ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

PRINCIPLES OF DESIGN:

CATEGORY 1: UNITY AND VARIETY
- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

CATEGORY 2: DEPTH
- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

CATEGORY 3: VISUAL PACE
- Pattern
- Movement
- Visual Pace / Rhythm

CATEGORY 4: BALANCE
- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

CATEGORY 5: SCALE AND PROPORTION
- Scale
- Proportion

CATEGORY 6: EMPHASIS
- Focal Point
- Contrast
- Isolation
- Hierarchy

Poster Project Part 3

ART 130 - INTRO TO GRAPHIC DESIGN

Use this template to present 2 more visual experiments, along with 2 digital versions for each poster direction.

Include the sketch you based your digital version on for reference as well as a few typographic references next to your poster comp. You should be creating your posters in Illustrator at this point and at full size (11 x 17). You will place the illustrator file in this document the same way you would a photo. You will shrink the image to fit without distorting or stretching the image in any way (you should scale it proportionally).

If you haven't taken the previous parts of this assignment seriously, it will become painfully obvious at this point. Good research, sketching and experiments lead to good poster comps. Double check that all required information is included in your poster comps.

STUDENT NAME: Marchylia F. P. Pratikto

POSTER PROJECT PART 3:

Type a description of what was challenging about this project so far. What have you learned about yourself, about your abilities and limitations? How good at executing your ideas are you? What methods did you use to make your images? The computer, or hand crafting? Why did you choose the method you did? What did you learn by looking at the typography from other posters? How did you attempt to incorporate this into your own work?

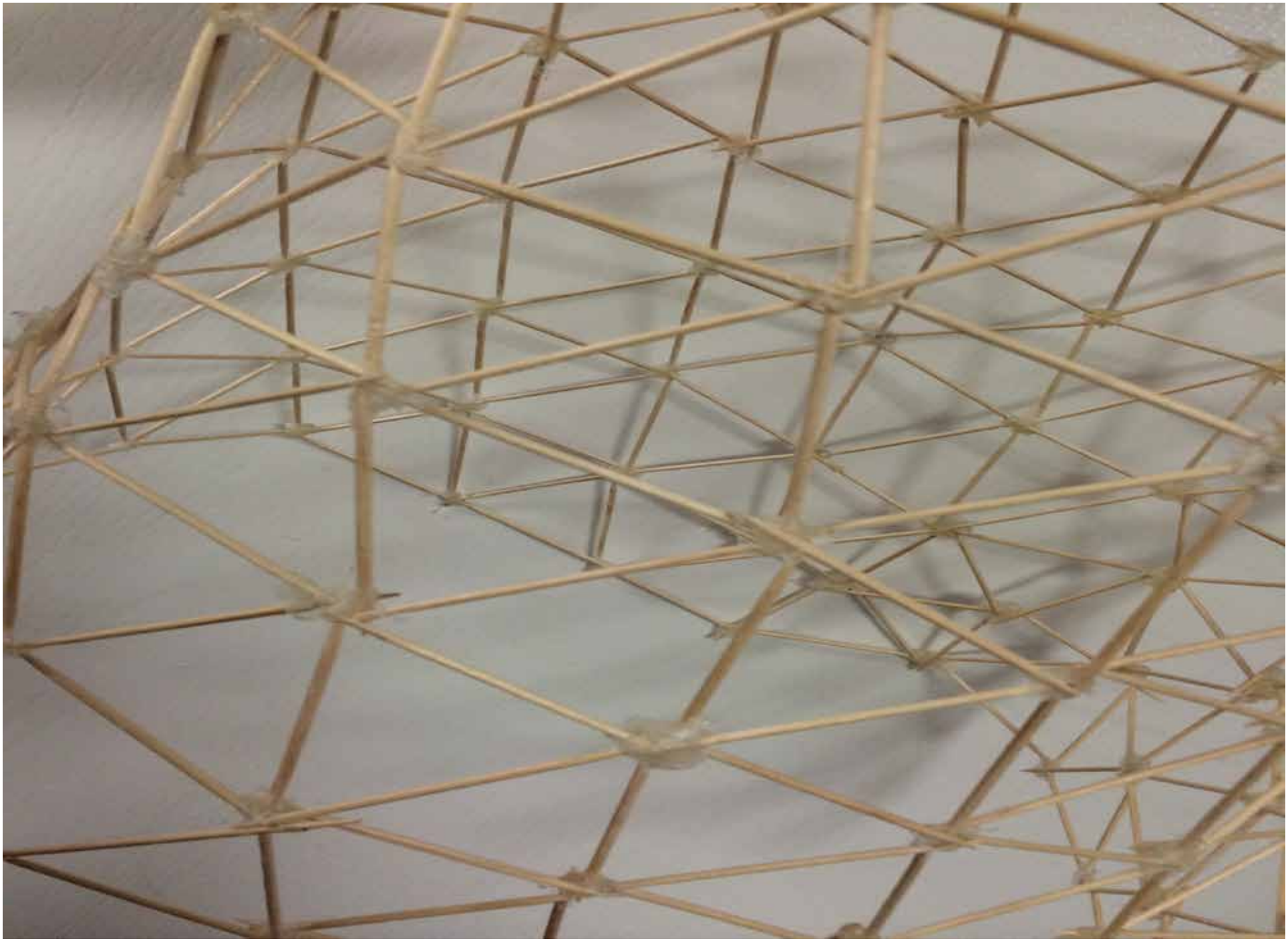
LEARNING SUMMARY:

