

DESN 110 Graphic Design I

Value/Emphasis Design Project

OBJECTIVE

In order to learn to make more interesting and dynamic layouts, an area of emphasis should be integrated into the design space. This should be accomplished through contrast. Contrast must come from value and scale. Emphasis will also be enhanced with the use of motion. This project will encourage the exploration of shape, type, space and value contributing to the principles of emphasis, contrast, balance, motion and proportion/scale. As always, unity must also be considered. Rhythm may also be achieved, but not required. **Three final designs will be produced. Each design will emphasize a different element.**

METHOD

1. Using the shapes and word provided, explore as many compositions as possible (thumbnails). Thumbnails must be shaded with values to see the emphasis value creates. Directions for this step in the process will be covered in class.
3. The three most successful designs will be selected by the student and instructor to be produced digitally (comps) in Illustrator.
4. The three final designs will be critiqued in class.

SIZE

Three 5" x 7" designs will be spaced .5" apart and centered on 11" x 17" printer paper in black and white and grayscale. The paper will be mounted and trimmed to 17" x 8" with a cover sheet attached using the 2" glue flap on back method.

COLORS

Black and white and grays. No color allowed.

THINK ABOUT

- You must use each of the three objects at least once in each design, but you may use the objects and type more than once in the design. You may not change the relationship of the letters in the word. The word must remain as it is provided.
- Use only part of the objects or part of the word (cropping and overlapping). Consider the figure/ground relationship.
- Do not use outlines – use only values to separate the shapes and word.
- 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. Value 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).
- Try different angles – rotate the objects and words.
- Add interest and emphasis to the design by using scale/proportion. Do not make all of the elements the same size.
- Try to show depth in the design space by using value.

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.