

Introduction to Graphic Design/Art 1102
Appalachian State University
Spring 2010
Wey Hall #214
MW 10am - 11:50am

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Office Hours: MW by appointment

GRAPHICDESIGNONE

project two

DUE: 02/22

LETTERPICTURES

PART 3 Now its time to analyze your letter in even more depth! For the second part of the Letter Pictures project, you will have to create your letterform by subtracting, minusing or negating. Your letterform must be created by the negation of a substance. As with the last part of this project, I still want you to focus on creating a legible letterform as well as considering all aspects of composition. The focus of this part of the project is creativity ~ how creative can you be within the guidelines?

SPECIFIEDREQUIREMENTS

- The letters you make can be made from any material by any process you can imagine; however, it is very important that your letters remain recognizable and are created from one continuous line.
- Photographs of three different and original designs of your letter
- 7.5" x 7.5" high-quality full-color prints flush mounted using PMA to illustration board (no foam or poster board!)
- Resolution: 300 (or 360) dpi (ppi).
- Turn in clean, completed, mounted photos in an envelope with an 8.5"x11" (letter-sized) printout of your written reflections

INSTRUCTORSNOTE

Spend time making your letters. Each letter form you create should be an **in-depth investigation into the form of your letter** using different materials or processes. This project is about process as much as it is about creativity and presentation. Make a proof sheet of all of your ideas and pictures, including your final three compositions.

REFLECTIONQUESTIONS

Write responses to the following:

- What went well with this assignment?
- What did not go well?
- What would you do differently if you could do this assignment again?
- Describe the process you took to create each letter. Where did our ideas come from?
How did they evolve?
- Did you have any good ideas that you couldn't accomplish? If so, why not?