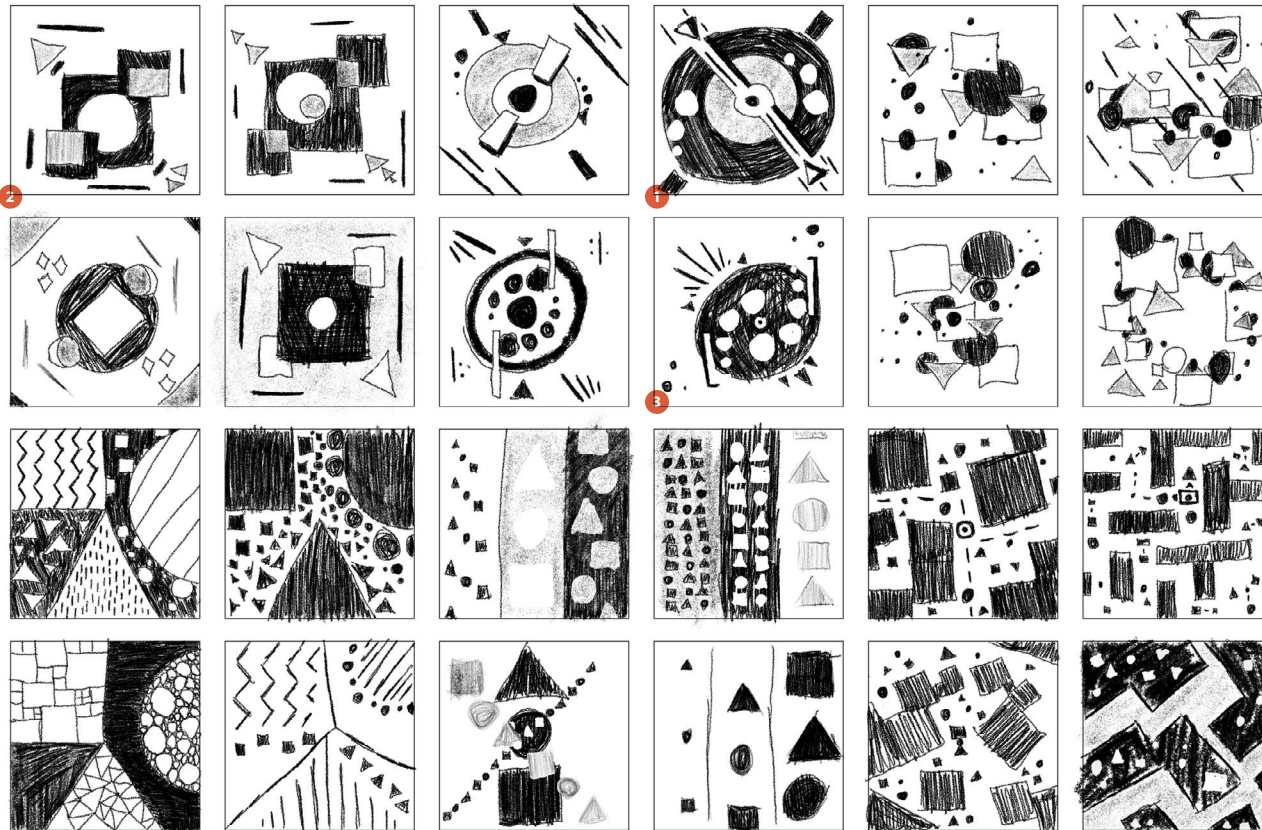


## Module 03

“It’s through mistakes that you actually can grow. You have to get bad in order to get good.”

