

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 1

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template to present your research and sketches 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 for each part of research, text only will not suffice. SHOW US examples from the news of the day, photos of the world where they lived during the time they lived, headlines or images of major social, economic or political news during their life etc...

Look at the context, content and the form: CONTEXT is the state of the world and their specific environment that might have influenced them. These are outside influences that we can't necessarily see in their work. CONTENT is what their work contains message-wise. What images and shapes and photos and words and messages did their work contain? FORM is the physical way they built the work or the physical form it took. Is it cut paper, lithography, film, architecture, photography etc? What makes its form unique? What technology was available to them when they made their work and how did they use this in interesting ways etc.?

STUDENT NAME: Marchylia F. P. Pratikto

POSTER PROJECT PART 1:

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...

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 by analyzing the artists work? What about the poster examples pdf?
3. What makes your artists work unique?
4. How old was your artist when they were doing their work?
5. What do you think about your artist after learning about their background and more about their work?

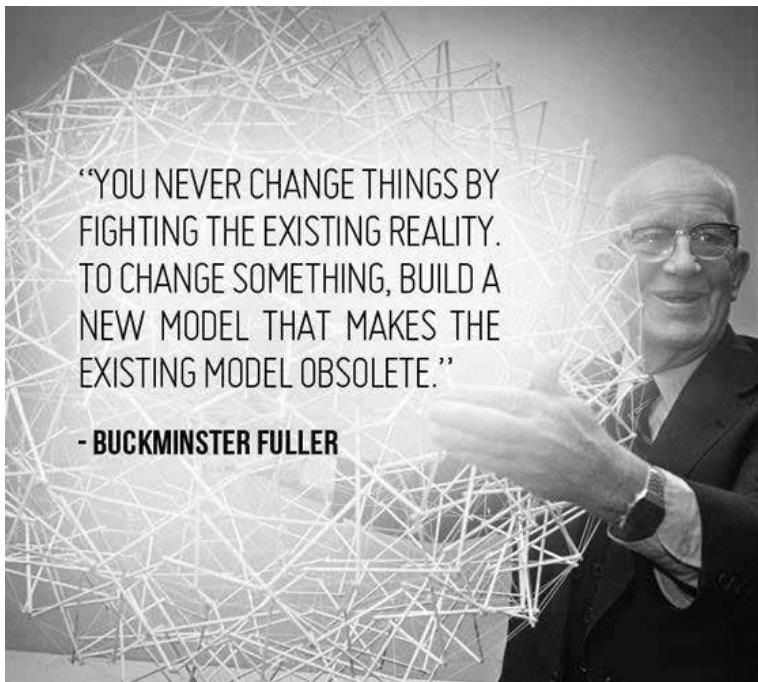
Add your own insights as well....

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

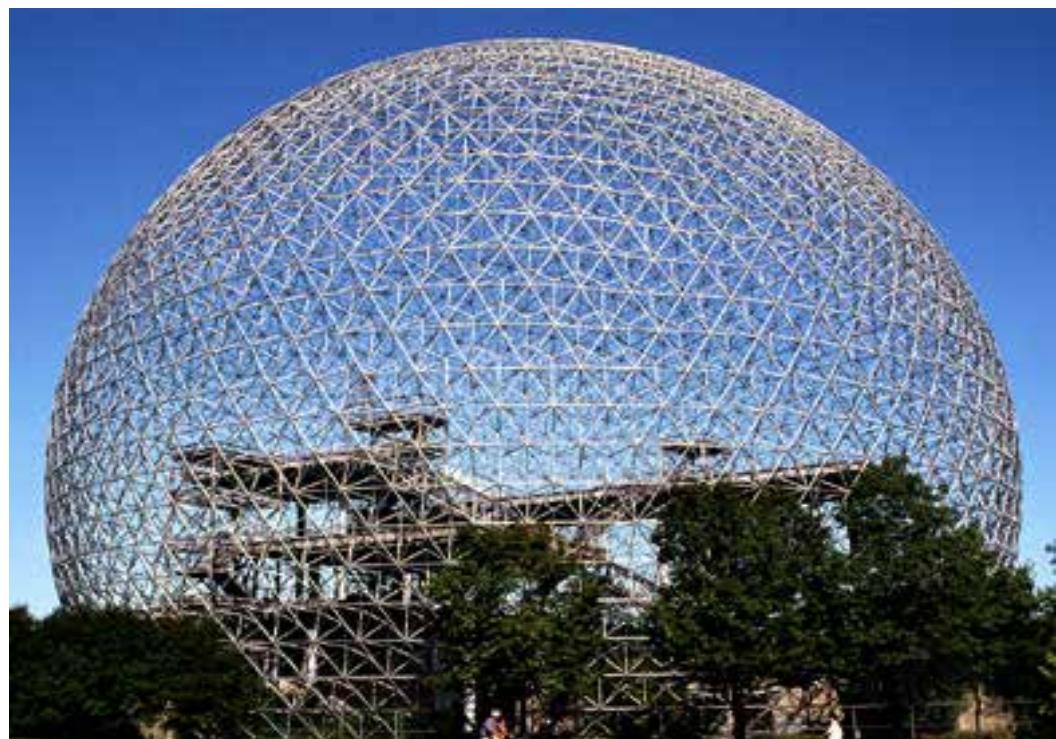
BRIEF BIOGRAPHY OF BUCKMINSTER FULLER | STUDENT NAME: Marchylia F. P. Pratikto

Remember to include both text and images. Organize it how you see fit. But SHOW US what it looked like in that day.

A timeline of significant events/work is helpful here as well.

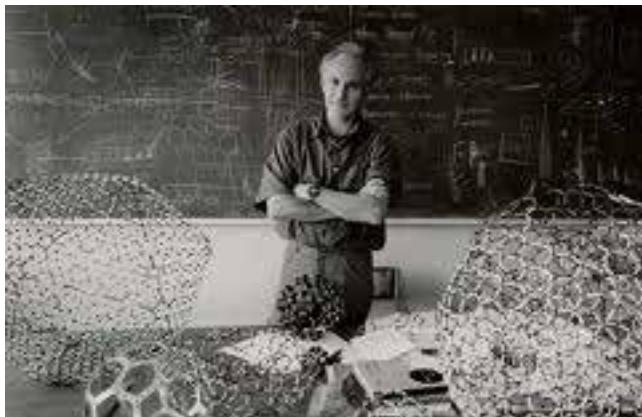


Richard Buckminster Fuller was born on July 12, 1895 (passed away in July 1, 1983) in Milton, Massachusetts, United States. Mr. Fuller is an architect and an engineer. He developed, one of his famous innovation is, the Geodesic Dome: “the only large dome that can be set directly on the ground as a complete structure, and the only practical kind of building that has no limiting dimensions (i.e., beyond which the structural strength must be insufficient). [Robert W. Marks, Encyclopedia Britannica].” Mr. Fuller is also considered as a poet and a philosopher, “he was noted for unorthodox ideas on global issues..... Fuller—architect, engineer, inventor, philosopher, author, cartographer, geometer, futurist, teacher, and poet—established a reputation as one of the most original thinkers of the second half of the 20th century. [Robert W. Marks, Encyclopedia Britannica].”

