

DESN 110 Graphic Design I

Grid/Emphasis Project – Part I

OBJECTIVE

Gain experience using a grid layout to divide the design space in an interesting and appealing manner. The elements of shape value and space will be used to contribute to principles of proportion/scale, emphasis, variety/contrast, unity and balance. Motion and rhythm may also be explored.

METHOD

1. Place tracing paper over the printed grid paper provided and trace different shapes that you see in the grid with the marker provided. The shapes will be either square or rectangles. Be sure that all of the shapes are filled in solid, not just outlines. Follow the lines on the grid, but you may cross over the gaps to make larger shapes (see the examples).
2. Create as many different layouts possibilities as you can during the two hour period allotted. Try to imagine that the boxes represent photographs, blocks of copy and other graphics, such as logo, while working on the layouts.
3. Write your name on each page of tracing paper and turn in to instructor at the end of the allotted time.

THINK ABOUT

- Proportions of shapes – are they pleasing and interesting?
- Size relationships between the shapes – are they pleasing and interesting?
- Size relationships between the positive and negative space – are they pleasing and interesting?
- Be sure variety and contrast is used effectively.
- Pay attention to the alignments of different shapes to contribute to unity.
- Shapes may extend past the grid to the edges of the design space, otherwise they must remain within the grid area.
- Figure/ground relationships – white boxes may be placed on top of black ones.
- Try using imaginary or "ghost" shapes in the layouts (closure and continuation).
- Consider balance – try some layouts that are symmetrical and some that are asymmetrical.
- See if motion and rhythm can be created using the grid.

GRADING – 30 points

The quantity of layout concepts

The variety of layout concepts

The quality of layout concepts