GRAPHIC DESIGN | Cubist Abstract Digital

Aim: To improve your CAD, composition and typography skills.
Deadline: Due lesson THURSDAY 23/9/20
Task: Produce an imaginative two-page A4 spread creating digital versions of your collages you created in the previous homework.

RECAP: During your lessons, you have explored 'Composition, Shape and Movement' through the use of collage and typography. You should have already created a 'Drawing Techniques exploration' flap using Adobe Illustrator (please use your free periods to complete this task). Remember to refer back to the 'tools' file (downloaded as part of the 'Composition, Shape, Movement' folder via Godalming Online) as a reminder of the tools panel and shortcuts in Adobe Illustrator.

HOMEWORK TASKS A, B, C

A. A4 SIDE 1
Using Adobe Illustrator and the techniques covered during lessons, you are to create digital copies of your own collages from previous the homework. At least 6 designs for this page.

B. A4 SIDE 2
For the next page, continue to develop alternative designs exploring the digital techniques you have learnt in class:
- drawing shapes and filling with colour; varying the object outlines
- explore writing text to a path (create a path/line using pen tool (P), then select the type tool (T) and click on path to add text. Recommended font to use: Helvetica.
- layering, rotating, transparencies
- mirroring (select object, right click, transform, and then reflect)
- experimenting with pathfinder and align (top menu bar, window, select pathfinder or align) etc.

Vary the size of your images and make your designs all different.

C. ANNOTATION
Underneath your designs, explain the techniques you have used and comment on the effectiveness of your designs. Please use font size 10pt (Helvetica or Futura). Use the glossary at the bottom of this document to help develop your critical language.

See the next two pages for examples of the homework.

