

DESN 110 Graphic Design I

Grid/Color Harmony Design Project

OBJECTIVE

The use of grids to layout the design space is imperative as the number the of elements in the design grows from just a few objects to many. Grids are also required to maintain consistent and unity among multiple page and multiple piece design projects. Grids also provide the designer easy to use guidelines to speed up the design process. A layout grid is basically a set of margins and columns indicated by a set of guidelines in the design space. A layout grid is the invisible force that gives the visible its structure and holds everything in its proper place.

Design three comp layouts for a flyer design promoting yoga classes using the elements provided. **Each unique final composition will be produced using the layout grid provided. Each design will emphasize a different element and communicate a different emotion through the use of color properties and harmonies - serenity, excitement, elegance.**

METHOD

1. Using the provided scaled down grid, create a series of thumbnail layouts using the objects provided. Explore as many compositions as possible to have several choices for each final composition.
3. The three most successful designs will be selected by the student and instructor to be produced digitally (comps) in InDesign. Create the designs in black and white and then explore color compositions.
4. The three final designs will be printed and mounted individually for critique.

SIZE

Three 7.5" x 10" designs with a .5" margin around all sides will be printed in color on individual letter size printer paper. The designs will be mounted onto individual boards provided and trimmed to the size of the paper. A cover sheet will be attached to each design using the same method used in previous projects.

COLORS

Full color – a different color harmony will be used on each design. A variety of tints, shades and tones should be utilized.

REQUIREMENTS

- At least three silhouettes of the yoga people used in the design
- At least one aum symbol and at least one lotus symbol used in the design
- At least five rectangles or squares with provided placed photos used in the design
- All of the provided type used in the design

THINK ABOUT

- Consider stacking and overlapping the objects – unity and motion
- Do not make all of the elements the same size – emphasis and proportion/scale
- Let at least one object bleed off the edge of the design space – consider the figure/ground relationship
- Use a background color/value in the composition – let it bleed off the edges
- What will make an interesting composition? Break up the space in an interesting way.
- Keep the compositions balanced side to side and top to bottom. Color will also be a factor in this
- Make all of the elements relate to each other – unity
- Try to make the eye flow through the design space across the elements – motion

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.