

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 2

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template to present your additional research, sketches, experiments, and font choices for this project. Make sure you include all of the major elements that were required and also make sure that you include as much visual research as possible.

Include images as many images as you can. Feel free to duplicate pages or go above and beyond where appropriate and relevant to your project.

All phases this week are important, but special emphasis can be placed on sketching and experiments. Think of the building the insect/reptile with random things collected from around your home. What can you experiment with visually that will relate to each of the different poster types you are required to make for this exhibit at the SFMOMA?

STUDENT NAME: Marchylia F. P. Pratikto

POSTER PROJECT PART 2:

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 research are you? Did you attempt to contact a local library? Why not? Perhaps you should consider doing this to dig deeper... What about tight sketches? What are your weaknesses and strengths?

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:

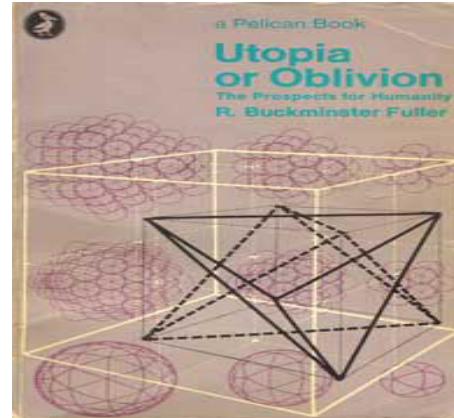
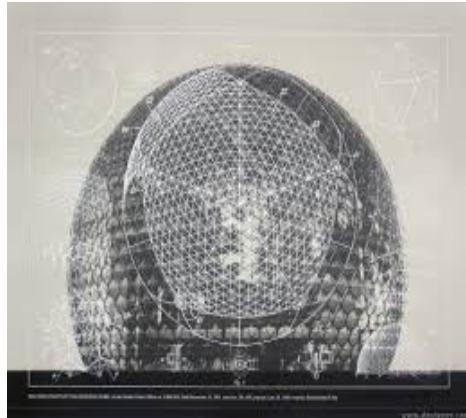
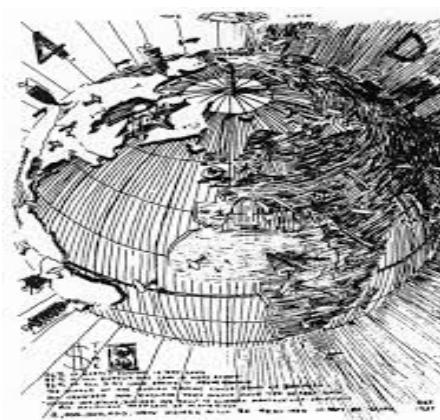
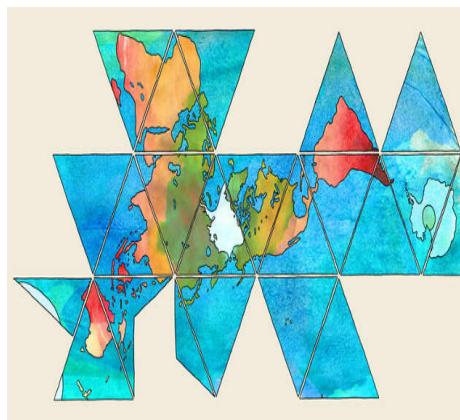
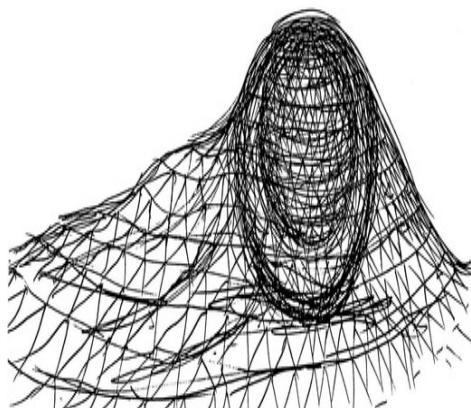
1. How did the research help your sketching?
2. What did you learn through your visual experiments?
3. What makes your artist's work unique?
4. How old was your artist when they were doing their work?
5. What did you learn about fonts as you really looked closely at them and why they are relevant to your artist?