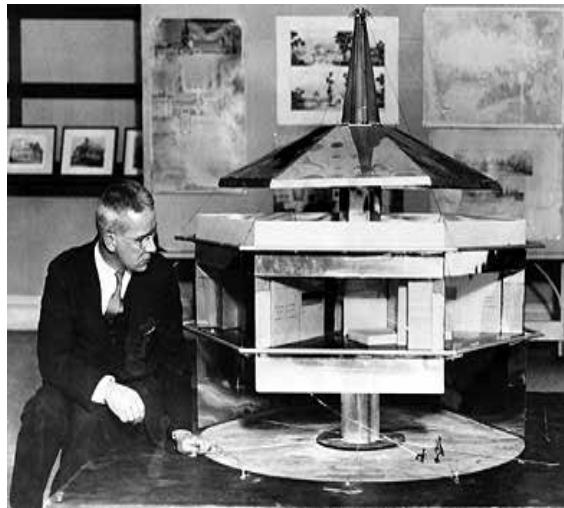


Remember to include both text and images. Organize it how you see fit. But SHOW US what the social climate looked like in that day...

He was like an icon to students who have heard of his works and have created projects following Mr. Fuller's and/or with him, "it was in the 10 years up to 1954 in Wichita, first in another Dymaxion Company (1944–6) and then as chairman of his own research foundation, that he was to reach the culmination of his inventiveness, the GEODESIC DOME. In it over a period of years he synthesized his engineering, geological and cartographic design skills into an artefact with truly universal space-enclosing application. Its development was helped through its early stages by students in numerous schools of architecture, where he rapidly became a popular figure whose altruistic aims chimed with a growing student awareness of world social problems. [Richard Guy Wilson, Oxford Art Online <<http://www.oxfordartonline.com/subscriber/article/grove/art/T030180>>]."



Remember to include both text and images. Organize it how you see fit. But SHOW US by comparing their work to events, other work, past artist work that influenced them etc.

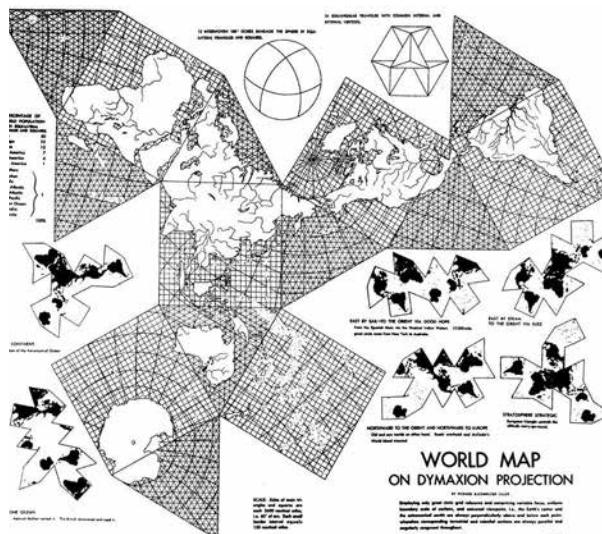
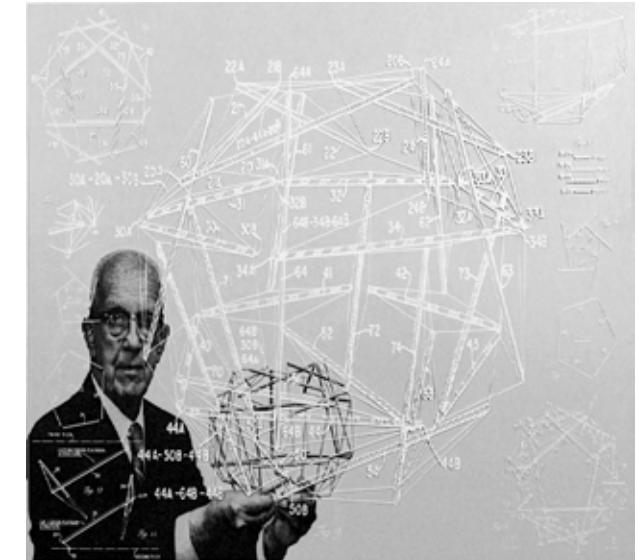
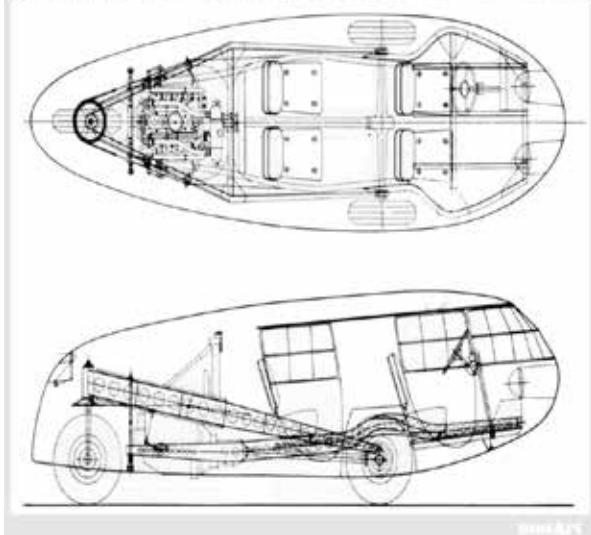


Within the early 1900's, the general technological strategy was to maximize the social applications of energy resources, "Fuller resolved to devote his remaining years to a nonprofit search for design patterns that could maximize the social uses of the world's energy resources and evolving industrial complex. The inventions, discoveries, and economic strategies that followed were interim factors related to that end. In 1927, in the course of the development of his comprehensive strategy, he invented and demonstrated a factory-assembled, air-deliverable house, later called the Dymaxion house, which had its own utilities. He designed in 1928, and manufactured in 1933, the first prototype of his three-wheeled omnidirectional vehicle, the Dymaxion car. This automobile, the first streamlined car, could cross open fields like a jeep, accelerate to 120 miles (190 km) per hour, make a 180-degree turn in its own length, carry 12 passengers, and average 28 miles per gallon (12 km per litre) of gasoline. [Robert W. Marks, Encyclopedia Britannica]."

