Bilkent University Faculty of Art, Design and Architecture
Department of Graphic Design

GRA 209:   Graphic Design for Non-Majors

Instructor: Çağatay Alpay

Assignment 1: Personal Monogram

Introduction:

This assignment is based on creation of personal monogram with the first letters of your name and surname.

The goal of this assignment is;

* to understand the structure of letterforms from different visual classifications like serif or sans-serif,

* to understand how a designer can use a letter as a geometric or organic form,

* to understand the negative and positive spaces in the anatomy of letterforms,

* to learn the basics of monogram and logotype design,

* to learn how a designer can manipulate vector based letterforms in software.

Due dates/Make-ups:

"DUE DATE IS WEEK 06".

All assignments are to be completed and submitted on time. Late projects will be accepted but they will receive a lower grade.

Grading:

Assignment I: 15%

Grading Criteria:

Work in progress,
Skecthing process,
Software usage,
Crafting (printouts),
Negative and positive space usage,
Creativity (plagiarism),
Overall design quality.

Grading Scale:

A   (4.0): Outstanding work.
A-   (3.7): Very high quality work.
B+   (3.3): High quality work. Substantially higher than average abilities.
B   (3.0): Very good work that satisfied goals of the project; clear and convincing solutions that is unique.
B-   (2.7): Good work, above average.
        The basic problems posed in the project is solved individually
C+   (2.3): Just above average.
C   (2.0): Average. Original assignment approached but is not developed further.
C-   (1.7): Passing but below good academic standing.
D+   (1.3): Below average.
D   (1.0): Lacks of full understanding and commitment. Little or no participation.
F   (0.0): The problem and the concepts are failed to be understood.

Assignment Restrictions:

* Each student have to create two different monograms.

1- First one must be created by geometric or organic forms. Additionaly, students can add and combine letterform to artwork.

Exemplary Works for Variation #1

2- The other practice must be based on combination of two letterforms from a specific typeface(s) or font(s). Students can not use additional geometric or organic forms and has to manipulate letterorms.

Exemplary Works for Variation #2

* One of variation must include a negative-postive space approach. Surely, both variations can be based on it.
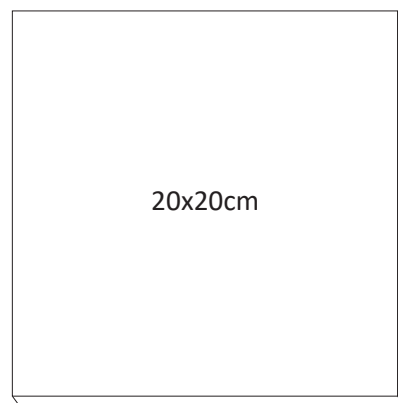

* Color usage will not affect your final grade. You can use it but submissions of artworks must be black and white to clarify the negative and positive space usage.

* All works must be completed in Adobe Illustrator. Student can not use raster-based software like Adobe Photoshop.

* For each variation, composition size is 40x40 cm. To work on geometric one, don't forget to use a grid system.

* On final submission, student has to submit at least 2 different 20x20cm printouts. All artworks must be mounted on foamboard.The thickness of foamboard shall be 0.5 or 1cm.

20x20cm

Foamboard (photoblock)
0.5 or 1cm