

Module 04

“Working within the constraints of a problem is part of the fun and challenge of design.”

– Ellen Lupton

PROJECT 1 | FINAL TYPE REFINEMENT

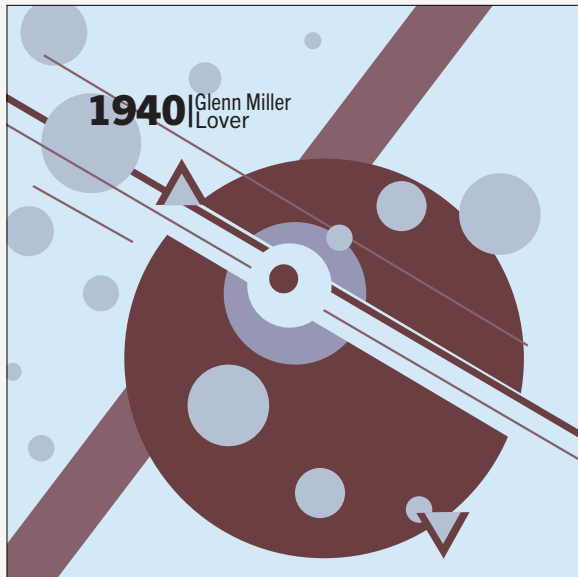
Before

LOVER
1940 Glenn Miller

After

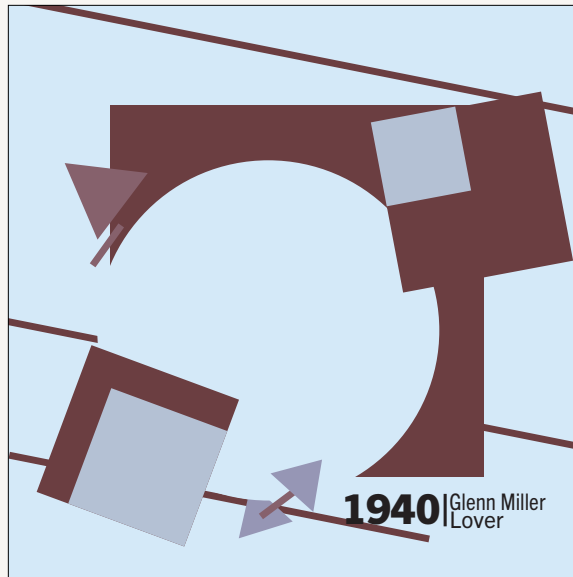