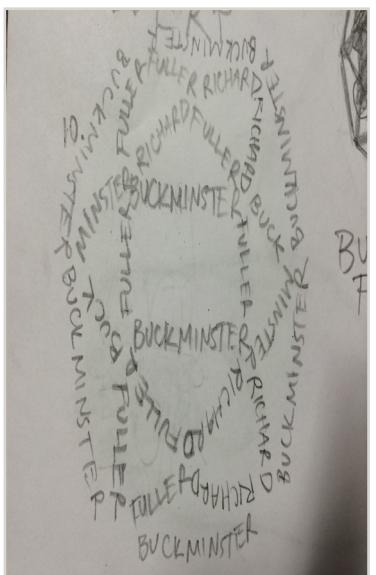
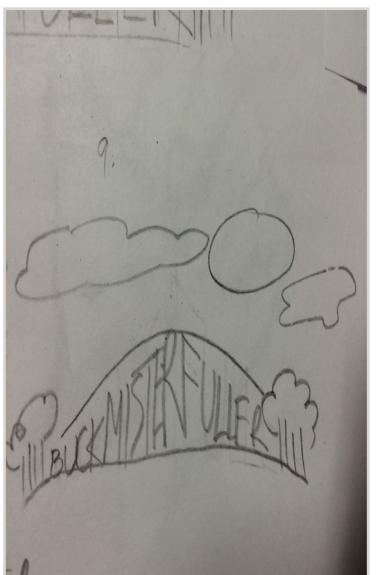
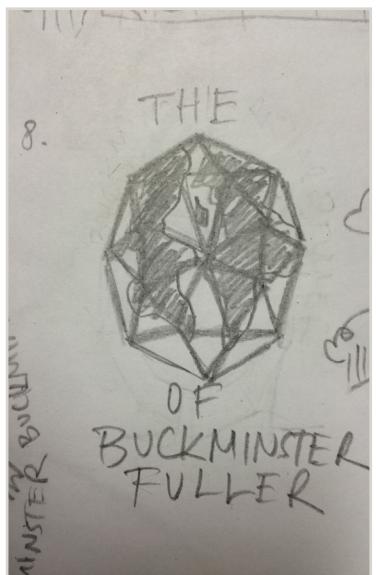
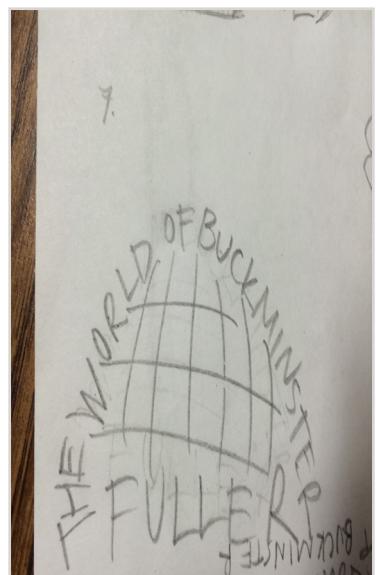
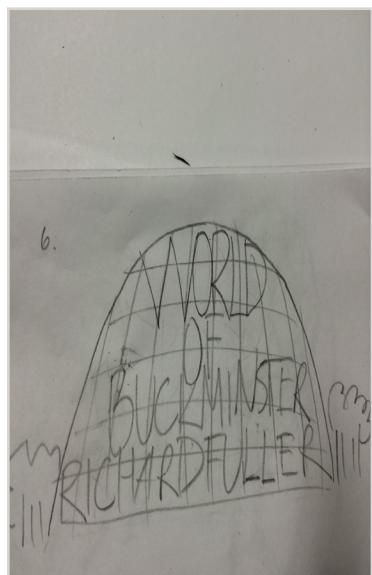
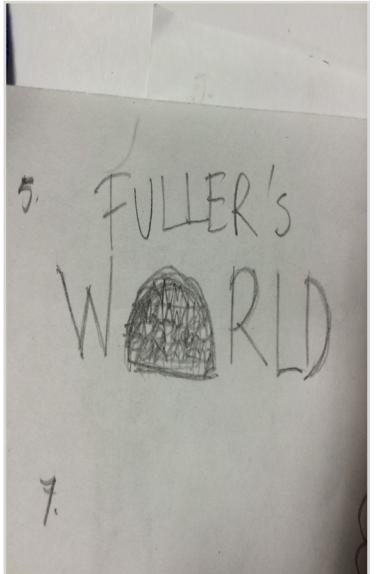
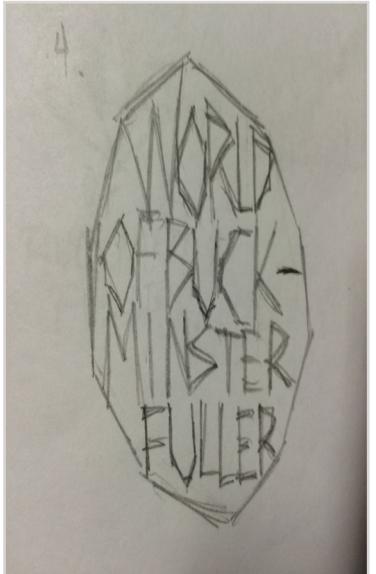
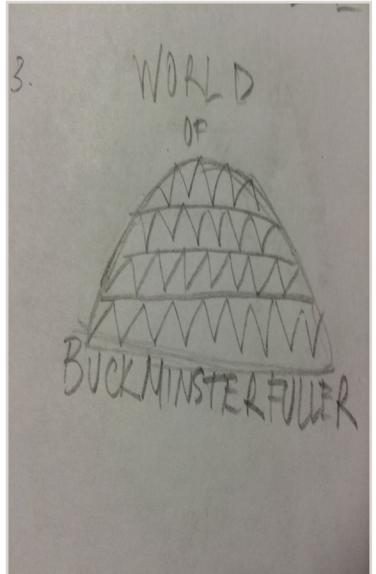
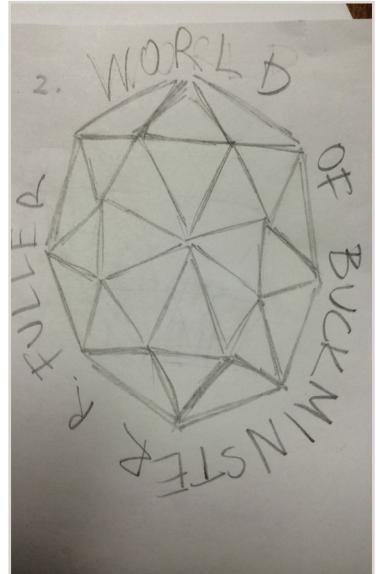
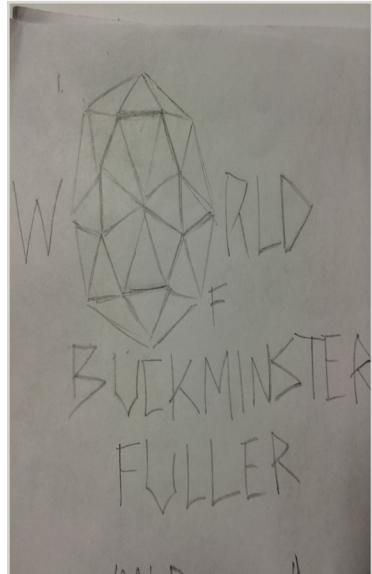
Add your own insights as well....