– Paula Scher

## PROJECT 1 | SHAPES: REFINEMENT THUMBNAILS



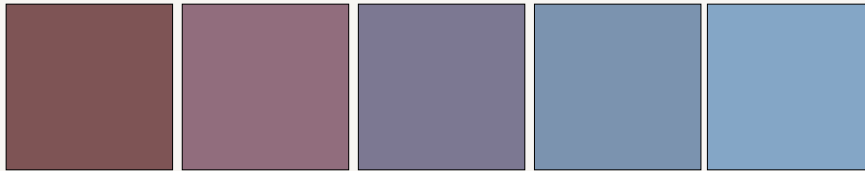
1. I really like this sketch because of how the stacked likes and triangles give depth, as well as the lines near the triangles making it feel dynamic
2. I really like the asymmetric balance in this made by the offset lines and layers squares.
3. This one again has a lot of dynamic feel with the expressive linework on the top, as well as the layered lines on the circle making a 3d effect

ALBUM PROJECT | THUMBNAILS

ART 130

## PROJECT 1 | COLOR: ADJUST COLOR VALUES

### MELANCHOLY



C: 0  
M: 42  
Y: 23  
K: 60

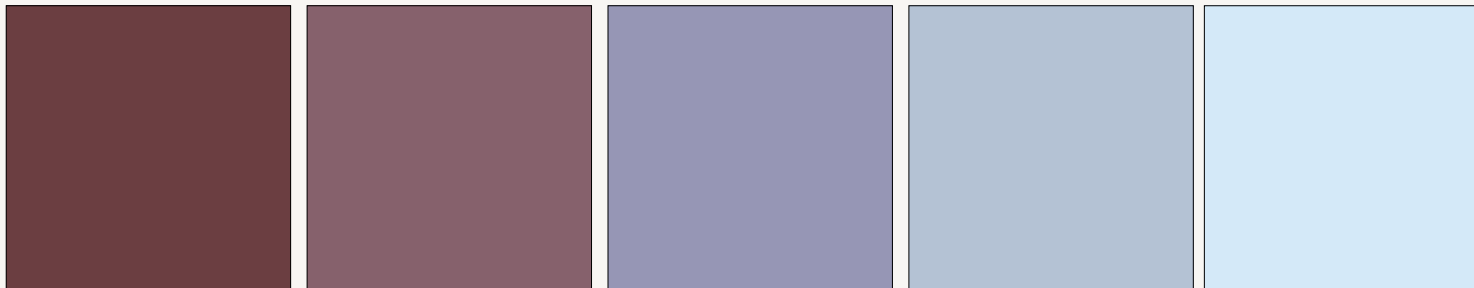
C: 0  
M: 33  
Y: 2  
K: 50

C: 25  
M: 27  
Y: 0  
K: 41

C: 34  
M: 15  
Y: 0  
K: 30

C: 37  
M: 13  
Y: 0  
K: 18

### OFF MELANCHOLY



C: 0  
M: 50  
Y: 27  
K: 70

C: 0  
M: 36  
Y: 7  
K: 56

C: 27  
M: 25  
Y: 0  
K: 22

C: 17  
M: 7  
Y: 0  
K: 15

C: 15  
M: 2  
Y: 0  
K: 0

## PROJECT 1 | STEP 3: SIX TYPE AUDITIONS

Song  
Performer  
Composer or Year

**Song**  
**Performer**  
**Composer or Year**

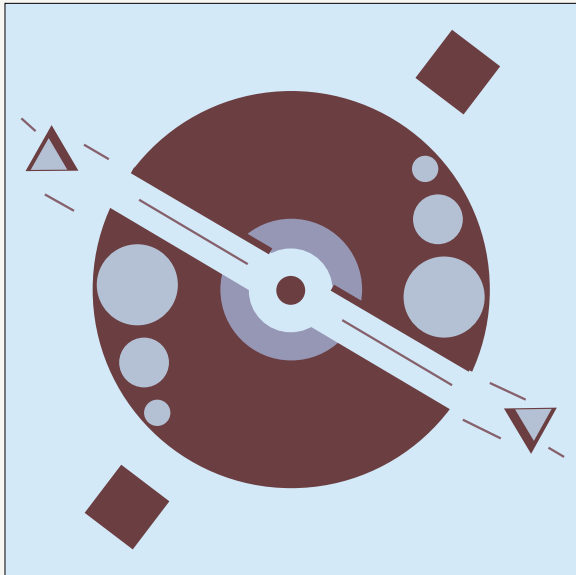
Song  
Performer  
Composer or Year

*Song*  
*Performer*  
*Composer or Year*

SONG  
PERFORMER  
COMPOSER OR YEAR

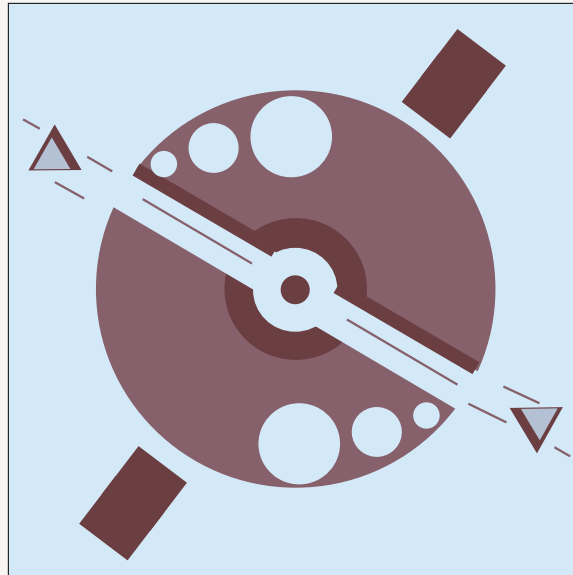
*Song*  
*Performer*  
*Composer or Year*

