Skill Building Assignment: Graphic Design

Part One: Balance
Using the images provided from create a one page design in PhotoShop, using informal balance. Use the baseball theme images.

Remember the content of the left and right side of the composition should be different. The weight of the left and right side should equal out. You are welcome to design around the composition split horizontally (top and bottom), but vertical is preferable.

<u>Requirements</u>

The page should be 8 ½" by 11", 150 dpi, vertical.

You must use any or all of the images. You may repeat the images if you wish. You can tone down, or brighten up the images

You must include one word or phrase that is associated with the theme, but the word itself should not be advertisement related, but theme related.

In general, use a smaller letter kerning for large letters, larger kerning for smaller letters, however, you may give more air to words with larger kerning.

The final composition should have an impact. Make sure you are using white space/negative space/open space to allow your design to "breathe".

Make as many designs as you wish.

You are making the composition informally balance, preferably along the vertical axis.

Part Two: Gestalt (Similarity, proximity and alignment)
Using the images provided create a one page design in PhotoShop using the principle of Gestalt, as well as the principle of balance. (Informal preferred). Somewhere in the designs you will have all three conventions: similarity, proximity and alignment. Use the marketplace, fruit stand, vegetable stand images.

<u>Requirements:</u>

The page should be 8 ½" by 11", 150 dpi, vertical.

You must use any or all of the images. You may repeat the images if you wish. You can tone down, or brighten up the images

You must include a word or phrase that is associated with the theme, but the word itself should not be advertisement related, but theme related. You may use more than one word or a phrase.

Remember to use letter kerning. In general, use a smaller letter kerning for large letters, larger kerning for smaller letters, however, you may give more air to words with larger kerning.

The final composition should have an impact. Make sure you are using white space/negative space/open space to allow your design to "breathe".

Do at least 2 compositions making sure you are using the 3 conventions: similarity, proximity and alignment.

Both designs should employ Gestalt. In addition, you are making each composition informally balanced, preferably along the vertical axis.

Part Three: Emphasis and Subordination

Using the image provided create a one page design in PhotoShop, using the principle of Emphasis. You as the designer are in control of what the viewer sees first, second, third, etc. In addition to Emphasis, you are to employ the principle of balance (informal preferred, although not necessarily along the vertical axis) and Gestalt although you do not need to employ all of similarity, proximity and alignment.

Use the camping theme images. Be careful when using a background as it may limit your design as to where objects are placed.

Requirements:

The page should be 8 ½" by 11", 150 dpi, vertical.

You must use any or all of the images. You may repeat the images if you wish. You can tone down, or brighten up the images

You must include a word or phrase that is associated with the theme, but the word itself should not be advertisement related, but theme related. You may use more than one word or a phrase.

Remember to use letter kerning. In general, use a smaller letter kerning for large letters, larger kerning for smaller letters, however, you may give more air to words with larger kerning.

The final composition should have an impact. Make sure you are using white space/negative space/open space to allow your design to "breathe".

You may do more than one composition..

Your designs should employ the principles of design of balance, gestalt and emphasis.

Part Four: All the principles of design including Unity
Using the images provided create a one page design in PhotoShop. You will be using all of the principles of design that you have learned so far: balance, gestalt, emphasis and unity. Remember that unity is both visual and conceptual.

The most challenging way to employ conceptual unity is to have 2 unrelated images and somehow make a connecting idea between the 2 images.

Use the Lululemon images. This time you will be creating an advertisement which will be strongly linked to a the image of the company, and you will be advertising their product line.

Include some sort of catch phrase to entice consumers to buy Lululemon.

Make as many designs as you wish. Submit each of your designs. I will mark the best one!

Requirements:
   The page should be 8 ½" by 11", 150 dpi, vertical.

   You must use any or all of the images. You may repeat the images if you wish. You can tone down, or brighten up the images. You may get additional images from the Internet.

   You must include a word or phrase that is associated with the theme, but the word itself should not be advertisement related, but theme related. You may use more than one word or a phrase.

   Remember to use letter kerning. In general, use a smaller letter kerning for large letters, larger kerning for smaller letters, however, you may give more air to words with larger kerning.

   The final composition should have an impact. Make sure you are using white space/negative space/open space to allow your design to "breathe".

   You may do more than one composition. Submit each of your designs. I will mark the best one!

   Your designs should employ the principles of design of balance, gestalt and emphasis.
   For this project you want to have an impression on the final design, therefore, the images should be cleaned up in PhotoShop.

   See the Rubric!