

Graphic Design Principles 1

Fall 2018 I COMD 1100 I Room 1122

Professor: María Paula Rennis

Project 2

TxTure & Pattern

OBJECTIVE

To create 2 black & white compositions with lines and 2 black & white compositions with typefaces. Showing texture on one and pattern on the other, based on the 2 photographs selected. The compositions need to follow same structure, flow, rhythm, repetition, light and contrast than the photographs chosen.

Materials: Sketchbook, pencils, inking pens (different thicknesses), 2 Bristol Boards smooth surface 9x12in at least 90-100lb., 1 Bristol Board smooth or ultra smooth surface 14x17in (for final presentation) ruler/t-square, tracing paper, exacto knife, tape.

Concepts: Line, rhythm, movement, repetition, structure, variety, pattern, texture, unity, synthesis, simplicity.

Technical Skills: Thumbnail sketching, digital imaging, drafting with ruler/t-square, working neatly with inking pens.

Design Process:

1. Observe & Describe
2. Define with Line
3. Define with Type
4. Develop in ink
5. Deliver & Critique

1. Observe & Describe

Choose

- 2 Photographs from the selection that Paula offered:

1 Texture

1 Pattern

Write

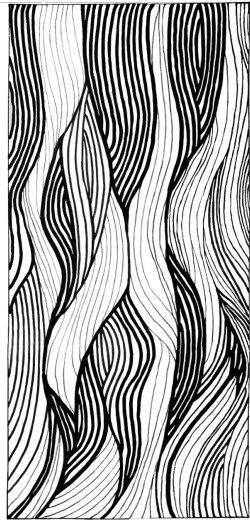
- Compose a minimum of 2 paragraph description of the images you selected.

- Describe the photographs in terms of texture, pattern, line, surface, shape, rhythm, flow, movement, contrast, light and balance. Keep them handy you will need them to achieve your goals.



Sample of "Texture" selected image

2. Define with Line



- With a pencil on tracing paper over the “Pattern” photograph sketch filling up spaces **USING LINES ONLY.**

- Pay attention to the contrast (darkness and lightness) to define what kind of line character and style you would use.

- Take a look at the line thickness and how you will distribute them on the surface to achieve the same contrast shown in the picture.

- Make different variables and decide which sketch represents better the qualities of the original photograph.

- Repeat same procedures with the “Texture” photograph.

Sample of “Texture” selected image, defined with lines.

3. Define with Type



- With a pencil on tracing paper over the “Pattern” photograph, sketch typefaces filling up spaces. **USING TYPE ONLY.**

- Pay attention to the contrast (darkness and lightness) to define what kind of type character and style you would use (Serif, Sans Serif, Script character, etc in Regular, Light and/or Bold style).

- Take a look at the typeface size and how you will distribute/space the type on the surface to achieve the same contrast shown in the picture.

- Make different variables and decide which sketch represents better the qualities of the original photograph.

- Repeat same procedures with the “Texture” photograph.

Sample of “Texture” selected image , defined with type.

4. Develop in ink

- With inking pens of different thicknesses (if needed) on tracing paper over your pencil sketches of “Line”, “Texture” and ”Pattern“ develop and refine ink compositions.
- They all need to achieve the same characteristics of the photographic images you’ve selected.
- Pay attention to the contrast (darkness and lightness) to define the lines character and style, the typeface character and style you would use to obtain the same feeling as the photographs.
- Make different variables and decide which one represents better the qualities of the original photograph.
- Make a final selection.

- **As a final result, you should have:**

- 1 Ink composition using line, showing texture.
- 1 Ink composition using line showing pattern.
- 1 Ink composition using type showing texture.
- 1 Ink composition using type showing pattern.

Document

- Create a new blog post called TxTure & Pattern-4. Develop in ink.
- Upload final pencil sketches followed by the final ink compositions to clearly show your creative process.

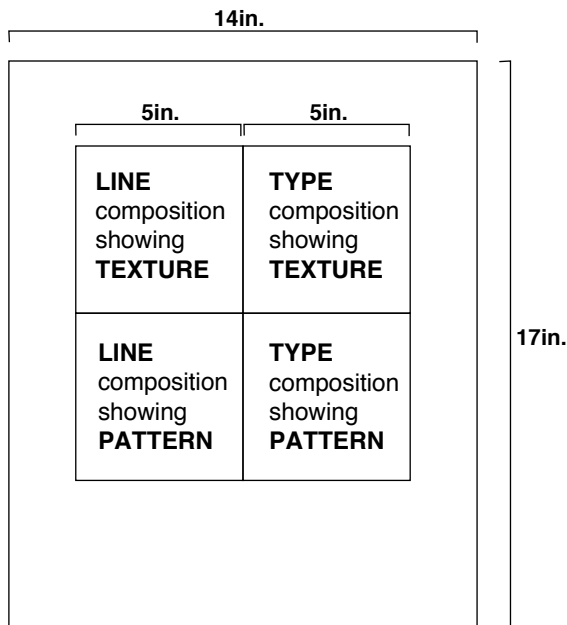
Write

- Compose and refine the paragraphs describing the photographs and the compositions you've created.
- Make sure that both descriptions (on photograph chosen and your design, achieve your intended goals)
- Post your selected images
- Add composition to the images
- Comment on at least 1 other student's post.

5. Deliver and Critique

Deliver

- On a white 14x17in board trace your Ink designs following the sketch/placement below.
- If instead of tracing on the board you choose to glue the compositions with twin tack (less neat than first option but less messy than the last option) or Elmer's paper cement (Ask for instructions, could be very involved).



Board 14x17in. Smooth or ultra smooth surface.

Not less than 100lb. (270gr).

Use it horizontal or vertical depending your needs.

Center compositions depending on your images

Leave a bit larger margin on the bottom of the page for balance.

Critique

- **Be prepared to present, discuss and analyze your finished work in terms of design process, concept, craft and what you've learned.**
- **State your name, what you are presenting, which parts are successful and why, which parts are unsuccessful and why.**
- **Your peers and the professor will provide feedback. You will have an opportunity to revise your work based on the feedback and improve your grade.**

Documentation and Feedback

- Create a new blog post called TxTure & Pattern-5. Delivery.
- Include Images of your Final Designs.
- In the post, document your thoughts about this project. Think about what you learned, what you could have done better (Planning, material use, craft) and how you will apply what you learned to your next project.
- Consider and respond to the comments made in class during the critique.
- Comment on at least 1 other student's post.