

FUNDAMENTALS OF GRAPHIC COMMUNICATION

ART 1330 SECTION 04059

Instructor: Kathy Kelley **Time:** MW 11:00–2:00 **Location:** 304 Fine Arts Building

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Project 4: Form and Structure

Objectives

- To see the underlying structure within a composition
- To learn how to create flexible systems using grids
- To continue to explore the potential of letterforms to communicate

Assignment

Using the basic grid as a template, explore the variety of ways your letterform(s) can be used within the structural grid. Design two 10 x 10" compositions through experimentation with the following different grid systems. Both final compositions should demonstrate experiments with one of the grid systems.

Using one or more than one letterform (of either the uppercase or lowercase) in each of the squares, study how the position, rotation, shape, rhythm, repetition and size of the letterform can effect the visual flow and composition from one grid to another. Consider qualities of line, contrast, pattern, repetition, and the positive and negative relationships. It is important to note that while the grid provides you with an underlying organizational tool, the structure can be manipulated to create a variety of solutions.

Read

Wucius Wong, *Principles of Form and Design*, pages 58–63.

Method

Begin by sketching with a 6 x 6" square divided into 9 equal parts (2" each). Start by drawing a simple [basic] grid. As the project progresses, experiment with more complex grid structures.

Structure



Inactive Structure: The space is divided into subdivisions which do not interfere with the forms they contain.
Also an example of invisible structure.



Active Structure: In this example, the space is divided into subdivisions which interact with the forms they contain.
Another example of invisible structure.



Invisible Structure: The lines that divide the space into subdivisions are not visible, but conceptual or implied.
Also an example of active structure.



Visible Structure: The lines that divide the space into subdivisions are visible. They have thickness and can be either positive or negative. *Also an example of active structure.*



Basic grid



Change of proportion



Change of direction

Schedule

Monday FEB 27

Begin Project 4 in class

Due Project 3

Wednesday MAR 1

Crit 10 6 x 6" sketches

– use only the basic grid as a template

Monday MAR 6

Crit 8 6 x 6" sketches

– experiment with three grid structures

Wednesday MAR 8

Crit 4 10 x 10" sketches

–bookbinding demo

*** bring three objects to class on Monday**

SPRING BREAK

Monday MAR 20

Due Project 4

– Due two 10 x 10 compositions on 14 x 14" black Letra Max 2000 board

– Due a minimum of 22 sketches bound in book

Begin Project 5 in class

*** bring three objects to class/work in class**

Final Format

Render the final 10 x 10" composition on white, smooth bristol board using black pen and ink, black gouache or cut paper. Mount the completed 10 x 10" composition on 14 x 14", black Letra Max 2000 board.

Final Sketch Presentation

Organize all sketches for this project and bind them with a stab binding. You may reduce 10 x 10" sketches on a copier for presentation in the sketchbook.

Rr Nn Nn Nn

Rr Nn Nn Nn

Rr Nn Nn Nn

Rr Nn Nn Nn

Kk Kk Rr Ff

Kk Kk Rr Ff

Kk Kk Rr Ff

Kk Kk Rr Ff

Mm Kk Rr Ff

Mm Mm Rr Ff

Mm Mm Rr Ff

Mm Mm Rr Ff

aZ

jQ

sH

bY

kP

tG

cX

lQ

uF

dW

mN

vU

eV

nO

wD

fE

oL

xC

gT

pK

yB

hS

qJ

zA

iR

rM