

DESN 110 Graphic Design I

Grid/Emphasis Project – Part II

OBJECTIVE

Produce page layout options that communicates the mood of Film Noir. Practice creating digital layouts utilizing a grid, import photographic images into Illustrator and cropping them. Study value contrasts as they relate to communication and emphasis

METHOD

1. Download the resources file for the project from the class website. The file contains a numerous photographs and an Illustrator file that contains the grid template. Move the downloaded folder into your class folder.
2. Using the layouts created in Part 1 of this project, transfer three of the compositions to digital form in Illustrator using the provided grid template. Be careful to make the black boxes align precisely to the underlying grid on the template layer.
3. Once the layouts are completed, save the files. Then place photos into the document and scale them to fit into the black boxes. Move the images behind the black boxes and make clipping masks to crop the images. Use the group isolation mode to adjust scale and cropping of the images.
4. Print each final design on 17" x 11" paper, mount and trim back to 11" x 11". Place a cover sheet on each design using the typical method. Turn in finals designs along with original layouts from Part 1.

REQUIREMENTS

- All designs must be black and white and grayscale only. No colors allowed
- Each design must include the "Film Noir" title file and at least three other images.
- All elements in the designs must conform to the grid.

THINK ABOUT

- Film Noir is a style based on shadows and dark values.
- Which images will fit best into the shapes in the design?
- What will be the moot emphasized element?
- Linear direction of the photo subjects – which direction do they lead the eye?
- Be sure variety and contrast is used effectively – especially value contrast.
- Pay attention to the alignments of shapes and linear direction to contribute to unity and balance.
- Consider the value of the background – should it be white, black, gray or a gradient.

GRADING – 100 points

Along with the normal areas of evaluation, particular attention will be paid to the use of value, photo choices, cropping, linear direction from the photos and overall emphasis and hierarchy. Also, the communication of the style and mood of Film Noir.