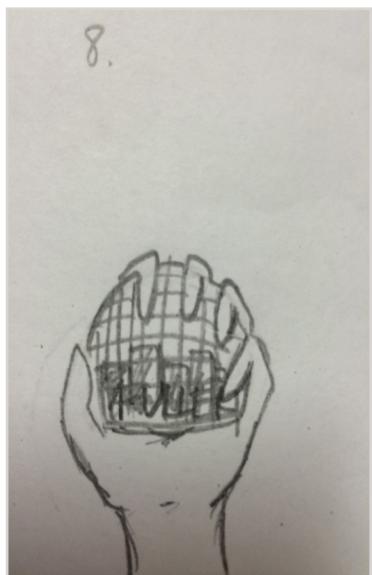
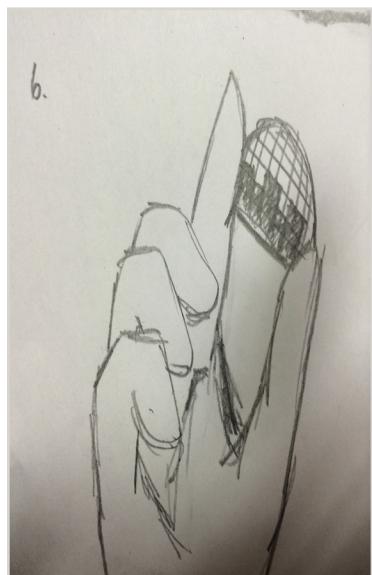
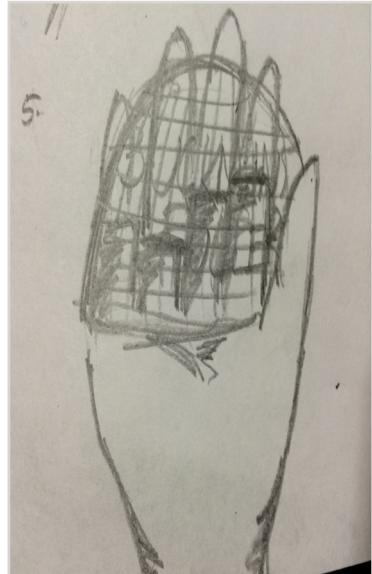
etc.. (remember to feel free to replace this entire block of text with your own answers (including the text above)