Write a summary of learning in this area. Simply replace this description with your own summary of what you learned about the principles as you completed this assignment. You may find it helpful to answer the following questions in your learning summary:

1. How did the experiments help you think through your poster ideas?
2. What limitations does the computer present?
3. What typographic details did you pickup on from your research?
4. How old was your artist when they were doing their work?
5. What have you learned by looking at the work from your classmates? How about by making the video critique for them?

Add your own insights as well....

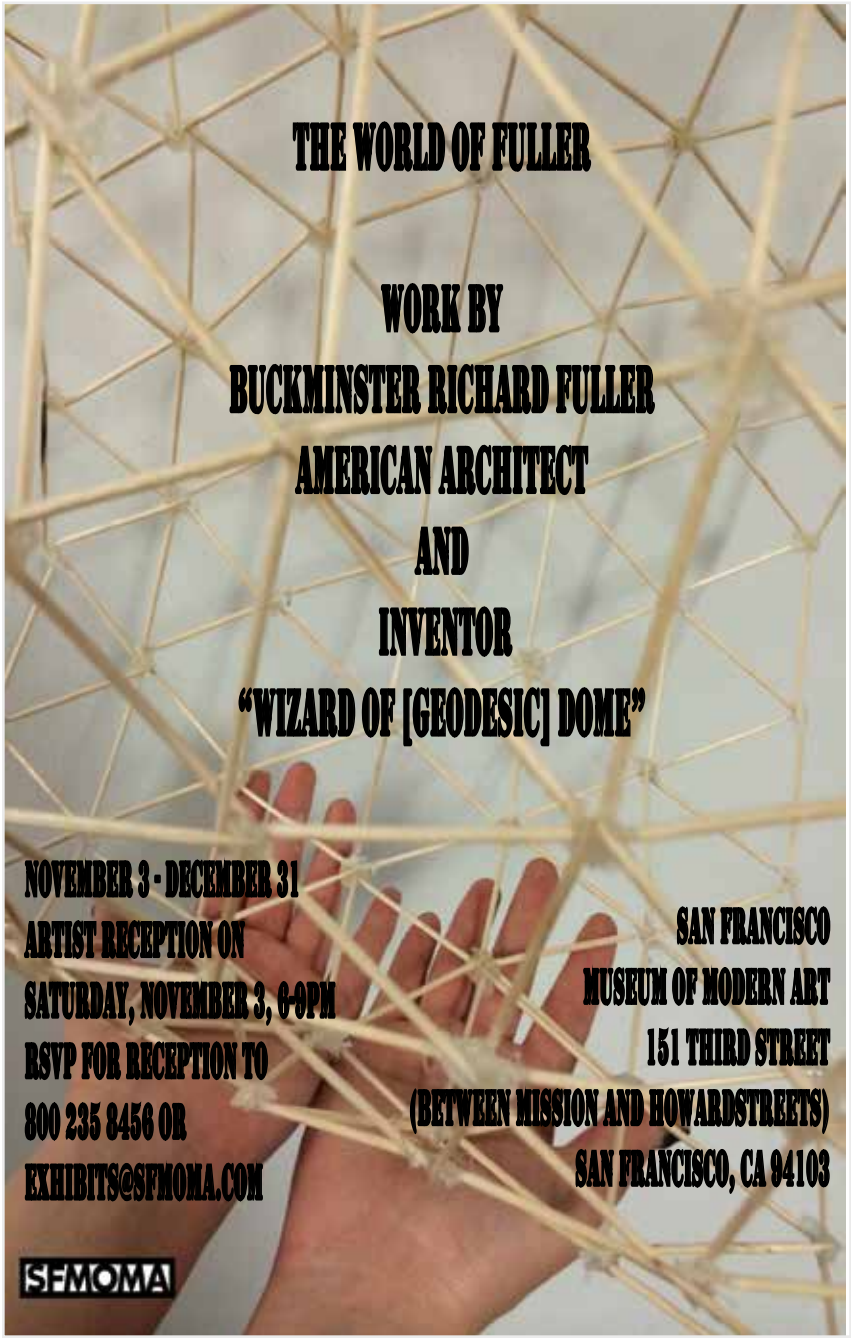
etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)



ADDITIONAL SKETCHING AS NEEDED FOR [ARTIST NAME] | STUDENT NAME: Type name here.

