

DESN 110 Visual Design

Repetition Design Project (Figure/Ground Part II)

OBJECTIVE

Using repetition in the design space, study how the elements of shape and space contribute to the principles of balance, unity, variety and motion. Find a balance between too much unity and too much variety. Practice the design process.

METHOD

1. Using the graphic provided, explore as many compositions using that repeated object 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 11" x 11" mounted with a cover sheet attached.

COLORS

Black and white only. No other values are allowed!

THINK ABOUT

- 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.
- Try different sized objects in the design
- Try overlapping the objects to make new interesting shapes.
- You may flip the black and white where the objects intersect.
- The object must be used at least twice in each design.
- Experiment with designs that only have a couple of objects and ones that have as many as seven or eight.

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.