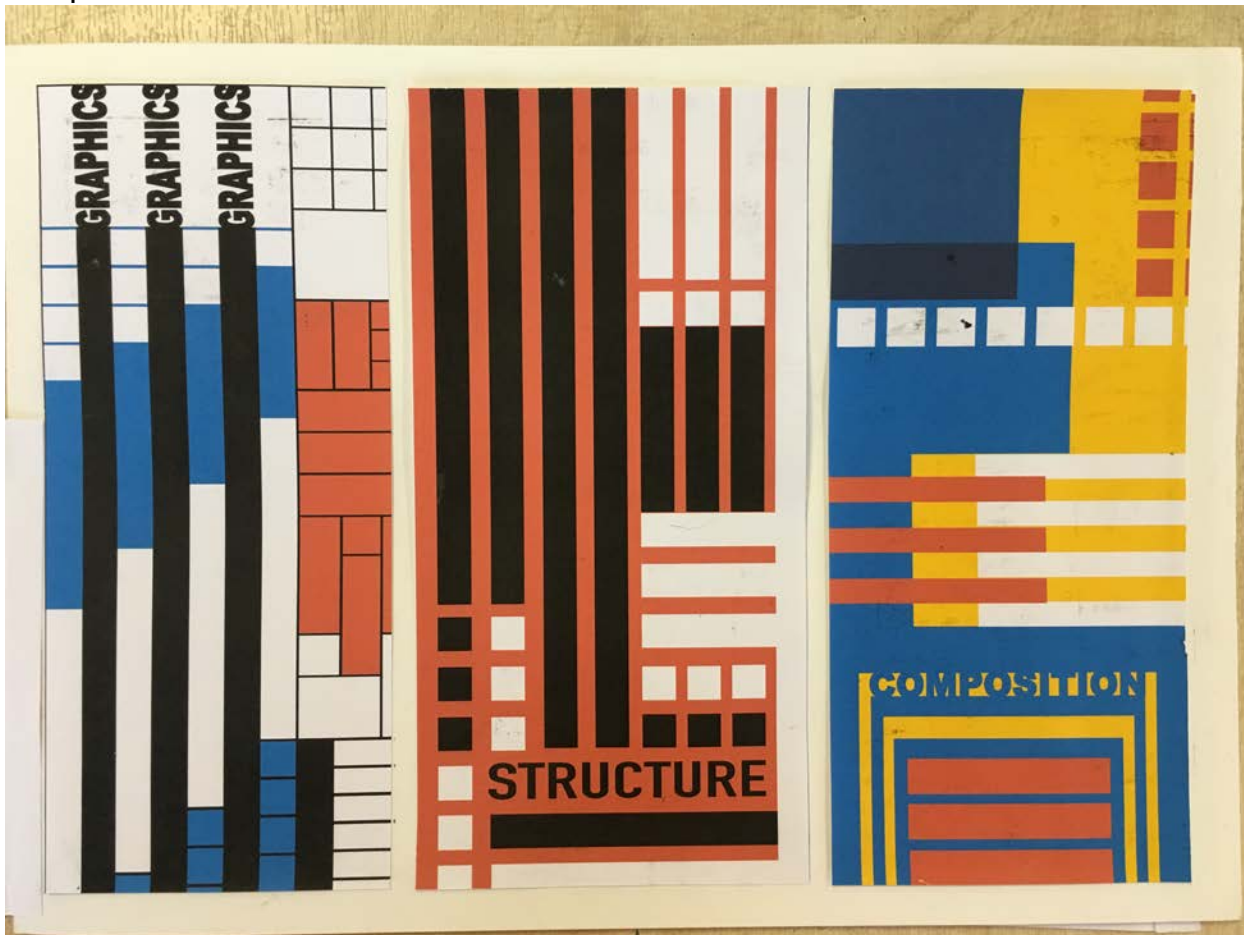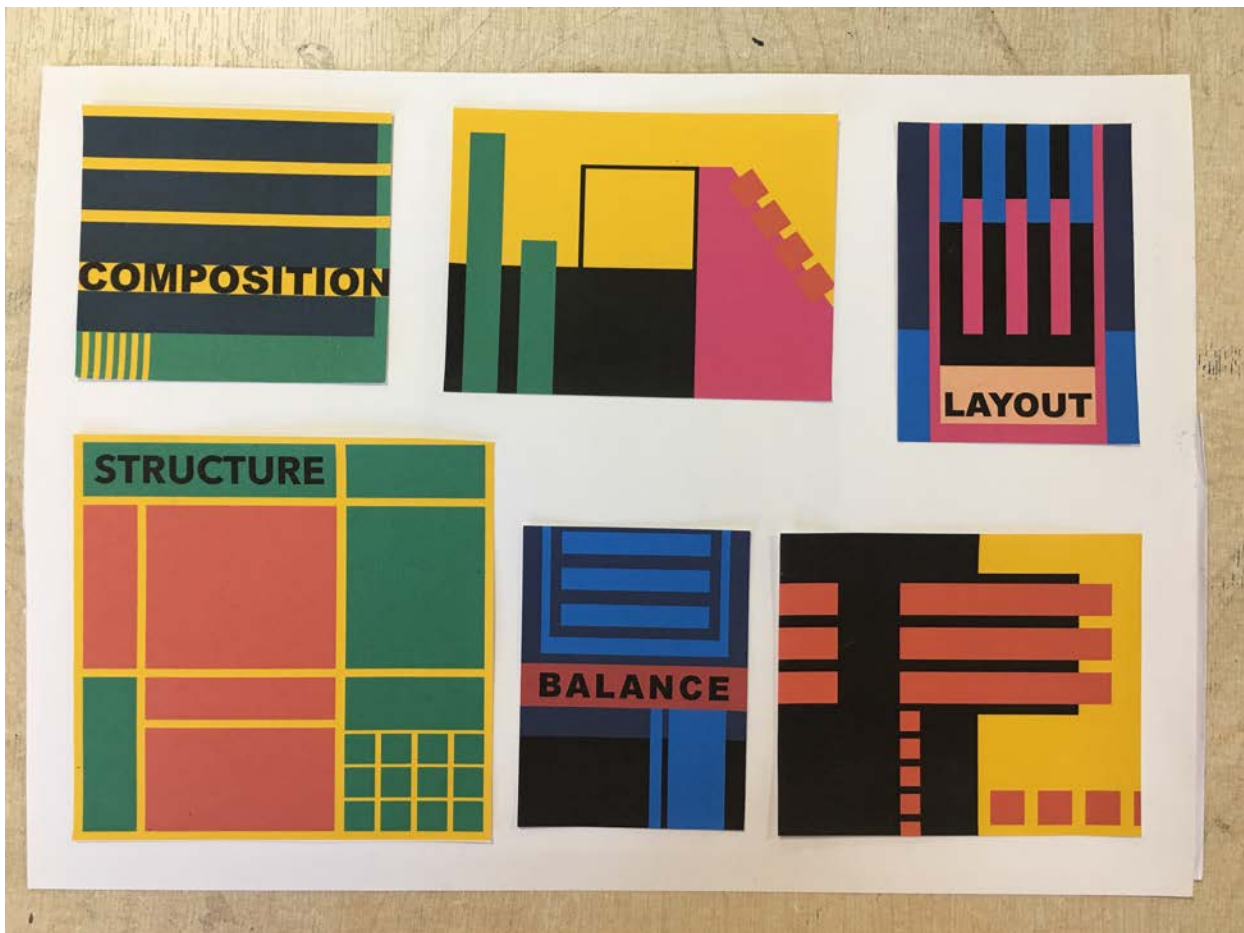The following pages are examples of this homework:

