

PROJECT 1

Type in the Environment

Description

Graphic design, both creates and reflects cultural settings. This project is an examination and a critical reflection of the vernacular.

Find and photograph various examples of 2 distinct typographic elements (2 letterforms per photo) in your environment. Like with anything in the arts, photography is a process of image making. Through this process, you will illustrate for your audience (the class), aspects that characterize the space your habitat (your area of domain).

Process

Concentrate on showing a wide variety of different typefaces, weights, sizes, contexts, postures, and compositions. This is not meant to be purely an exercise of recording – you will also be critiqued on the compositional “quality” of the photographs, both technically & formally. Be concerned with scale, form and counterform, relationships of form to format, color, figure-ground relationships, and proportion (between the typographic element and the background).

Work towards what you consider “aesthetically” pleasing and exciting imagery, and be prepared to explain why. The images are not meant to be simply pictures of letters but of letters activating a space in the environment. Be conscious of the angle you are shooting from, the time of day and the type of day (sunny versus cloudy). It goes without saying, of course, that exposures should be correct and consider making use of a tripod for more professional results.

*Additionally, bring 2-3 examples of what you consider to be bad typography and good typography. Be mindful about what you choose to bring & come to class prepared to speak about your selection.

Materials

- + Digital Camera
- + White or black Illustration Board
- + Black cover sheet
- + Xacto knife
- + Tracing paper

Final Presentation

- + 4 x 6 color, 300 DPI, prints of 2 of your most successful images mounted on 8x10 black or white illustration board.
- + Final design to be flapped with tracing paper and black cover sheet.

DUE :TBD

Arts, Culture & Media
GRAPHIC DESIGN Program

GRAPHIC DESIGN I

21 085 231
M 1-3:50pm / W 11:30am-2:20pm
Bradley Hall 427

GISELA OCHOA
ADJUNCT PROFESSOR

Office Hours:
By appointment
Bradley Hall, Room514
gisela.ochoa@rutgers.edu

Course pre-requisites:
As specified by major sequence

Composition

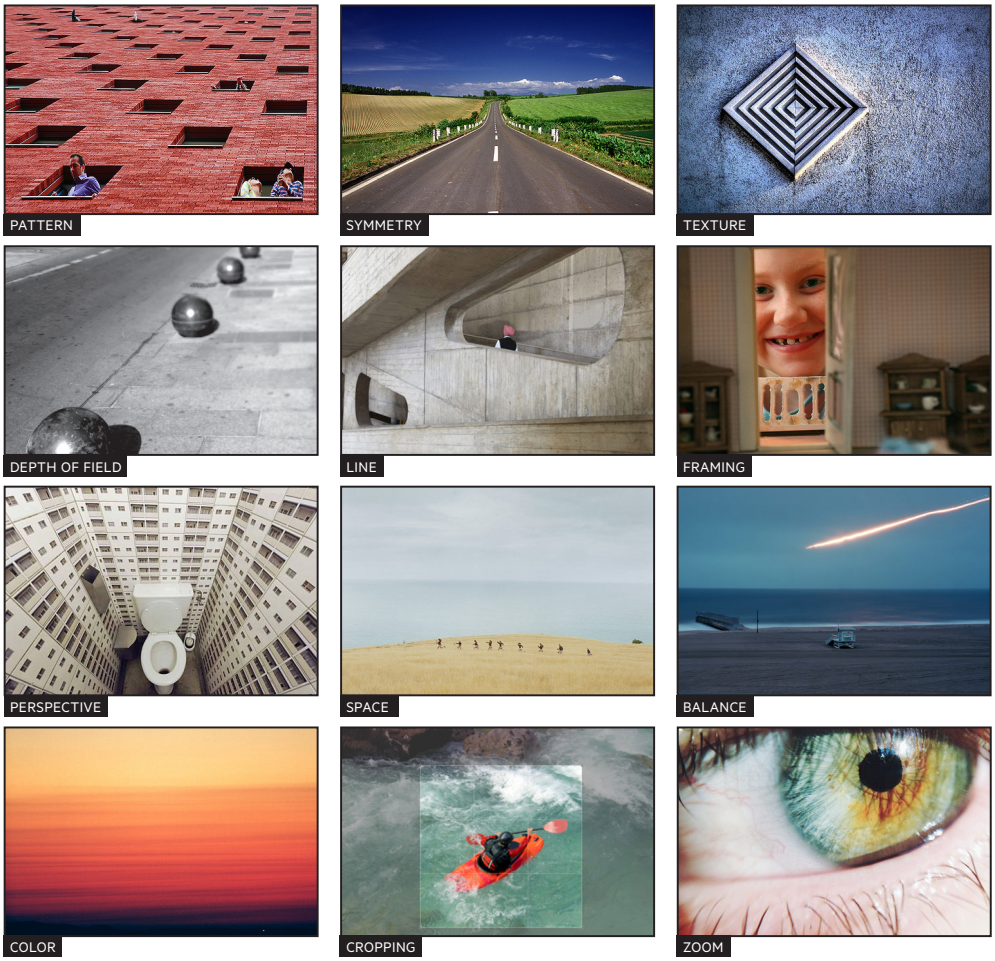
Concepts of composition allow for the designer to arrange elements within a frame in order to create an effective, well balanced design/layout.

Specifically with photography, the designer must find and organize visual elements within the camera viewfinder. When taking a photograph, we should consider the possibilities of the subject matter in relation to it's background. What we capture depends on what we are interested in and what we are looking to present to our audience. Once we see things that are of interest, we need to isolate parts of that scene, and organize the important visual elements within our viewfinder to effectively convey how we feel about them.

Concepts of Composition

Unity	Meaning	Color > Tone	> Computer/Hand
Scale	Focus	Depth	> Alters definition
Size	Form > Format	> Positive/Negative Space	
Balance	Structure > Grid	> Foreground/	
Tension/Harmony	Direction	Drama > Mystery/Surprise	
Contrast	Detail	Background Texture	
Context	Rhythm > Movement	> Smooth/Rough	

Elements of Photographic Composition



Arts, Culture & Media
GRAPHIC DESIGN Program

GRAPHIC DESIGN I

21 085 231
 M 1-3:50pm / W 11:30am-2:20pm
 Bradley Hall 427

GISELA OCHOA

ADJUNCT PROFESSOR

Office Hours:

By appointment

Bradley Hall, Room 514

gisela.choa@rutgers.edu

Course pre-requisites:

As specified by major sequence

Image Layout



When optically centering your image on your 8.5 x 11 page there should be a slightly larger white space on the bottom of the page. This is so your composition feels “optically” balanced on the page. The image on the right is mathematically centered perfectly but feels bottom heavy because gravity naturally pulls our eye down.

Arts, Culture & Media
GRAPHIC DESIGN Program

GRAPHIC DESIGN I
 21 085 231
 M 1-3:50pm / W 11:30am-2:20pm
 Bradley Hall 427

GISELA OCHOA
 ADJUNCT PROFESSOR

Office Hours:
 By appointment
 Bradley Hall, Room 514
gisela.ochoa@rutgers.edu

Course pre-requisites:
 As specified by major sequence