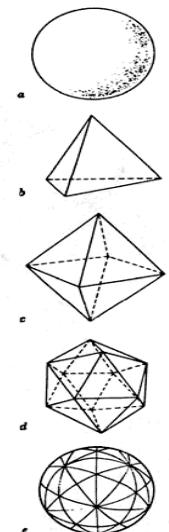


Remember to include both text and images. Organize it how you see fit. But SHOW US what you think...

Mr. Richard Buckminster Fuller was born to be an inventor. I do think his minds work best as an architect, engineer, inventor, and a philosopher. Those titles fit his character; Mr. Fuller is one of the brilliant men of his time. His projects considered as innovative designs, especially during the late 20th century, early 1900's.

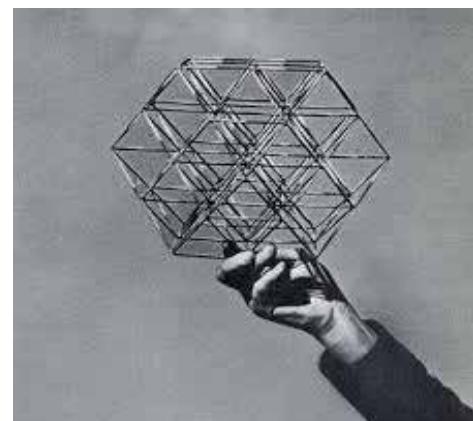
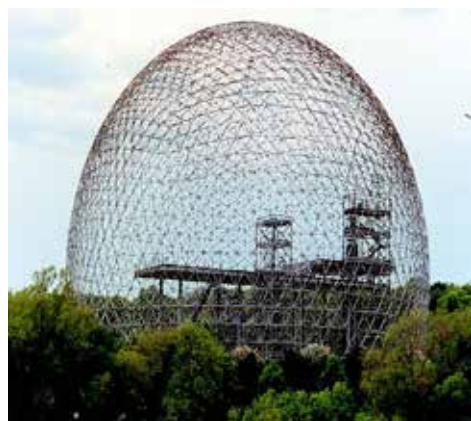
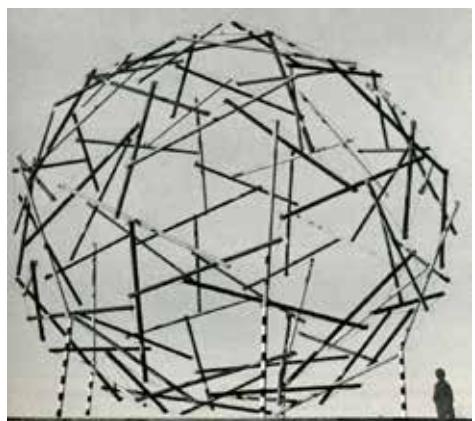
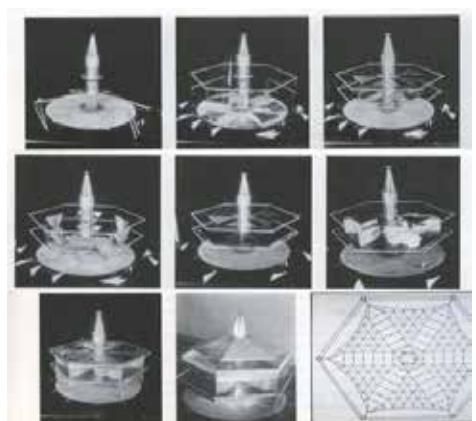
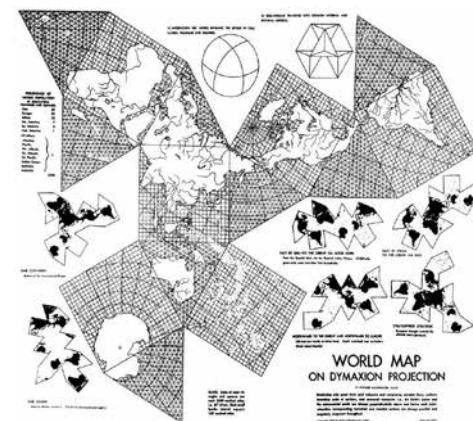
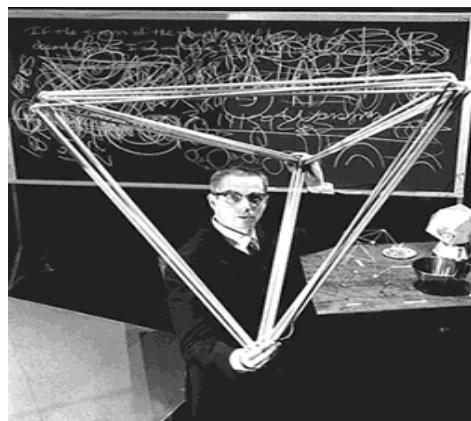
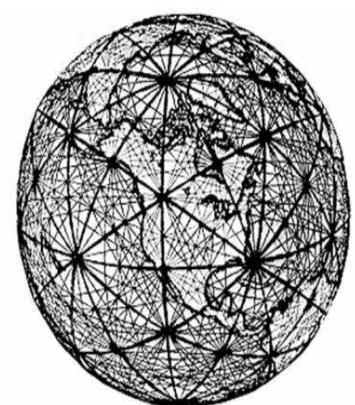
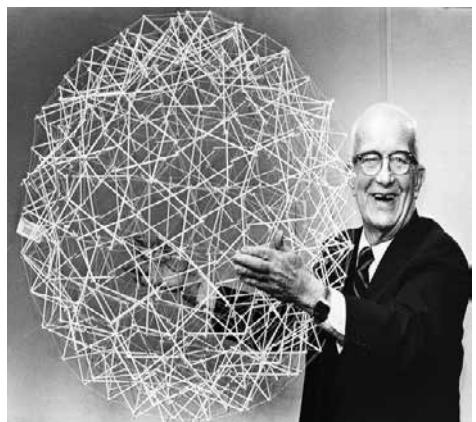