1940 | Glenn Miller
LOVER

PROJECT 1 | STEP 4: DIGITAL SKETCH SET 03 W/ TYPE



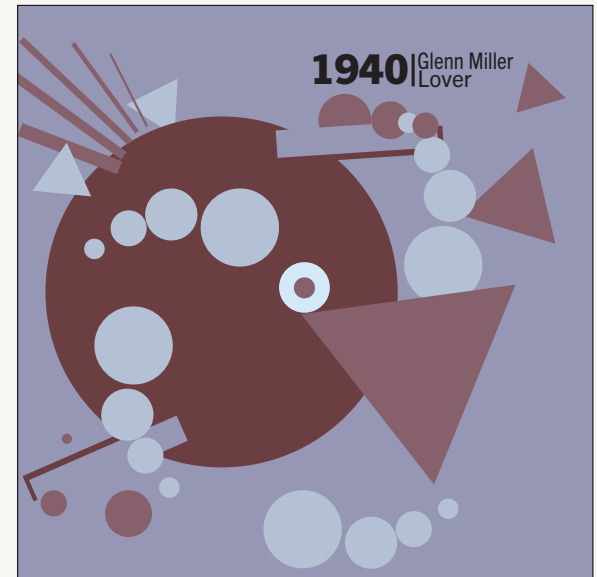
DESIGN PRINCIPLES USED

1. Emphasis
2. Scale
3. Balance



DESIGN PRINCIPLES USED

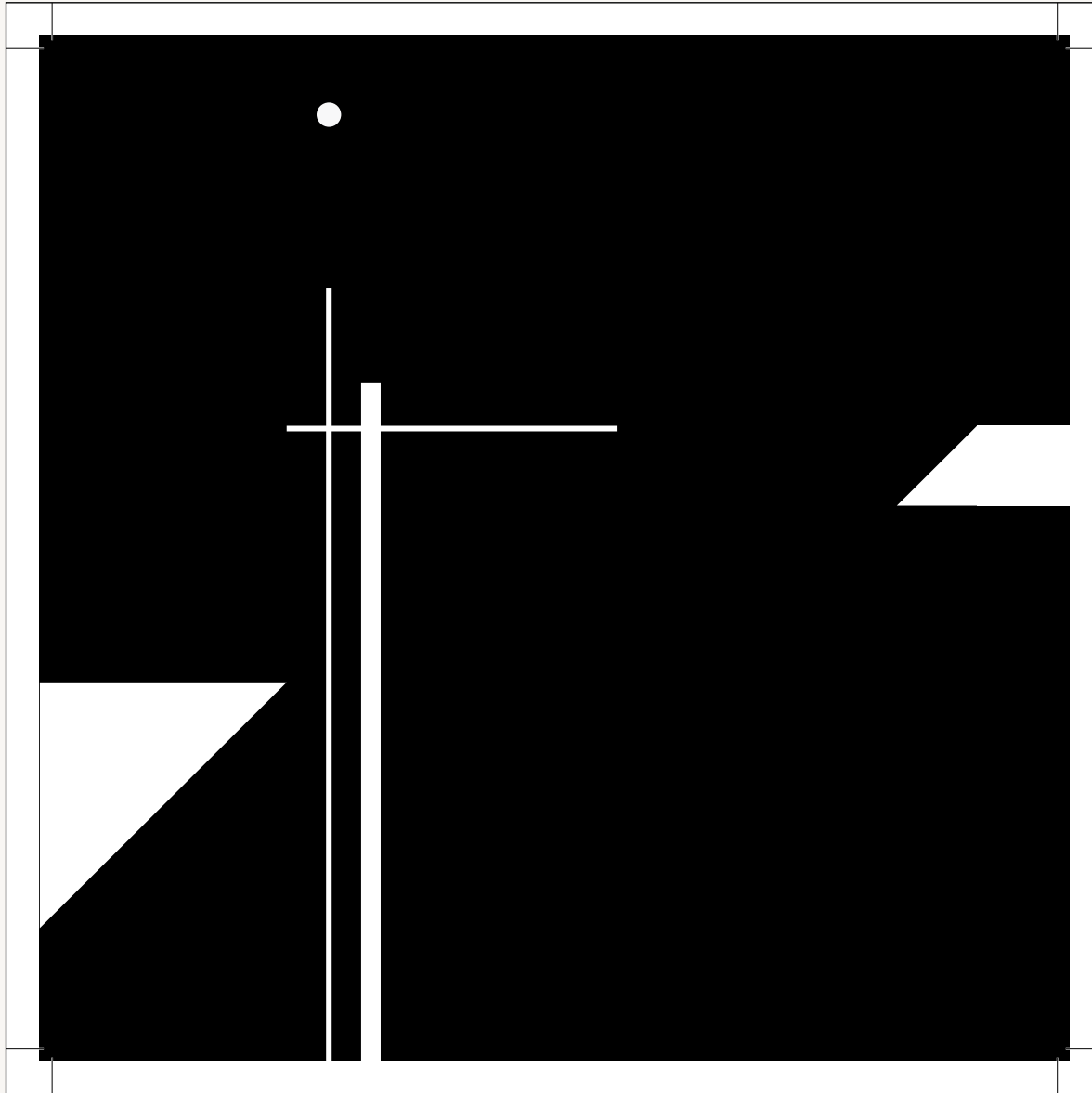
