Room 1122

Professor: María Paula Rennis

OBJECTIVE

To create 3 Chalk 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 on wall or sidewalk.**

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 and walls to find the base/starting point to draw a typeface, word or phrase.

Materials: Color chalks, charcoal, 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>

• **Google: “Graffiti art words”.**

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2. Discover

Take a walk and discover the elements, your “starting points” to design typefaces, words or phrases. Research, take at least 15 photos and print them black and white letter size. 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 wall or sidewalk will be your “**starting point**”.
- Looking at the printouts of your pictures of your “**starting points**”, think about the background and foreground and relate it to a typeface. Sketch the typefaces, words or phrases on the black and white printouts.
- 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 draw your typeface solution with chalk.**
- Make sure of matching chalk colors with the elements you found (“**starting points**”).
- Photograph the process as you go to completion.

4. Deliver

- 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 best final compositions.
- Write about your experience as you do the project.