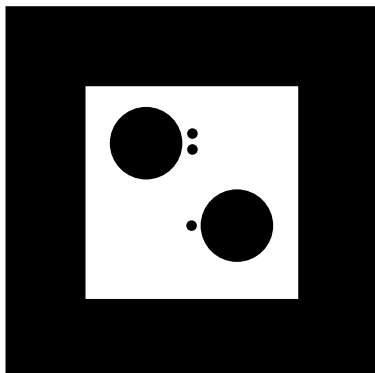
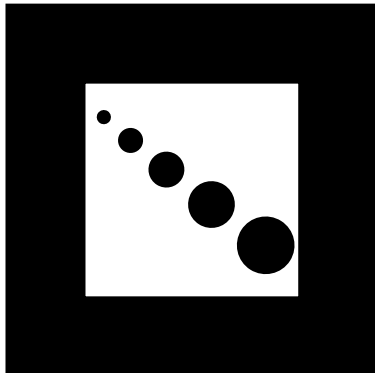
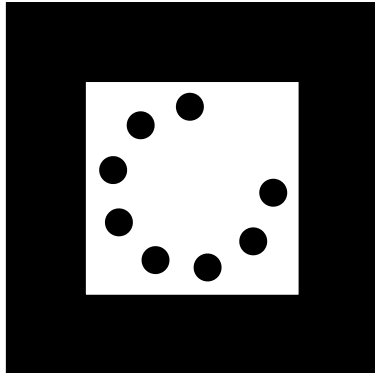


FUNDAMENTALS OF GRAPHIC COMMUNICATION

ART 1330 SECTION 04059

Instructor: Kathy Kelley **Time:** MW 11:00–2:00 **Location:** 304 Fine Arts Building
Office: 326 Fine Arts Building **Web:** www.kkelley.net/fund **Hours:** By appointment **T:** 713 552 1334 **E:** kkelley@houston.rr.com

Project 1: Perception and Gestalt



Objectives

- To learn the principles of gestalt through composition.
- To practice the use of design tools and learn the importance of craft.
- To begin to build a vocabulary for the discussion of design.
- To practice the art of critique.

Composition is a fundamental aspect of art and design. Determining “good” placement of shapes on a page and the relationships between them comes from practice and the understanding of specific design principles. In Project 1 we will begin to learn these principles through practical application and assigned reading.

Method

How to Sketch

Use a fine black marker and a ruler to draw a 6 x 6" frame on tracing paper. Within this frame you may use either pencil or marker to draw 3–6 precise circles with a circle template. Fill in finished circles with black marker. Compose circles according to the following gestalt principles:

- Closure
- Continuance
- Proximity
- Similarity

First Set of Sketches

Complete a minimum of 10 sketches for each principle in class or, if you do not finish, continue on your own. Label each sketch according to the principle illustrated. After you have completed these 40 sketches, carefully evaluate each and determine which ones are the most successful.

Second Set of Sketches

From the first set of 40 sketches, choose the 4 best sketches for each principle. Use these as a starting point to make a second set of 16 (four sketches per principle). Use marker and tracing paper for these sketches which you will present for the first critique. Craft is important!

Final Composition

Finally, from the most successful sketches that you will have presented in class critiques, choose the best solution for each principle and render according to the directions listed under **Final Format**. Turn in these final four compositions.

Reading

John Bowers, *Intro to Two Dimensional Design: Understanding Form and Function*. pp. 20–21 and pp. 42–49.

Vocabulary

Gestalt Frame	Position	Tension
Cropping	Direction	Figure
Ground	Negative Space	
Abstraction	Illusion of depth	
Composition	Discipline	Technique
Craft	Organization	Structure
Concept	Aesthetic	

Note: Do not use spray fixative or spray adhesive inside the building. Always put scrap paper under your project (to catch the sticky overspray) and place on the ground outside. Then Spray! Do not cut with an X-acto knife or utility knife directly on a table top. Always place a cutting matt between the knife blade and the table surface. Craft is important!

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Project 1: Perception and Gestalt

Supplies for Project 1

19 x 24" Tracing paper pad (for sketching)
18–24" Metal ruler with non-slip back
T-Square
90 degree triangle (metal or plastic)
X-acto knife/no. 11 blades
Utility knife (with a retractable blade)
Staedtler white Mars eraser for paper
Pencils + portable sharpener
Black markers: fine, med, and large
Technical Pens: 0, & 1 nibs
 or Very fine black markers
Black Gouache
Paint Brushes fine and medium
Plastic inking template with
 a variety of circles
Spray mount or rubber cement
Rubber cement pick-up
White artist tape
White Bristol board, smooth finish
 (for drawing)
Black LetraMax 2000 board
 (for mounting)
8.5 x 11 or 9 x 12 envelope
Large portfolio case (paper is OK)
Tool box for supplies

Schedule

Wednesday JAN 18

First day of class
–Acquire supplies
–Vocabulary

Monday JAN 23

Demonstration + work in class
–Begin work on first 40 sketches
 w/pencil and marker.

Wednesday JAN 25

Crit 16 refined sketches
–Crit four 6 x 6" marker sketches
 for each principle

Monday JAN 30

Crit 8 sketches
–Crit two 6 x 6" marker sketches
 for each principle

Wednesday FEB 1

Due Project 1 + Begin Project 2 in class
–Due four 10 x 10" compositions
–Due: minimum of 56 sketches for Project 1
 in a 8.5 x 11" envelope.

Final Format

Render the final four 6 x 6" compositions on white, smooth bristol board using black pen and ink and/or black gouache. Center and mount the completed compositions on 10 x 10", black LetraMax 2000 board as shown in the illustration below.

Final Sketch Presentation

Organize and place all sketches for this project in a large envelope (no smaller than 8.5 x 11"). Turn in a minimum of 56 sketches. Be sure to label all sketches with your name and the principle illustrated. Label the outside of the envelope with your name