1. Balance
2. Unity/Variety
3. Depth



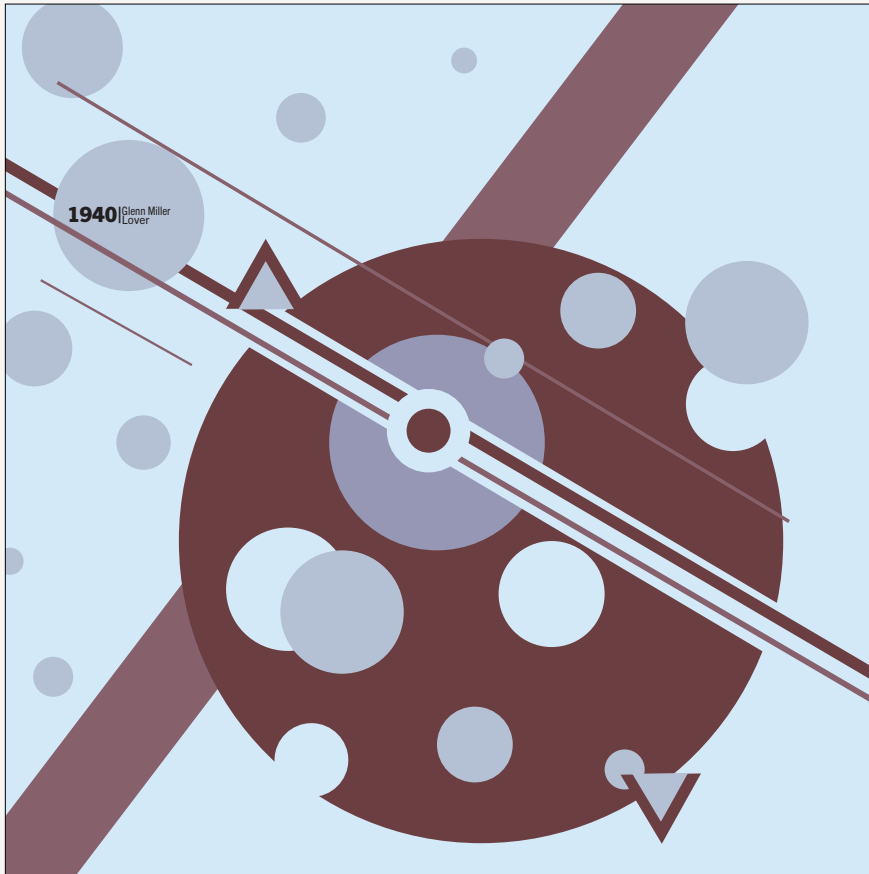
DESIGN PRINCIPLES USED

1. Depth
2. Scale
3. Unity/Variety

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



PROJECT | SHAPES PROJECT FINAL COMPOSITION



FINAL DESIGN (NO BLEED)

