GRAPHIC DESIGN SOFTWARE

ART 3395

Instructor Class Time Location

Kathy Kelley MW 2:00 — 5:00 р.м. 304A Fine Arts Building

Office 326 Fine Arts Building E-mail kathykelley@houston.rr.com Office Hours By appointment

Project 1 Description Shape and Color

Technology Objectives

- 1. Learn to create basic shapes/line
- 2. Learn to create grids
- 3. Learn to apply color to objects
- 4. Learn to organize color

Case Studies & Exercises

Go to <u>www.friendsofed.com</u> and download images for Ch 1–4. Read the chapters and complete the Case Study exercises and save the files to a CD.

Black Box Problem

By using four flat black squares of the same dimension, create a graphic image to express the meaning of each of the following six words:

order, increase, bold congestions, tension, playful

Make eight preliminary sketches for each word in the areas indicated. Then select the most effective solution for each and recreate it in Illustrator. Using only four squares may seem to be a rather limited palette for expressing such diverse words, but consider how these squares can be expanded into more comprehensive language by utilizing various design principles.

Analysis

The intention of this problem is to develop a through discovery design principles used to communicate ideas. The necessary principles include: touching; overlapping and cropping of forms; illusory space; contrast of elements in terms of size, direction, space, and position; they dynamics of negativepositive relationships.

Notes

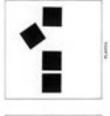
Because design skills become more comprehensive by creating several solutions for a single problem, selecting the most effective solution is an important condition explored through this assignment.

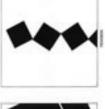
Wilde, Judith and Wilde, Richard. Visual Literacy: A Conceptual Approach to Graphic Problem Solving. NY, Watson-Guptill Publications, 1991. Technology Reference

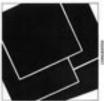
Foundation Illustrator 10 Chapter 3: Basic Shapes 76–81 Chapter 3: Grids 94–99 Chapter 4: Color Application 110–122 Chapter 4: Color Organization 125–131

Schedule

- [Wednesday, January 21] Intro to software Demo I Vector vs Raster (bitmap) Assign I Black Box Problem Order books
- [Monday, January 26] Black Box sketches due Bring Illustrator book to class Demo I Shapes
- [Wednesday, January 28] Work in Class
- [Monday, February 2] Due | Project 1 (at beginning of class) Demo | Line, Anchors, Bezier. Paths Assign | Project 2













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BLACK SQUARE PROBLEM Using four black squares of the same dimension; create a graphic image that best expresses the meaning of each of the following six words (see below). Make eight preliminary sketches for each word in the area indicated. Then select the most effective solution and execute it in the file, blackbox.ai. Using only four squares is a seemingly limited palette to express such diverse words, yet these squares can be expanded into a more comprehensive language by utilizing various design principles.