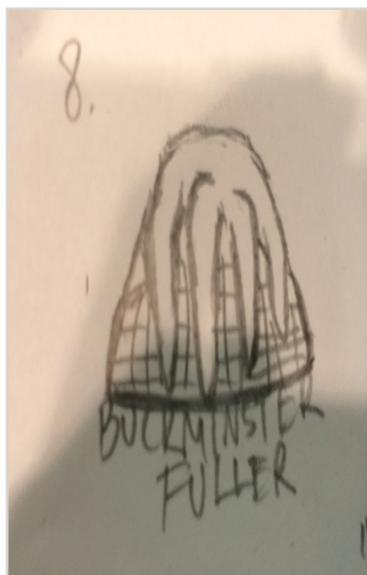
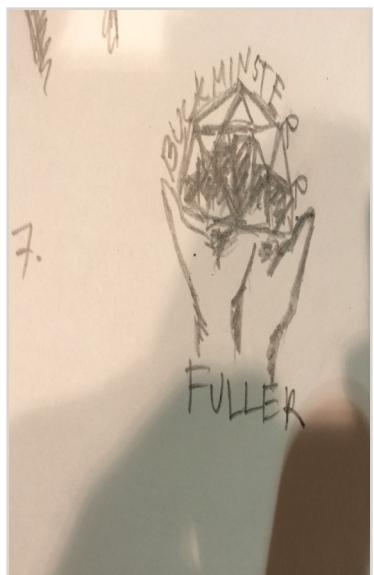
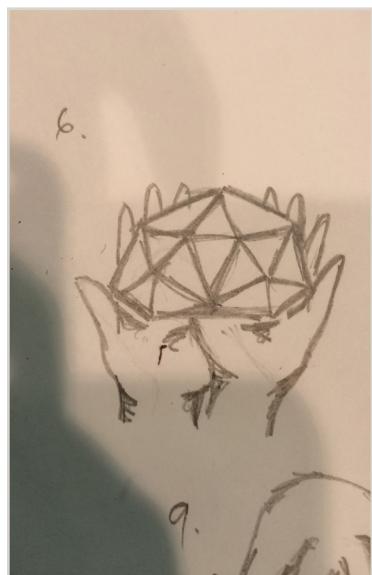
ADDITIONAL RESEARCH FOR [BUCKMINSTER FULLER] | STUDENT NAME: Marchylia F. P. Pratikto.