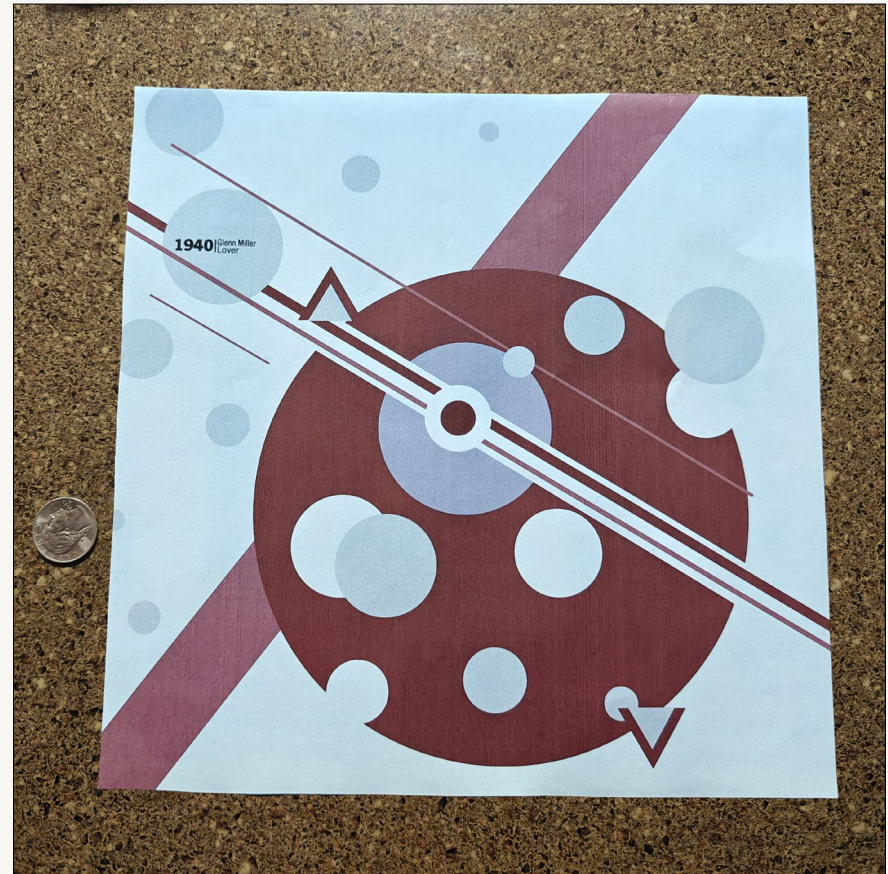
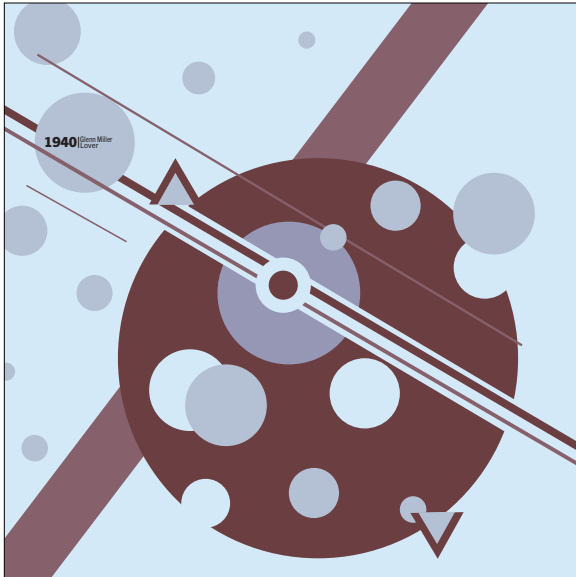


PHOTO OF FINAL DESIGN (PRINTED & CUT OUT)

(Please include a quarter, pen, or something for scale)

PONDER | MODULE 04

My favorite pet is named Lexi and I loved it when she was a puppy and she would fall asleep anywhere. It was so adorable.



Final Composition with a caption.

FINAL COMPOSITION PRESENTATION

In the Shapes Composition I created a design that used a circle, square, rectangle, triangle, and a straight line. The three principles of design of design used to create a successful composition are scale, unity/variety, and emphasis.

My Composition has a bubbly feel that is meant to express the emotions that are evoked when listening to Lover by Glenn Miller.

Scale is used mostly with the different circles floating around and They help to give contrast and balance to the piece with the stark differences in the size of each shape.

Unity and Variety is used again with the use of circles and it helps the composition by bringing together and unifying the different parts of the composition.

Emphasis is used mostly on the main large circle and it helps to draw your eye towards that area of the composition where the most is going on to have a defined focus.

In conclusion, scale, unity/variety, and emphasis assisted in creating a successful composition by bringing a feeling of unity, as well as being able to draw your eye and still provide interesting contrast in the composition.

ACTIVITY | SOFTWARE TRAINING

What was the most helpful thing you learned this week about Adobe Illustrator?

The most helpful thing that I learned this week about Illustrator was learning how to setup a page bleed and setup the bleed markers for my print.

What do you still want to learn about Adobe Illustrator?

I would like to learn more about composing images and hotkeys in Adobe Illustrator to help speed up my

composition process and ensure that I'm not limited by my understanding of the software.

MODULE 03 REFLECTION

I think that there are still a lot of things that I struggle with in this module. Learning to try to compose a design with non-representational shapes is really difficult to me. For example, on my representation of quick for our illustrator activity a few weeks back the feedback was that I can't show speed without diagonals. I don't understand that. I think that I would like more time going into why principles work and why we need to apply them rather than just what they are. I don't think the videos really explained enough about why the principles work, just what they were. I think that hearing more about the explanation behind them would help me a lot more.

CONCLUSION

In conclusion I still have a lot to learn about design. Between principles and application I get a little bit too lost. I hope that in the future I am able to understand the concepts and how to apply them a bit easier.