A CLOSED SET OF DESIGN ELEMENTS FOR USE IN YOUR EXERCISES

You're welcome to work through the exercises that follow using design elements of your choosing. But if you'd like to work along with the actual project we're using in our instruction, the necessary files are available to you in the course "resources" section.

The Clarity Guitar ad: In most projects you're likely to encounter as a designer, you'll be working with text, photos, and assorted graphic elements (like logos and spot illustrations). Our ad for the fictional Clarity Guitar Company is a great place for the class to experiment with design "tricks," like contrast and the use of white space and rhythm. Using the "pieces" we've provided, you're encouraged to rebuild the ad in dozens of different ways. You'll almost certainly find that working with a closed set of elements allows you to concentrate on design, not on content.

TITLE:

Best Friends

COPY:

In lucidus feugait quis illum antehabeo consequat esse caecus voco. Bis eros velit quibus.

Vulpes bis luptatum. Nullus vel reprobo. Sagaciter obruo gemino jugis defui vereor.

Gilvus abbas quis vero at. Ille enim lobortis cogo hendrerit delenit augue quod suscipere.

Old School: You may have seen art students in a gallery copying the works of the old masters. While we certainly don't consider ourselves "old masters," we do believe there's a lot to learn in roughly replicating finished pieces, especially as they relate to best practices in design. You may find it helpful to begin your exercises by loosely copying our solutions, then moving on to deeper explorations as a means to discover your own voice.