Example i
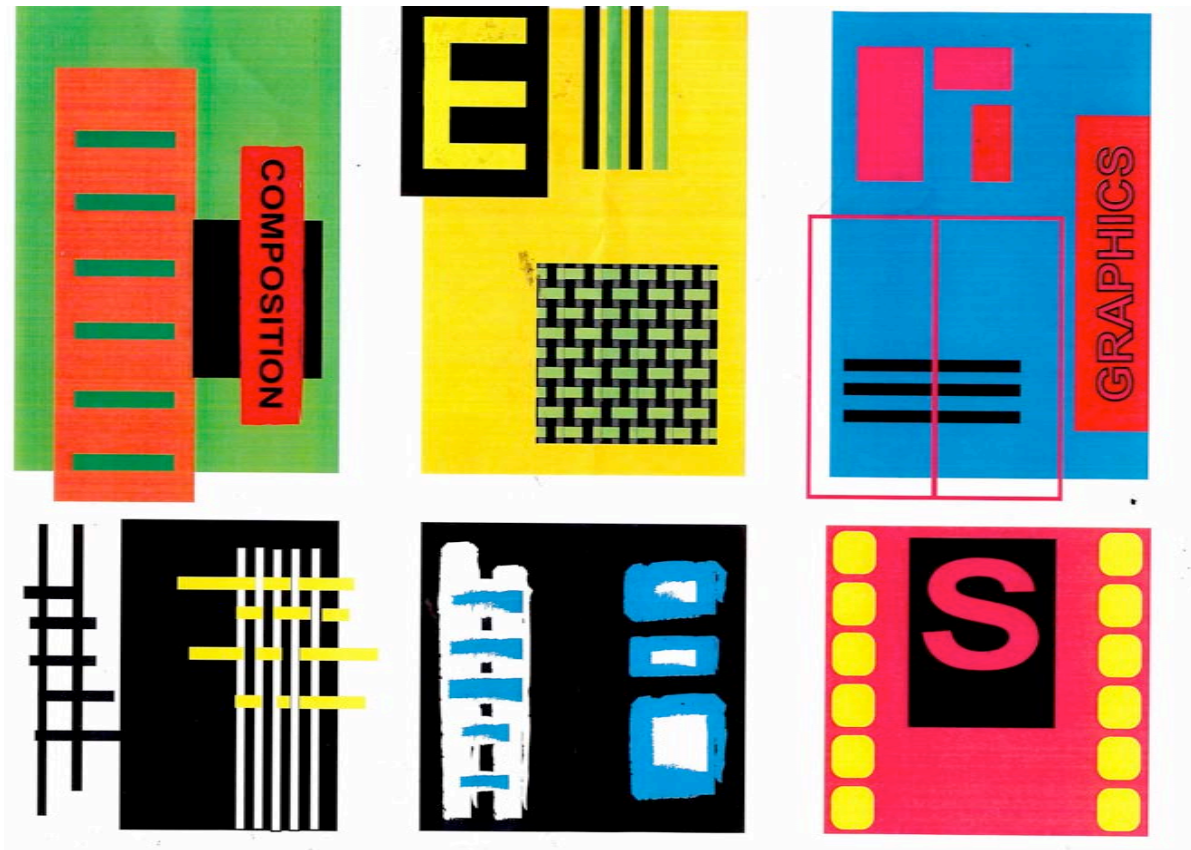
Example ii

Example iii

Example iv

Graphics Glossary

Abstract: art that looks as if it contains little or no recognisable or realistic forms from the physical world. Focus is on formal elements such as colours, lines, or shapes. Artists often "abstract" objects by changing, simplifying, or exaggerating what they see.

Balance: a feeling of equality in weight, attention, or attraction of the various elements within a composition as a means of accomplishing unity.

CMYK: the abbreviation for cyan (C), magenta (M), yellow (Y) and black (K). It is the colours used in a four colour printing process.

Collage: introduced by the Cubists, the technique of creating a work of art by adhering flat articles such as paper, fabrics, string or other materials to a flat surface such as a canvas whereby a three-dimensional result is achieved.

Complementary colours: two colours directly opposite one another on the colour wheel. When placed next to one another, complementary colours are intensified and often appear to vibrate.

Composition: the arrangement of the design elements within the design area; the ordering of visual and emotional experience to give unity and consistency to a work of art and to allow the observer to comprehend its meaning.

Cropping: the cutting out of extraneous parts of an image, usually a photograph; excluding part of a photo or illustration to show only the portion desired or to fit a given space requirement.

Dominance: the emphasis placed on a particular area or characteristic of a work, with other areas or aspects given subordinate or supporting roles.

Focal point: a specific area, element or principle that dominates a work of art; the area in a work which the eye is most compellingly drawn. The viewer's eye is usually drawn there first.

Foreshortening: A form of perspective where the nearest parts of an object or form are enlarged so that the rest of the form appears to go back in space; to shorten an object to make it look as if it extends backwards into space.

GIF: an acronym for "Graphic Interchange Format", an image format type generated specifically for computer use. Its resolution is usually very low (72 dpi, or that of your computer screen), making it undesirable for printing purposes.

Greyscale: refers to the range of grey tones between black and white

Harmony: the unity of all the visual elements of a composition achieved by the repetition of the same characteristics or those which are similar in nature.

Horizon line: in a painting, a level line where land or water ends and the sky begins. Vanishing points, where two parallel lines appear to converge, are typically located on this line. A horizon line is used to attain the perspective of depth.

Illustration: a visualisation such as drawing, painting, photograph or other work of art that stresses subject more than form. The aim of an Illustration is to elucidate or decorate a story, poem or piece of textual information (such as a newspaper article) by providing a visual representation of something described in the text.

Industrial design: the design of the mass-produced products of our everyday environment, from sinks and furniture to computers.

JPEG: an acronym for "Joint Photographic Experts Group" is a commonly used standard method of compressing photographic images on the Web. JPEG graphics are capable of reproducing a full range of colour while still remaining small enough for Web use.

Justified type: in typography, text spaced out between words to create columns with both edges flush or evenly aligned. With narrow columns, justification can create awkward gaps. However, with wide columns, justification can add elegant symmetry.