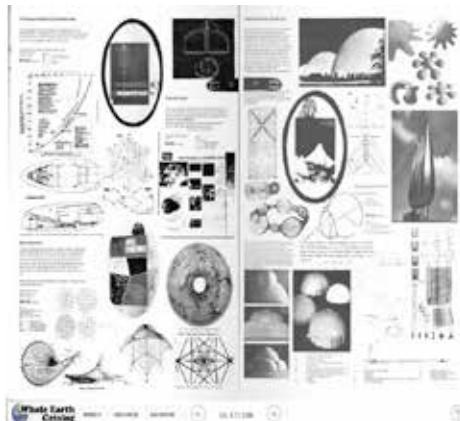
Buckminster Fuller defines a sphere (a) as "a multiplicity of discrete events, approximately equidistant in all directions from a nuclear center." The discrete points of such a system can be inter-triangulated. The tetrahedron (b), the octahedron (c), and icosahedron (d) are the only possible cases of omni-equilateral, omni-triangulated finite systems. Pictured at (e) are the 15 great circles developing from rotation of the icosahedron in respect to the 15 axes inter-connecting opposite midpoints of the icosahedron's 30 edges. The 120 resulting right spherical triangles represent the maximum unitary subdivision of a one-radius-system.



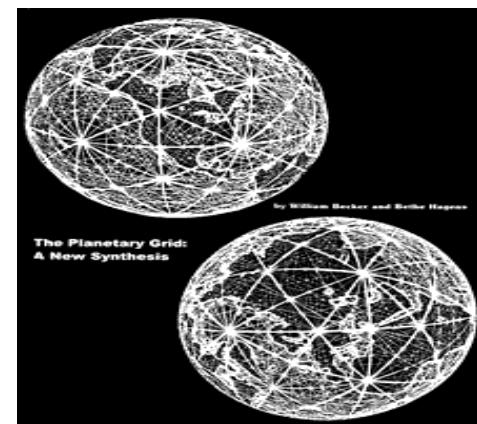
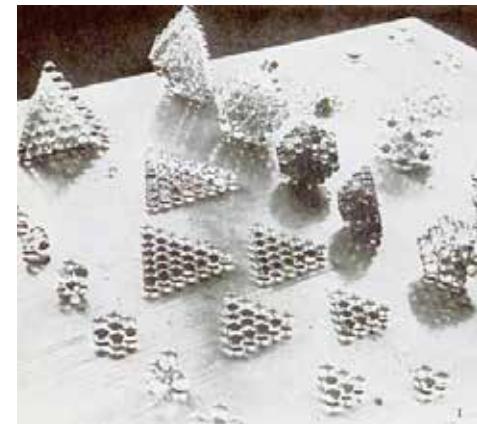
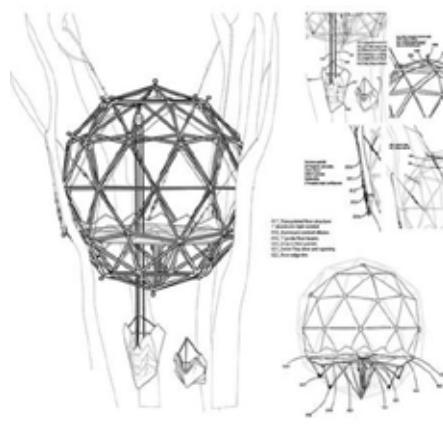
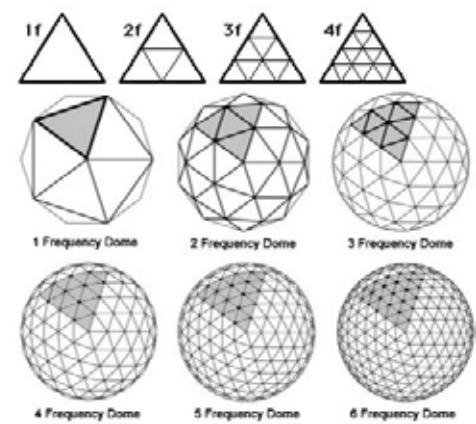
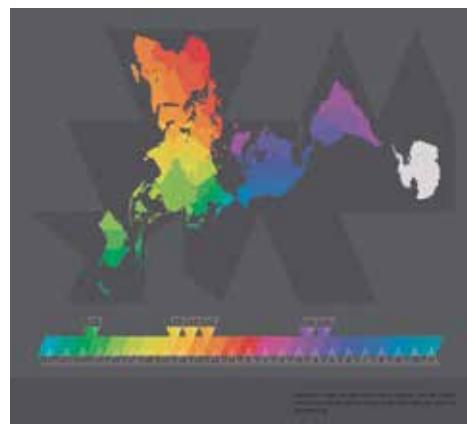
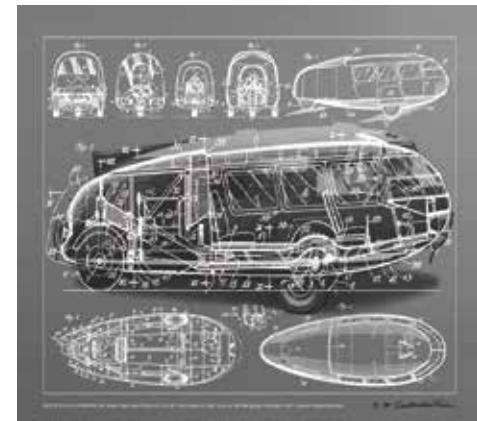
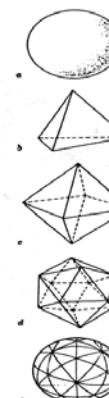
WORK OF BUCKMINSTER FULLER | STUDENT NAME: Marchylia F. P. Pratikto

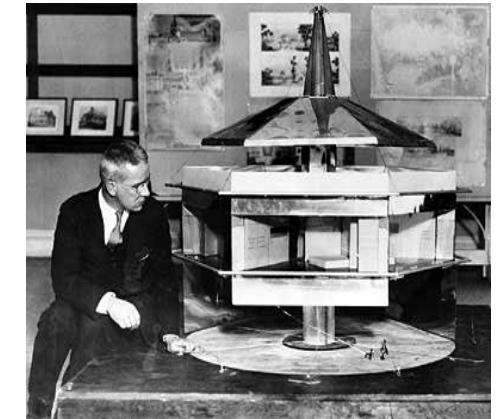
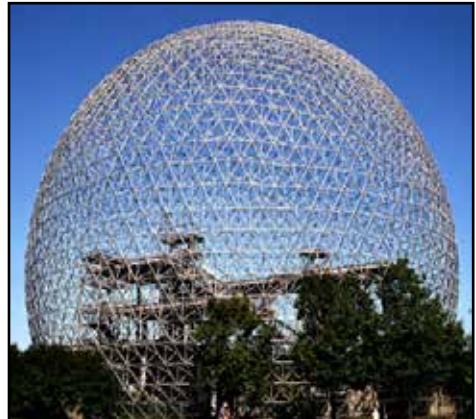
AS MUCH AS POSSIBLE!!! REFORMAT AS NECESSARY.

