

# Project 5

## imagiNATION

# Graphic Design Principles 1

Fall 2018 | 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, 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**

<http://vhils.com>

• **Kyle Meyer - Interwoven.**

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

• **Designobserver.com**

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

• **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 20 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

- **Create a new blog called imagiNATION-Deliver.**
- Post all your research, the whole design process and the 3 best final compositions.
- Write about your experience as you do the project.