

## PROJECT 3

# Typographic Configurations

**“All journeys have secret destinations of which the traveler is unaware.”** —Martin Buber

The objective of this project is to undergo and understand simplification, interpretation, & transformation throughout the design process.

Take a letterform and an object and create a transformation between the two within a 5-panel sequence. This should be achieved by exploring different spatial relationships and changes between elements. You should experiment with various relationships between contrasting visual forces such as positive vs. negative, organic vs. geometric, form vs. counterform, heavy vs. light, large vs. small, vertical vs. horizontal, in-line vs. circular, straight vs. oblique.

## Process

You will choose one provided printed object and one letterform (from the typefaces that are available from the back of the book) and combine these two elements into a unique visual transformation.

Think of simplification, interpretation, & transformation, through addition/subtraction, proportion/weight change, common/contrasting forms & common/contrasting textures.

You will start with several series of sketches to narrow your efforts and finalize a design to be centered on an 8"x8" layout and pasted onto a matte board with a 1" border all around (final size 10"x10"). This project will be hand-rendered using your rulers and french curves and finalized with micropens & black gouache. Ultimately, the class will choose one of your compositions to be re-rendered in Adobe Illustrator to function as a logomark for the fictional company your object represents.

Your project will be graded on creativity and composition (relationships between the two elements), craft (cleanliness and detail), and daily critiqued (project progress).

## Materials & Final Presentation

- + Sketch & tracing paper
- + Kneaded eraser
- + Black Gouache
- + Pencils and Micropens
- + Fine brush
- + 5, 10"x10" Matte boards with each design/stage visually centered
- + Final presentation should be flapped with tracing and black paper.

100% letter	75% letter 25% object	50% letter 50% object	25% letter 75% object	100% object
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Arts, Culture & Media  
GRAPHIC DESIGN Program

## GRAPHIC DESIGN I

21 085 231  
M 1-3:50pm / W 11:30am-2:20pm  
Bradley Hall 502 & XXX

## GISELA OCHOA

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By appointment

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Course pre-requisites:

As specified by major sequence

GESTALT > LAWS OF VISUAL PERCEPTION



similarity



proximity



continuation



closure



figure/ground

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EXAMPLES