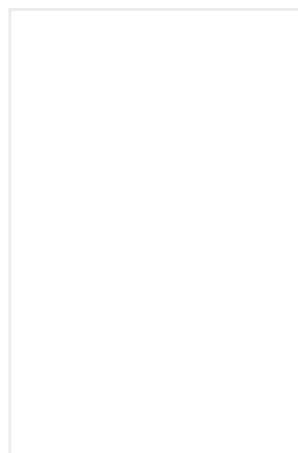
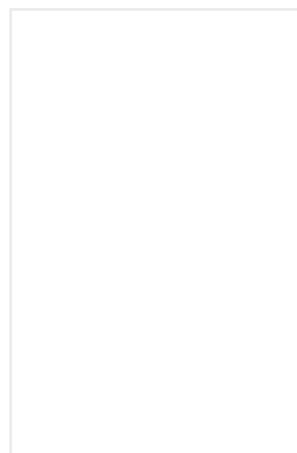
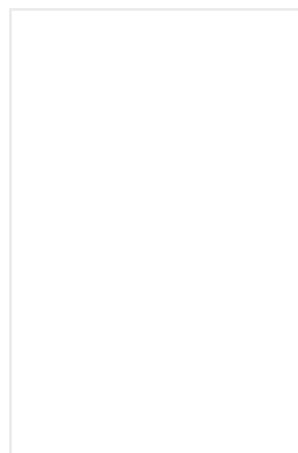
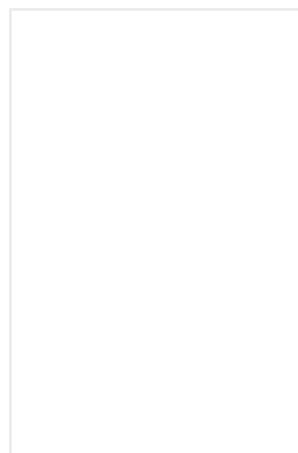
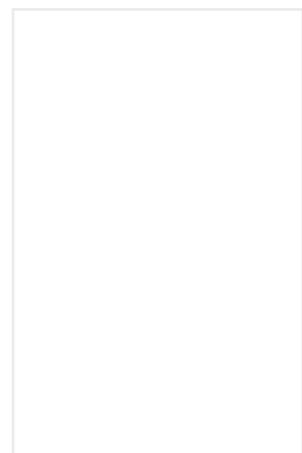
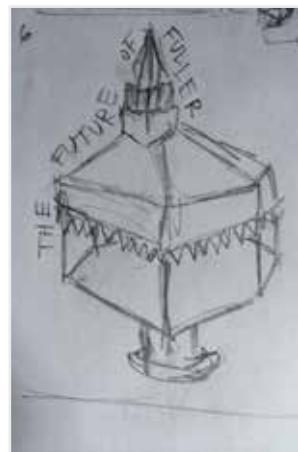
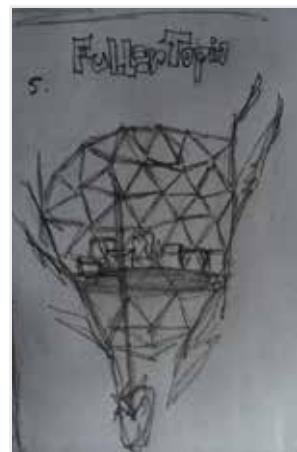
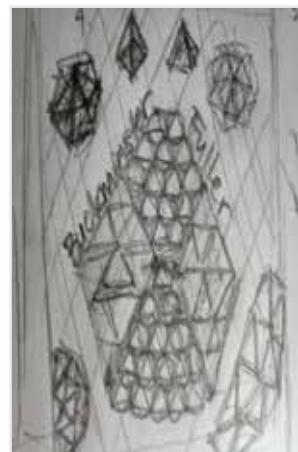