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





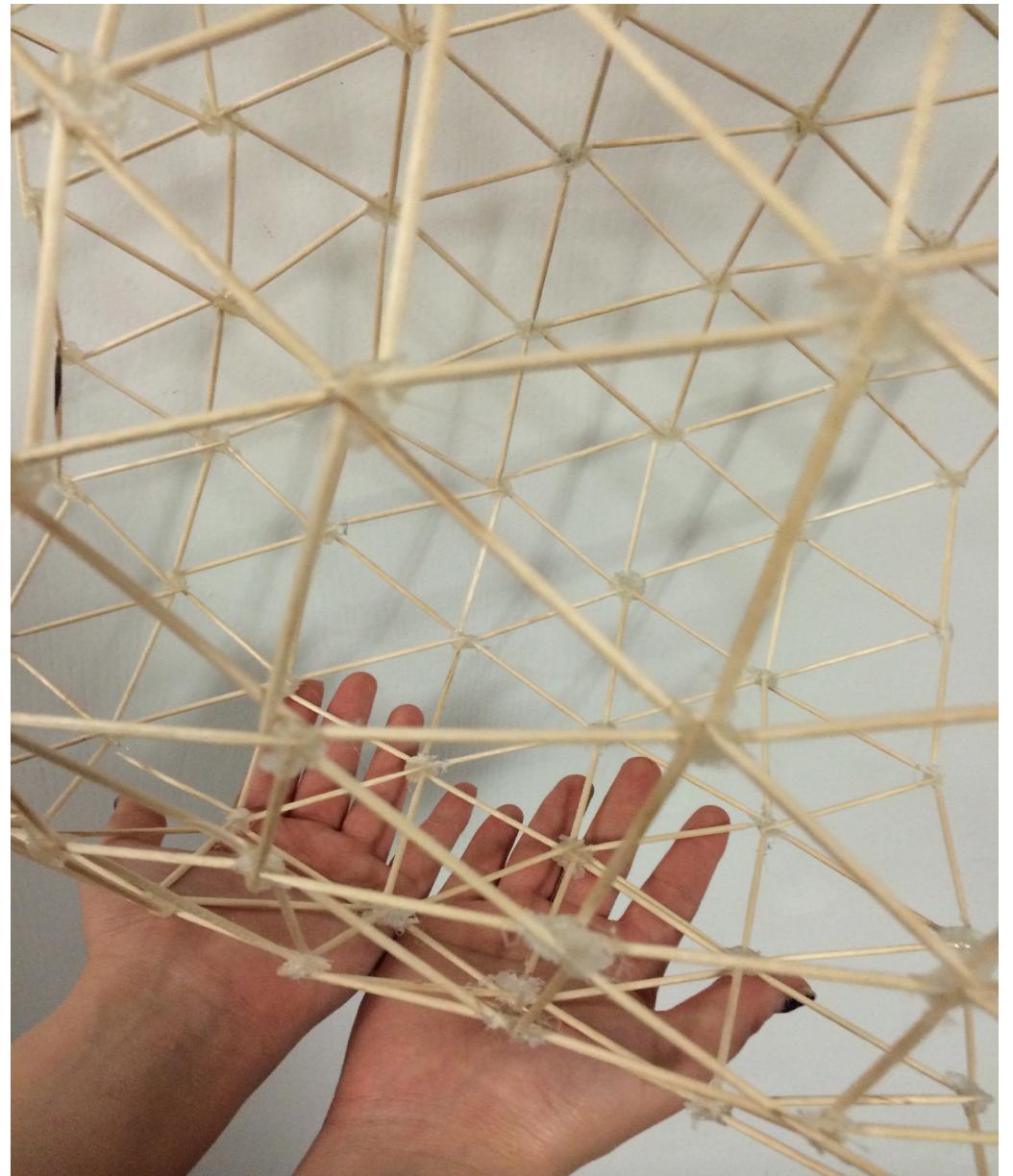




VISUAL EXPERIMENTS [BUCKMINSTER FULLER], PRINCIPLE OF {SCALE} | STUDENT NAME: Marchylia F. P. Pratikto.

Show your process here too... photos of you making the thing would help if possible.