## PROJECT 1 | STEP 2: DIGITAL SKETCH SET 01



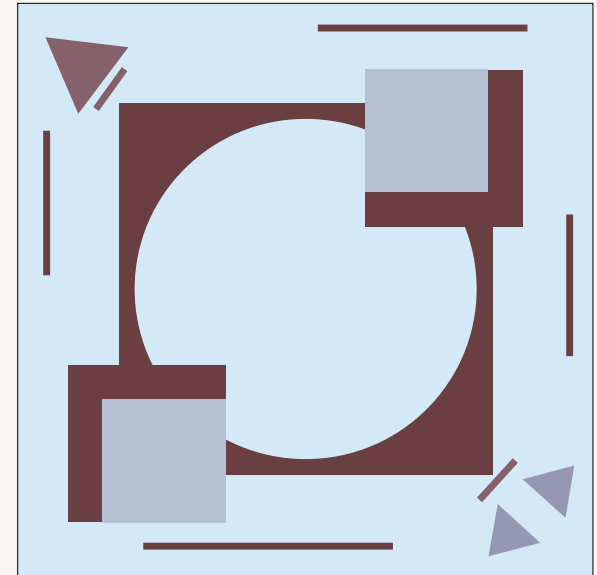
### DESIGN PRINCIPLES USED

1. Balance
2. Depth
3. Scale



### DESIGN PRINCIPLES USED

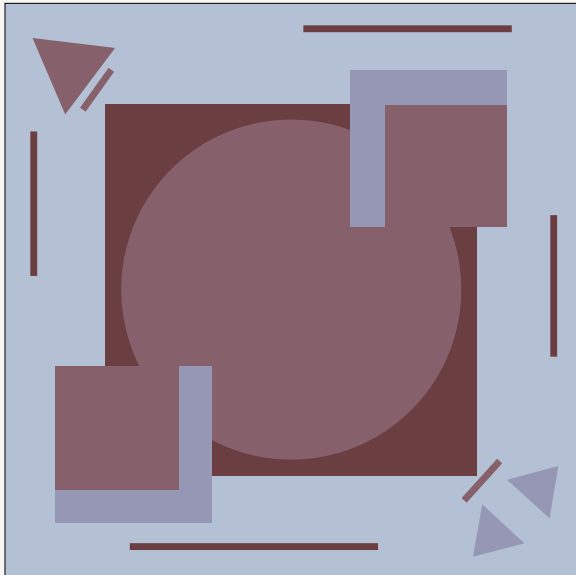
1. Balance
2. Depth
3. Scale



### DESIGN PRINCIPLES USED

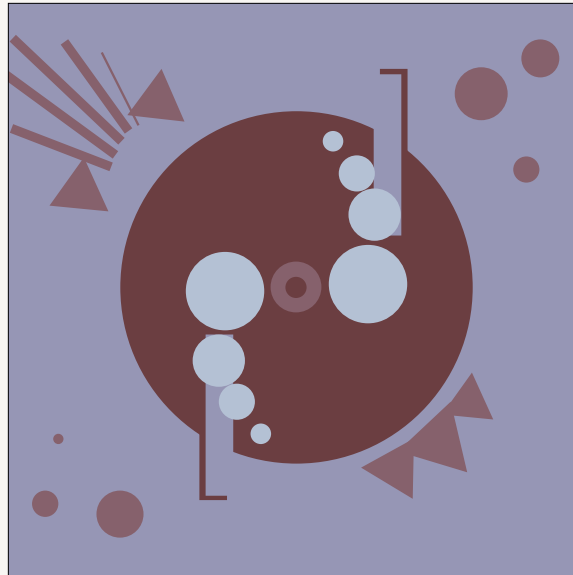
1. Depth
2. Balance
3. Unity/Variety

## PROJECT 1 | STEP 2: DIGITAL SKETCH SET 02



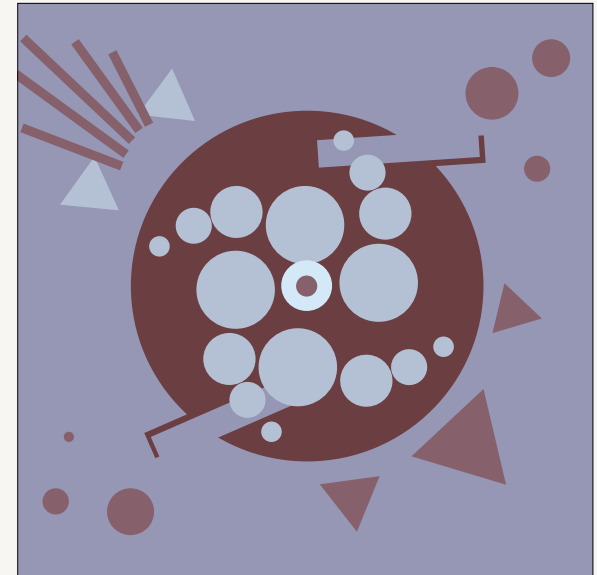
### DESIGN PRINCIPLES USED

1. Unity/Variety
2. Depth
3. Scale



### DESIGN PRINCIPLES USED

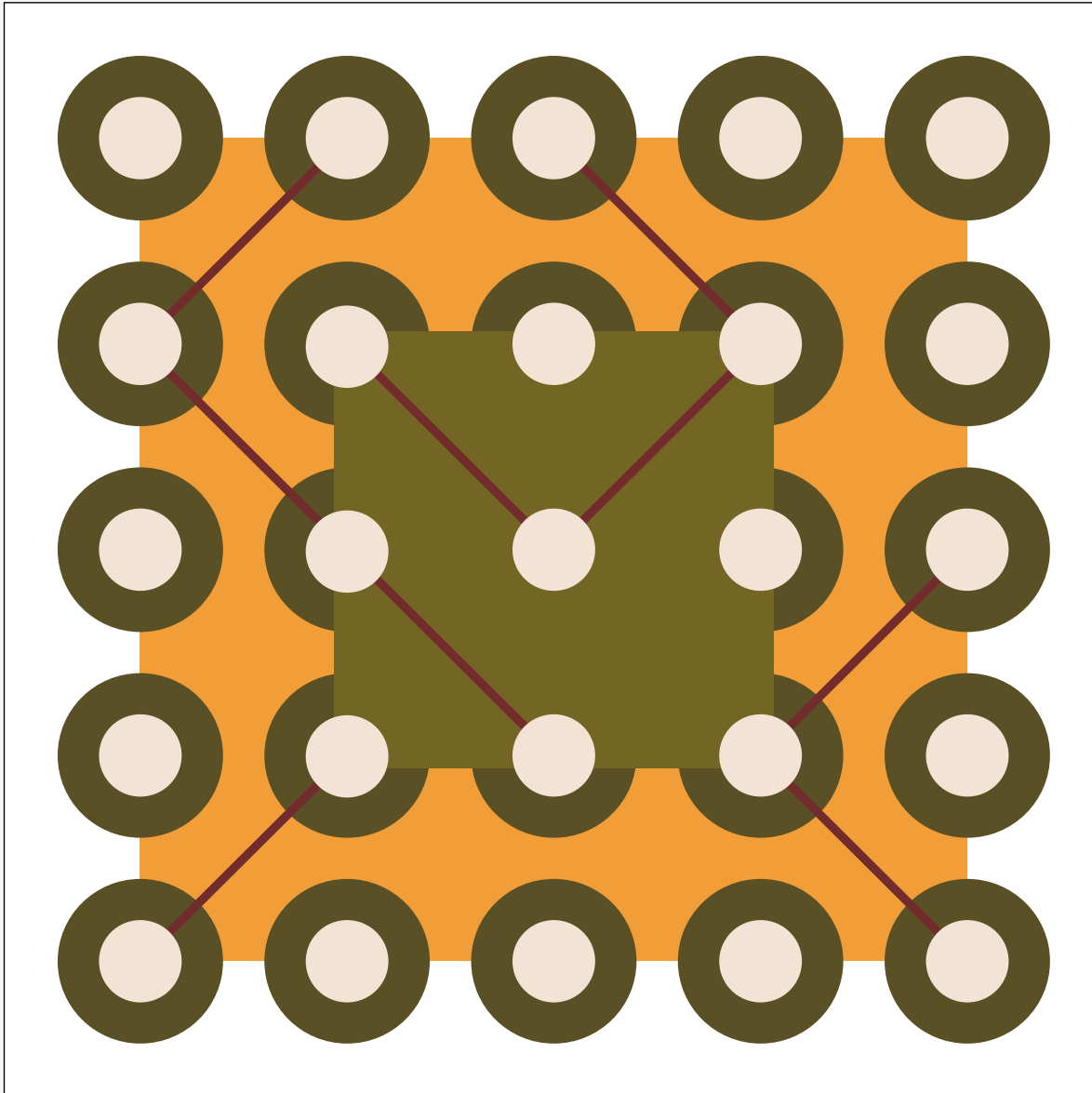
1. Emphasis
2. Balance
3. Unity/Variety



### DESIGN PRINCIPLES USED

1. Emphasis
2. Balance
3. Unity/Variety

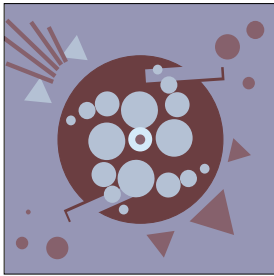
## ACTIVITY | ADOBE ILLUSTRATOR: LAYERS, SELECTING, ALIGNMENT, AND MORE



## PONDER | MODULE 03

My favorite thing to eat at a restaurant is chicken parmesan. I sometimes order the same thing when I go out to eat because I love to try new things, but sometimes I really like something and want to have it again.