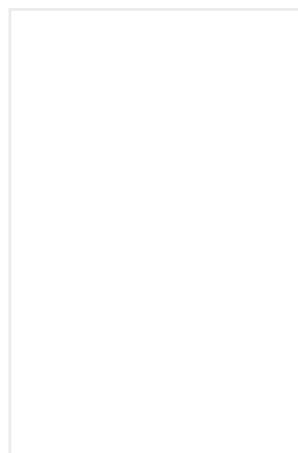
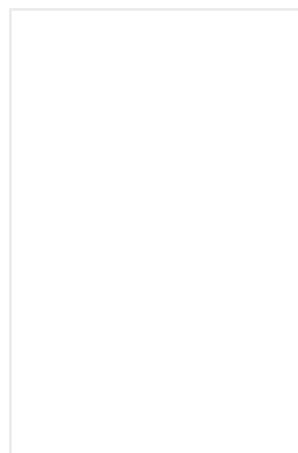
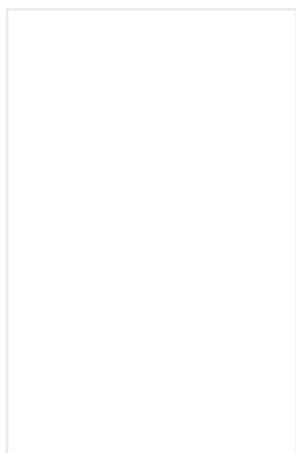
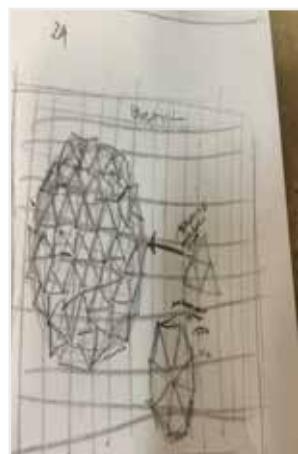
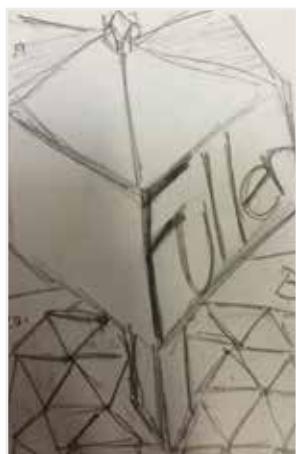
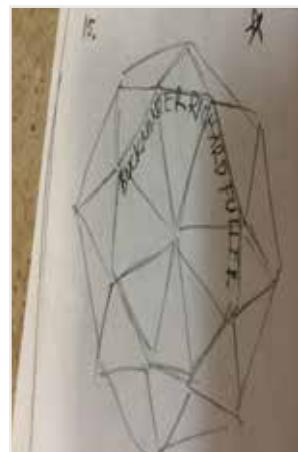
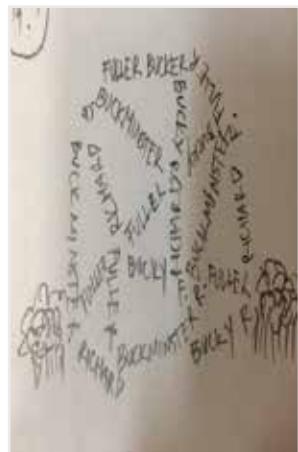
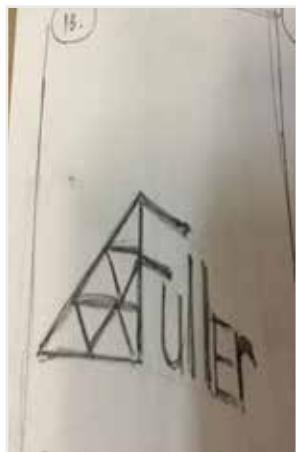


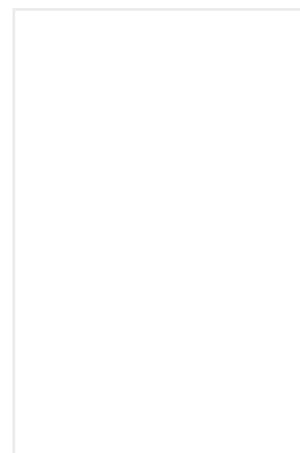
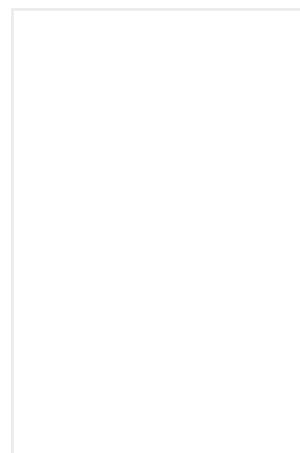
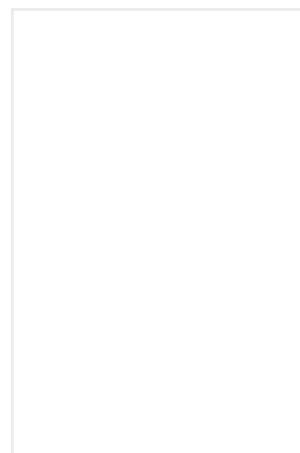
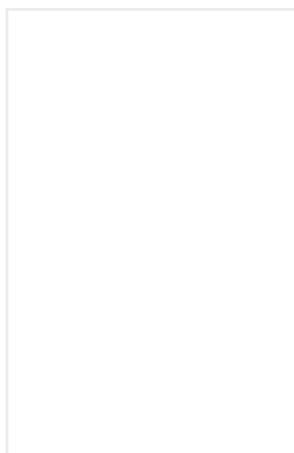
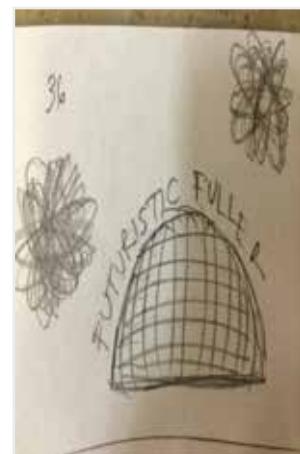
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- Scale
- Proportion

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:

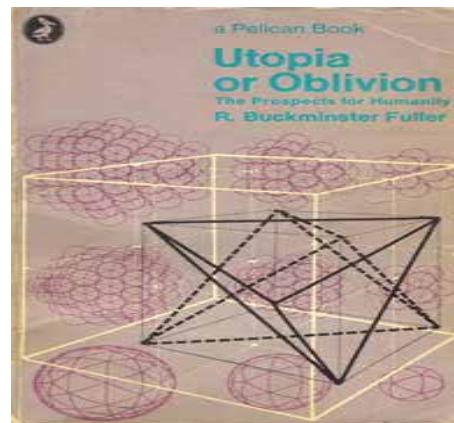
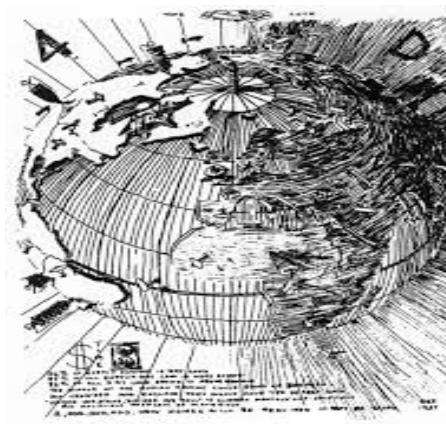
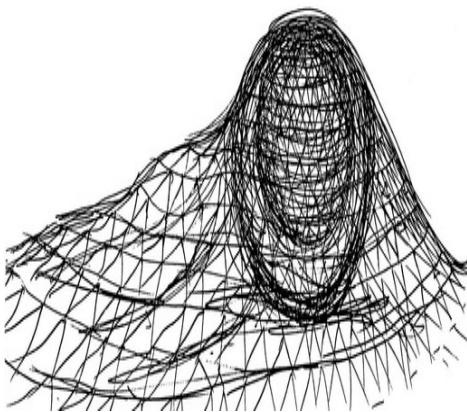
1. How did the research help your sketching?
2. What did you learn through your visual experiments?
3. What makes your artist's work unique?
4. How old was your artist when they were doing their work?
5. What did you learn about fonts as you really looked closely at them and why they are relevant to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