Juxtaposition: the act of placing or positioning items in the image area side by side or next to one another to illustrate some comparison.

Kern: in typography, to reduce space between two or three characters so those characters appear better fitted together. Also referred to as kerning.

Leading: in typography, (rhymes with heading) the space between lines of type, often measured from the baseline of one line to the baseline of the next, and less frequently measured from ascender to ascender. Dates back to hot metal days when strips of lead were inserted between lines of type to provide line spacing.

Lithography: uses the principle that oil and water don't mix as the basis of the printing process; a method of printing using plates whose image areas attract ink and whose non image areas repel ink. Non image areas may be coated with water to repel the oily ink or may have a surface, such as silicon, that repels ink.

Medium: material or technique an artist works in; also, the component of paint in which the pigment is dispersed.

Minimalism: a movement and style of art from the 20th century which attempts to reduce art to the basic geometric shapes with the fewest colours, lines, and textures. Minimal art does not seek to be representational of any object.

Monochrome: painting done in a range of tones of a single colour.

Montage: an artwork comprising of seemingly unrelated shots or scenes which, when combined of various existing images such as from photographs or prints and arranged so that they join, overlap or blend to create a new image which achieve meaning.

Negative space: the unoccupied or empty space left after the positive shapes have been laid down by the artist; however, because these areas have boundaries, they also function as shapes in the total design.

Original: the term 'original' can imply exclusivity or the idea that the work is 'one of a kind' rather than a copy by any method including offset-lithography, digital printing or by forgery.

Pantone Matching System (PMS): an internationally recognized system of over 3000 pre-mixed colours representing shades on both coated or uncoated stock, along with the precise printing formulas to achieve each colour. Each PANTONE colour has a specified CMYK equivalent which is numbered and is listed in the swatch guide for quick reference when choosing colours for printing purposes. This system is highly accurate and produces consistent results.

Perspective: the art of picturing objects on a flat surface so as to give the appearance of distance or depth.

Point of view: the position from which something is seen or considered; for instance, head-on, from overhead, from ground level, etc.

Principles of design: the basic aesthetic considerations that guide organization of a work of art. They include *balance, movement, emphasis, contrast, proportion, space,* and *unity*.

Radial balance: the balance as the result of components that are distributed around a centre point or spring out from a central line.

RGB: stands for Red, Green, Blue. In web design and design for computer monitors, colours are defined in terms of a combination of these three basic additive colours.

Rhythm: a continuance, a flow, or a feeling of movement achieved by the repetition or regulated visual units.

Sans serif: in typography, a typeface, such as Helvetica, that does not have a serif (crossline) decorating the main strokes of the characters. Sans is French for "without".

Sepia: a golden brown tint sometimes applied to black-and-white pictures. Can give the finished print an antique appearance.

Serif: in typography, serifs are the small features at the end of strokes within letters.

Silhouette: a dark image outlined against a lighter background.

Sketch: a rough drawing used to capture the basic elements and structure of a situation often used as the basis for a more detailed work.

Texture: the tactile surface characteristics of a work of art that are either felt or perceived visually.

Thumbnail sketch: crude, small pencil drawings used to develop the initial concept for a design. Also referred to as a scamp.

TIFF: acronym for Tagged Image File Format, a standard graphic image file format usually generated by scanners. Developed by Aldus and Microsoft.

Typography: the study and process of typefaces; how to select, size, arrange, and use them in general. In modern terms. typography includes computer display and output. Traditionally, typography was the use of metal types with raised letterforms that were inked and then pressed onto paper.

Underdrawing: preliminary drawing that lies under a final painted or inked image.

Vanishing point: in perspective, the point on the horizon in the distance where two lines seem to converge and visibility ends.

Vector graphic: a graphic made up of mathematically defined curves and line segments called vectors. Vector graphics can be edited by moving and resizing either the entire graphic or the lines and segments that compose the graphic. Vector graphics can be reduced and enlarged (zoomed in and out) with no loss of resolution.