### DIGITAL SKETCHES



I chose this sketch because I think the colors work well together and I like how the focus is so obvious.

**What design principles do you keep coming back to? Why are you drawn to these specific principles?**

I really like balance and emphasis. I think they just make a design look so put together that it keeps making me focus on them.

**Did you find the second round of sketching to be**

**helpful or unnecessary?**

I think it was really helpful to refine the ideas that I liked from last week. I really like some of the things that I came up with this week.

**What did you discover about your compositions from making variations?**

That I was able to find what I thought worked and didn't work to make a better overall design.

**Do any of your digital sketches look like your thumbnail sketches?**

To some degree they all do, but I also think that actually bringing in the color when we've been working in greyscale with only one shade of inbetween made it difficult to get exactly what I was thinking when I sketched it to begin with.

**When creating the digital sketches, did you think about design or how to use Adobe Illustrator?**

I did think about design a little bit, but I think I was thinking more about how to use adobe illustrator effectively to make what I was imagining.

**Adobe Illustrator is a pretty good tool for bringing art and design into the digital world using scalable vector graphics.**

**In your opinion, what is the biggest challenge when interpreting a song into a shape composition?**

I think that being non representational is the hardest part for me. I'm a very logical person, so being abstract is difficult.

### ALIGNMENT ACTIVITY

**What is your favorite new thing that you learned completing this activity?**

I think I already knew a lot about adobe illustrator from my class last semester. I actually think I did this exact activity at one point last semester.

**What do you need more help with?**

I need more help with translating greyscale into color.

### CONCLUSION

In conclusion adobe illustrator and indesign are some of the best tools that we have for digital design. The features they offer can make it quick and relatively easy to bring designs to life and refine ideas.