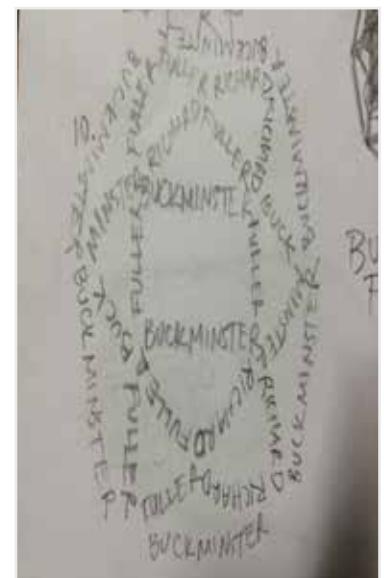
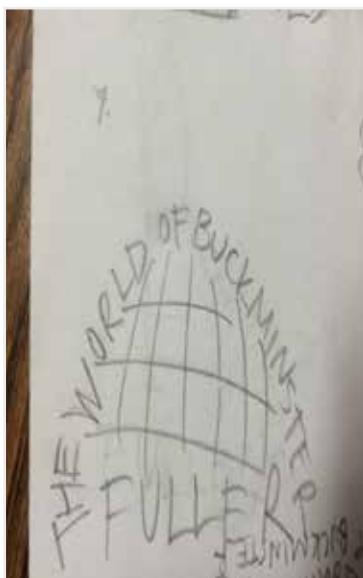
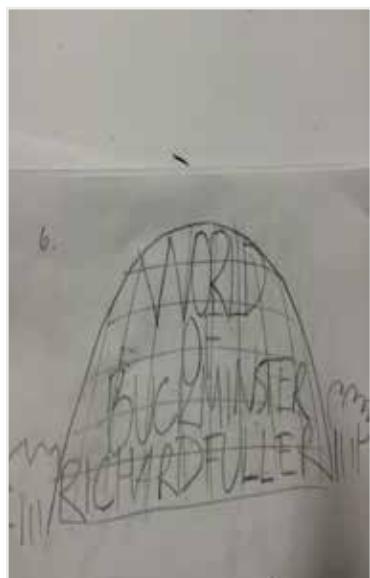
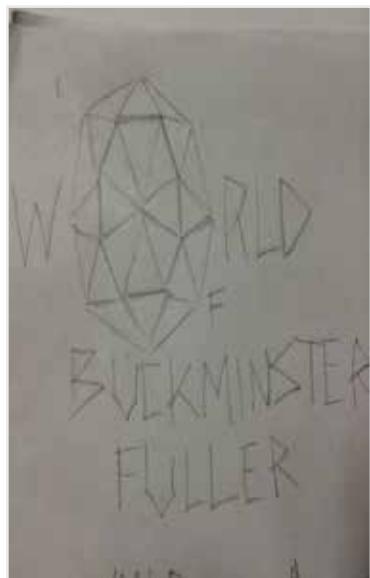
Add your own insights as well....

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

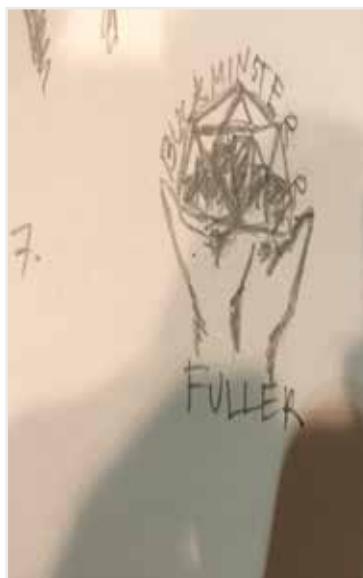
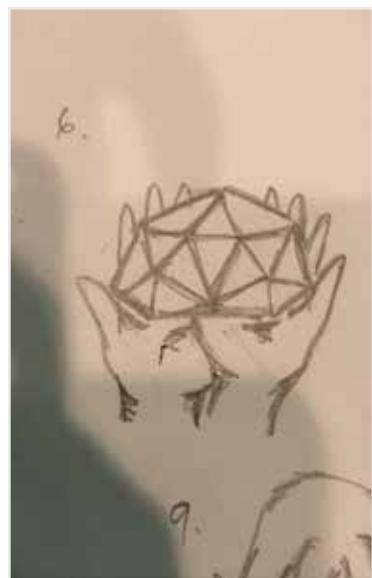
ADDITIONAL RESEARCH FOR [BUCKMINSTER FULLER] | STUDENT NAME: Marchylia F. P. Pratikto.

