

DESN 110 Graphic Design I

Gestalt Type/Shape Design Project

OBJECTIVE

It is common practice to use letterforms combined with graphics in the design of logos and symbols. The use of gestalt principles is also commonly used in these types of projects. Using the object provided, combine all or part of the object with a single letterform. The objective is to fuse the letterform and the object so that they are completely integrated into one new visual unit.

METHOD

1. Read Chapter 5 in the textbook. Using the graphic and letterforms provided, explore as many concepts and compositions as possible (thumbnails). Directions for this step will be covered in class.
3. The four most successful designs will be selected by the student and instructor to be produced digitally (comps).
4. These four designs will be critiqued in class.

SIZE

Four 4" x 4" designs will be spaced .5" apart and centered on 11" x 17" printer paper in black and white. The paper will be trimmed to 9.5" x 9.5" mounted with a cover sheet attached.

COLORS

Black and white only. No other values are allowed!

REQUIREMENTS

At least three of the five gestalt principles must be demonstrated in each design. At least one letterform and at least one object must appear in each design.

THINK ABOUT

- You may use the object more than once in the design. You may also use the letterform more than once.
- Letterforms include numbers, questions marks, exclamation points, and ampersands.
- Use only part of the object or part of the letterform (cropping and overlapping).
- Try working with the object and the letterform to make a complete unit, then use the cropping tools to crop the design for good figure/ground.
- Do not use outlines, use only shapes. Let closure take place.
- What will make an interesting composition? Break up the space in an interesting way.
- Try to balance the amount of white and black in the design space.
- The white and the black may be flipped to have a white object on a black background.
- Try different angles – rotate the object and letterforms.
- Try different sized objects and letterforms in the design

GRADING

You will be graded according to how well the designs resolves the design problem, 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.