PROCESS WORK HERE

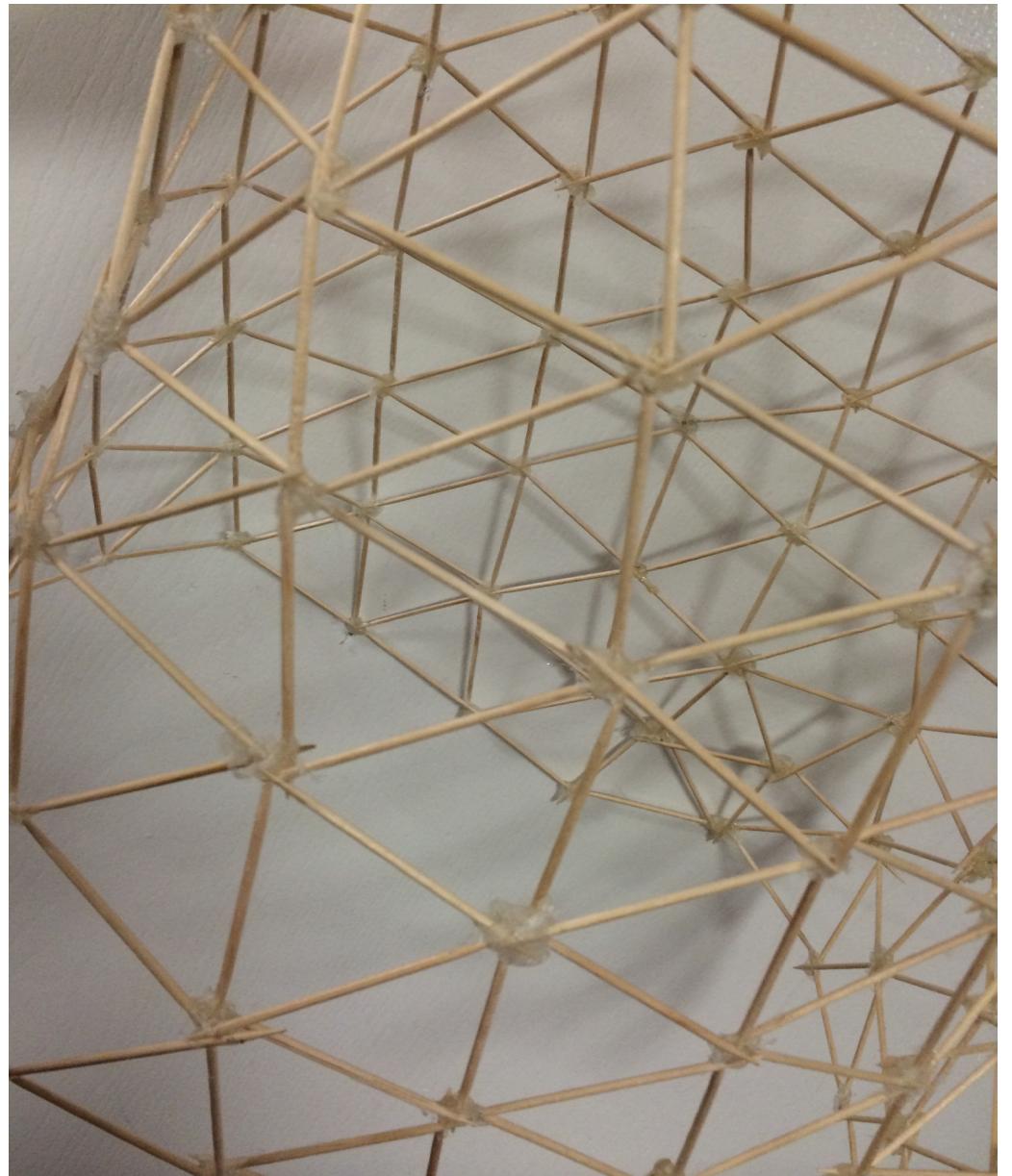


FINAL EXPERIMENT

VISUAL EXPERIMENTS [BUCKMINSTER FULLER], ARTIST STYLE/PHILOSOPHY | STUDENT NAME: Marchylia F. P. Pratikto.

Show your process here too... photos of you making the thing would help if possible.

PROCESS WORK HERE



FINAL EXPERIMENT

VISUAL EXPERIMENTS: [BUCKMINSTER FULLER], MY VISUAL CONCEPT/PERSPECTIVE | STUDENT NAME: Marchylia F. P. Pratikto.

Show your process here too... photos of you making the thing would help if possible.



PROCESS WORK HERE



FINAL EXPERIMENT

OPTION 1:

BUCKMISTER RICHARD FULLER SFMOMA [typeface name here]

buckminster richard fuller sfmoma

OPTION 2:

BUCKMISTER RICHARD FULLER SFMOMA [typeface name here]

BUCKMISTER RICHARD FULLER SFMOMA

OPTION 3:

BUCKMINSTER RICHARD FULLER SFMOMA [typeface name here]

buckminster richard fuller sfmoma

OPTION 4:

BUCKMINSTER RICHARD FULLER SFMOMA [typeface name here]

buckminster richard fuller sfmoma

OPTION 5:

BUCKMINSTER RICHARD FULLER SFMOMA [typeface name here]

buckminster richard fuller sfmoma

OPTION 6 :

BUCKMINSTER RICHARD FULLER SFMOMA [typeface name here]

buckminster richard fuller sfmoma

FONT FOR DESIGN PRINCIPLE POSTER

[typeface name here]

FULLER
FULLER

FONT FOR ARTIST STYLE POSTER

[typeface name here]

FULLER
fuller

FONT FOR MY VISUAL CONCEPT/PERSPECTIVE

[typeface name here]

FULLER
fuller

FONT SELECTION LEARNING SUMMARY:

Type a description of what you learned by really analyzing the fonts that the artist used, or that people used during their time, or what other artists are using to represent your artist.

Mr. Buckminster R. Fuller is an architect, a great one and iconic at that too. I feel that I should include the types of fonts that looks more professional or at least have a proper look.

LEARNING SUMMARY:

Replace this entire block of text with your own ideas and a summary of learning. It can be a bulleted or numbered list or paragraph.

What did you specifically learn by drawing the type for your sketches? Did this change the way you look at type? etc....

I think for the font poster version, I would still need to do it with the photoShop edited version. Having the blue-print background texture with one of the chosen professional-look fonts.