Remember to include both text and images. Organize your findings and try to make sense of what you are finding.

Digital Poster 1



Typographic Style/Treatment Reference

Sketch the comp was based upon

Digital Poster 2

Typographic Style/Treatment Reference

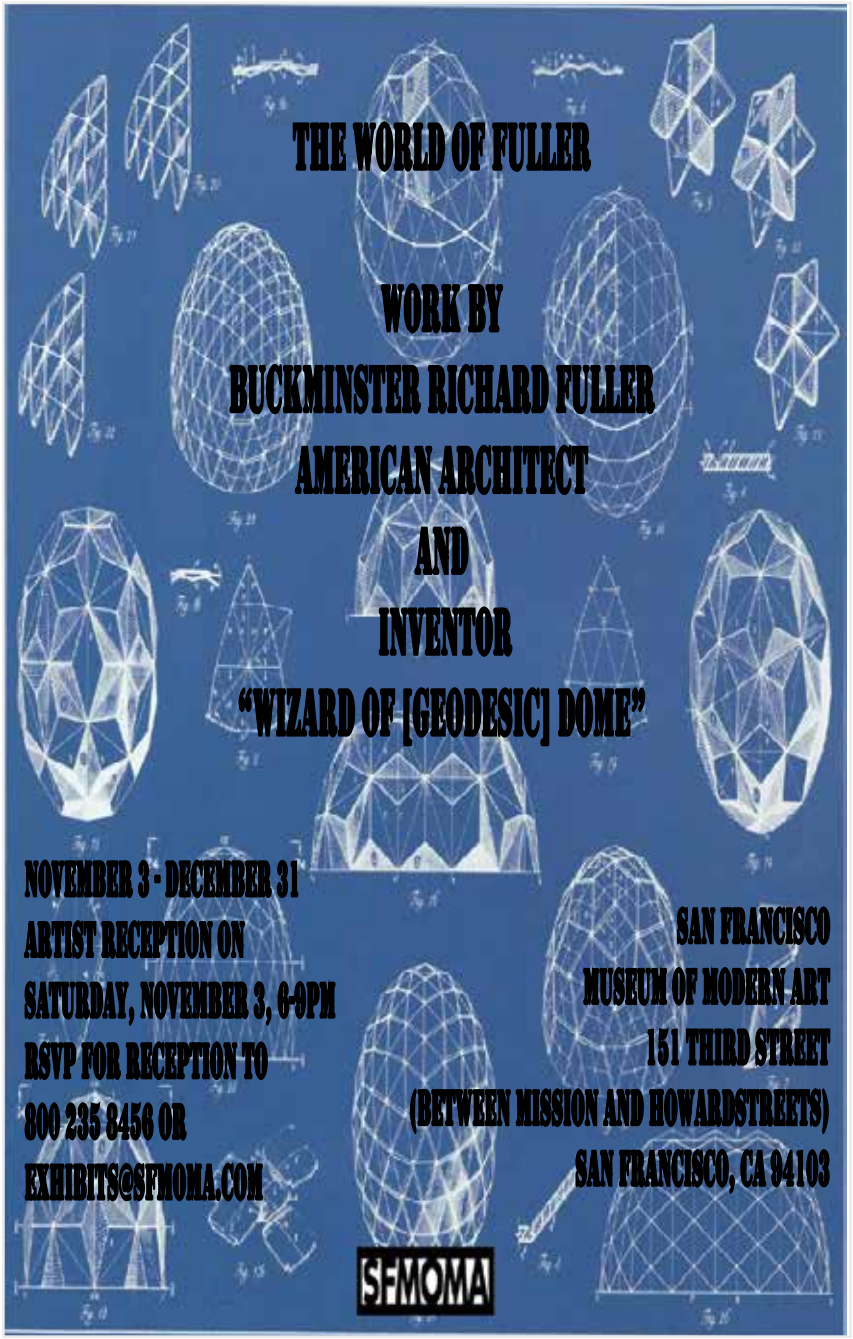
Sketch the comp was based upon

Digital Poster 1

Typographic Style/Treatment Reference

Sketch the comp was based upon

Digital Poster 2



Typographic Style/Treatment Reference

Sketch the comp was based upon

Digital Poster 1

Typographic Style/Treatment Reference

Sketch the comp was based upon

Digital Poster 2

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