

DESN 110 Graphic Design I

Figure/Ground Design Project

OBJECTIVE

Explore the nature of figure/ground relationships. Study how the elements of shape and space contribute to the principles of balance, unity, variety and motion. Practice the design process.

METHOD

1. Read Chapter 3 in the textbook for a better understanding of figure/ground relationships.
2. Using the graphic provided, explore as many compositions using that object as possible (thumbnails).
Directions for this step will be covered in class.
3. The three most successful designs will be selected by the student and the instructor to be produced digitally (comps).
4. These three designs will be critiqued in class.

SIZE

Three 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 mounted and a cover sheet attached to specifications provided in class.

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.
- You may use the object only once in each design.

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.