

DESN 125 - GRAPHIC DESIGN II

Golden Mean Exercise

OBJECTIVE:

Explore how to utilize the golden mean to help make design and composition choices by designing a five variations for a small poster promoting an event.

METHOD:

1. Download the resource folder from the class website. Look at the images and copy provided. Create a five-page InDesign document. Place the images and copy and paste the text onto the first page and begin arranging and sizing the elements. Set the type in an appropriate sans serif typeface, such as Helvetica or Univers.
2. Place the golden rectangle AI file on a separate layer and use it as a guideline to determine proportions, placement and focal point. You may use this rectangle more than once in each design.
3. Copy all of the elements to the second page and create a totally different composition with different proportions and focal point.
4. Repeat Step 2 on the last three pages and create unique designs on each page.
5. Save the document as a PDF file using the high-quality print preset. A second PDF file must be saved with the golden mean diagrams set to print as an overlay.

SIZE/COLOR: Five 8" x 12.9" vertical designs, black, white and grayscale, along with one other accent color of your choice.

REQUIREMENTS AND LIMITATIONS:

- Each design must include all of the provided copy and the indicated graphic element
- Each design must include at least one of the photos provided, but at least one design must include all three images.
- You may bleed images off the page, but you must also include margin guides to keep the copy an appropriate distance from the edges of the design.

THINK ABOUT:

- Remember the principles of unity, variety/contrast, proportion/scale and balance. Use type, color, value, space and shape to contribute to those principles.
- Make each design interesting and have visual impact. Do not be timid – be bold!

GRADING: 100 points for each project Each design is worth 20 points. Each design will be evaluated as to the effective use of the golden mean to direct the focal point and proportions and spatial relationships of the design elements.