

DESN 110 Graphic Design I

Figure/Ground Design Project

OBJECTIVE

Explore the nature of figure/ground relationships and attempt to achieve a reversible figure/ground relationship. Study how the elements of type, shape and space contribute to the principles of balance, unity, variety/contrast and proportion/scale. Practice the design process.

METHOD

1. Read Chapter 3 in the textbook for a better understanding of figure/ground relationships.
2. Using the first letter of your first and last name, explore as many compositions using those letters as possible (thumbnails) to create the reversible figure ground relationship. Directions for this step will be covered in class.
3. The most successful design will be selected by the student and instructor to be produced digitally (comp). The design will be copied and the values reversed as a visual demonstration of its reversible nature. Directions for this step will be covered in class.
4. The designs will be printed and mounted according the directions provided in class.
5. The two variations of the design will be critiqued in class.

SIZE

The design space will be 4.75 " x 4.75". The two designs will be .5" apart and centered on a 11 x 5.75 document. The two designs will be printed on letter size 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 to 50/50 in the design space.
- Make the letters large and let them run off the edges of the design space.
- Try different angles – rotate the letters.
- Overlap the letters –we do not need to see the entire letter.
- Do not outline the letters – use shapes only.
- Use thicker letters, not thin, skinny letter.
- You may use each letter 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.