

GRAPHIC DESIGN one

project three: visual identity

GD 200.02
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W 8:30am - 2pm
Brown 304

objectives

Consider visual forms as systems, and systemic parts.
Encourage formal experimentation.
Develop skills in making meaning from visual form.
Build strong skills in digital drawing.

Choose three objects that relate to each other. Example: *pecan, pistachio, peanut* or *downward dog, child's pose, warrior pose* or *cellphone, keys, wallet*. The objects should be tangible, exist in reality and present not-too-simple but not overwhelming forms. Out of bounds: greek goddesses, mount royal avenue, microsoft word. We'll draw from these objects, so choose wisely. It will be easiest if you have the objects in your possession but is not impossible to do through research.

October 10

- 1.1 Collect at least nine photographic source images of each object. Look much farther than google! Take photographs, find photographs, scan photographs. Seek books, magazines, calendars, cards, posters, brochures. You should have both paper copies and digital copies of each image (27 total) in which your object is represented at least six inches big. Ideally, the images might present different views or contexts of the objects.
- 1.2 Create a pencil or gel pen drawing from each of the sources. (27 total) Present your drawings on a sheet of 8.5 x 11 paper in a grid of 3 x 3, 2.5 inch boxes.
- 1.3 Create a shape study from each of the sources, using cut paper. Use only one color paper, and aspire to capture the silhouette of the object as well as any detail you feel worth capturing with cut paper. (27 total) Present your studies on a sheet of 8.5 x 11 paper in a grid of 3 x 3, 2.5 inch boxes.

October 17

- 1.4 Identify from your library of 81 images the formal aspects that unify your objects.

Create an adobe illustrator file with four layers: 1. pencil sketch, 2. cut paper study, 3. photograph, and 4. for creating your own vector art. Create digital vector drawings for each of your objects, aspiring to create formal unity among them. (3 total) Your vector images should be generally about four inches large. Print them out and bring to class.

Revise forms to perfection, resolution.