

DESN 110 Graphic Design I

Gestalt Design Project – Animal Alphabet

OBJECTIVE

Create interesting and appealing designs in the style of David McLimans that demonstrate gestalt design principles, while visually communicating a specific animal (mammal, reptile, fish, insect) in a recognizable form of a letter, number or punctuation mark. These designs could be used for a variety of things, such as signage in a zoo.

METHOD

1. Research letter forms and print out some characters in black and white that you think may be useful during the thumbnail process. Research some animal subjects that you think you want to work with on this project. Find good reference images and print them out in black and white.
2. Create at least 15 thumbnail sketches to get concepts on paper and work out some of the visual details of the designs.
3. Once thumbnails have been approved by the instructor, create the designs in Illustrator. Place the letter form on a template layer and draw over the top of the letter. Use simple geometric shapes or custom paths.

REQUIREMENTS

- Four unique designs using four different characters/letters and four different animals
- Black and white shapes and lines only – no grays or colors
- The character/letter and animal must be easily recognizable and apparent
- Each design must demonstrate at least three gestalt principles – all five must be demonstrated at least twice
- Each design must be visually interesting and appealing

SIZE

Each individual design space will be 4.75" x 4.75" and will be spaced .5" apart and centered within an 11" x 11" document and printed on 11" x 17" paper. The paper will be trimmed to document size and mounted to index stock and a cover sheet attached according to previous instructions.

THINK ABOUT

- Use the entire space
- Stack up shapes and reverse black and white
- Repeat shapes in each design
- Do not try to make the animal realistic in style – instead use stylized, simplified shapes – make it a symbol
- Leave out some of the contours and do not use outlines
- Leave some separation between different shapes and lines, but make them close enough to work as a group
- The animal may be comprised totally of letter forms

GRADING

You will be graded according to how well the designs demonstrate the principles of gestalt, how obvious the animal and character are, the appeal of the designs, the craftsmanship of the work, and participation in the critique. Working through design process thoroughly and correctly will be emphasized and will be part of the grade.\