

BASIC GRAPHIC DESIGN
GDD 2020 A

CLASS 9
PROJECT 2 / ETC

Peter J. Ahlberg

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SYSTEMIZED UNIVERSAL ICONOGRAPHY OF SELF

Due next week: Completed & bound catalog/book of your System.

NOTE: The button-maker has been delayed by the button-maker making company and will most likely arrive next week. For now, please just photoshop/render a button. You'll be able to use it for your final presentation in your portfolio.

Also, applied objects must be shown in context in your book. This means making a t-shirt, having someone model it, and photographing that model. Or it means having a model put on a blank t-shirt, photographing it, and then photoshopping your design onto the photograph. If you decide to do the latter, it is important that this looks 'real'.

Finally, as you refine and complete your the design of your objects and System, remember the principles of design we've discussed throughout the year: Contrast, dynamic, consistency, variety, balance, harmony, rhythm, hierarchy, style, etc.

EXQUISITE TYPOGRAPHIC CORPSE PROJECT

Parameters

Size: 10" W x 20" H

Typefaces: Helvetica Bold, Garamond Italic, and Clarendon Roman

Colors: Process Black, Process Yellow, Process Magenta, and Process Cyan

Theme: Intricate

Limitation: The phrase 'intricate' may not appear in the layout

Technical Specifications:

- 1 Create your design in Adobe Illustrator
- 2 When you are finished, convert all type to outline
- 3 Email file to GDD2020A@gmail.com

All artwork is due by Sunday, March 30.

PORTFOLIO

Based on the b&w prints you brought into class, create a storyboard for your portfolio and bring it in next week along with your prints. Also, based on group reviews of your work, start refining, photographing, tweaking, and finalizing all past projects.

For those of you who didn't attend the bookbinding workshop, it is suggested that you contact Ingrid Li (ili@sva.edu) in the Design Dept to find out if/when you can attend another workshop.

CHECKLIST (UPDATED)

- ___ Symbols
- ___ Typography
- ___ Colors Palette
- ___ Words and/or phrases
- ___ Images
- ___ Linear Element(s)
- ___ Applied Objects