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





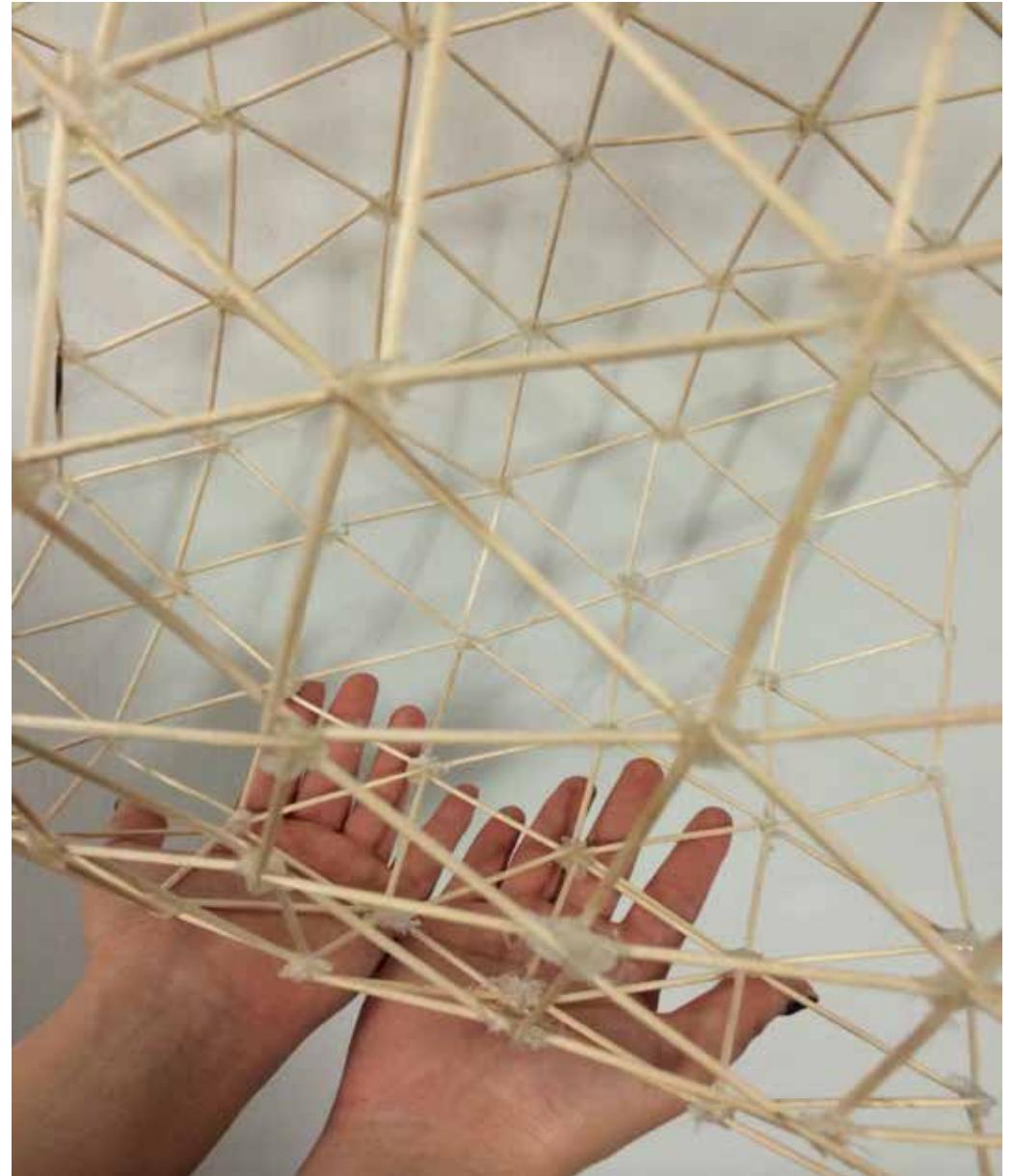




VISUAL EXPERIMENTS [BUCKMINSTER FULLER], PRINCIPLE OF {SCALE} | STUDENT NAME: Marchylia F. P. Pratikto.

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

PROCESS WORK HERE

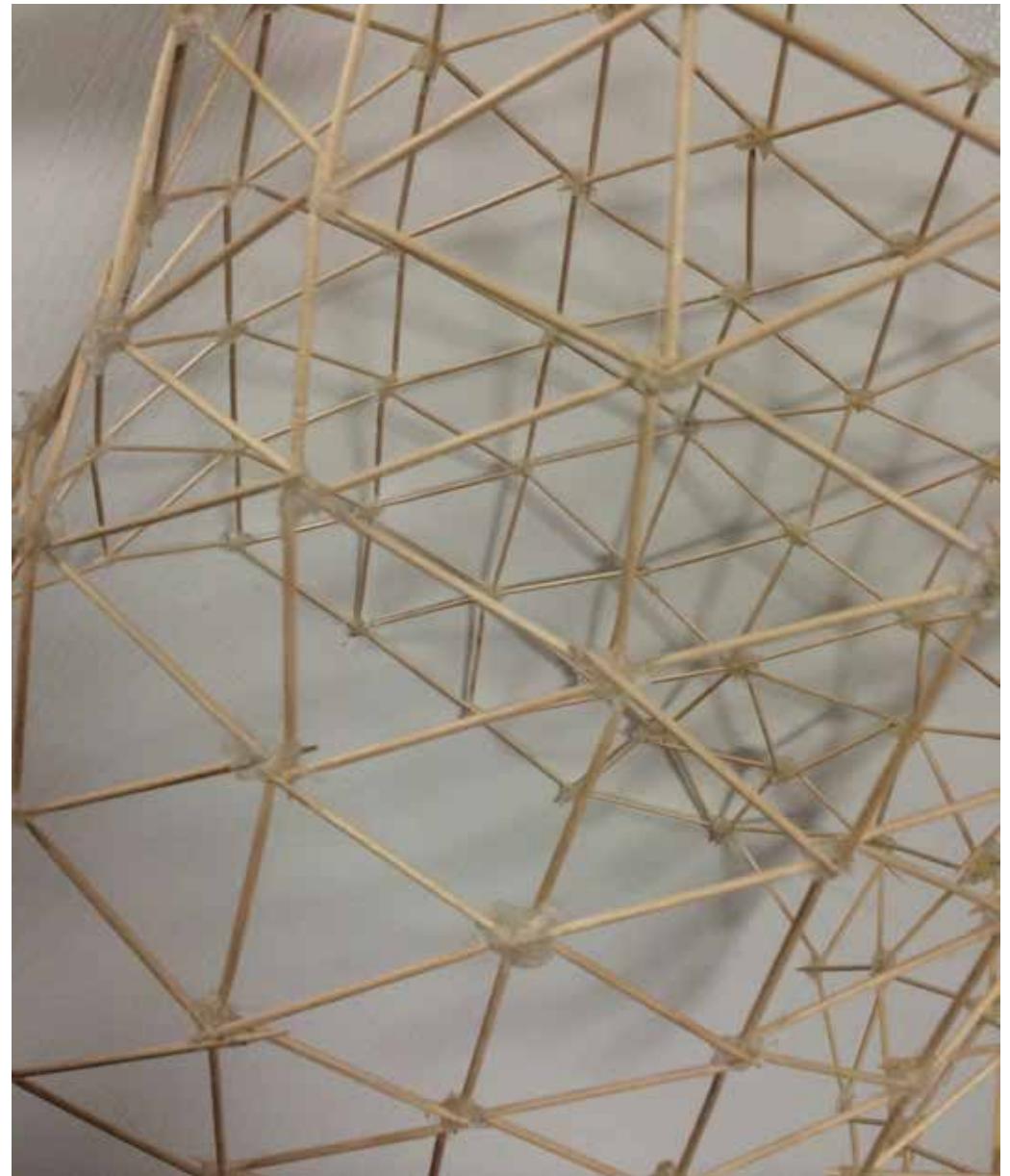


FINAL EXPERIMENT

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

VISUAL EXAMPLES OF TYPE FROM ARTIST

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:

BUCMINSTER 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 blueprint background texture with one of the chosen professional-look fonts.

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?

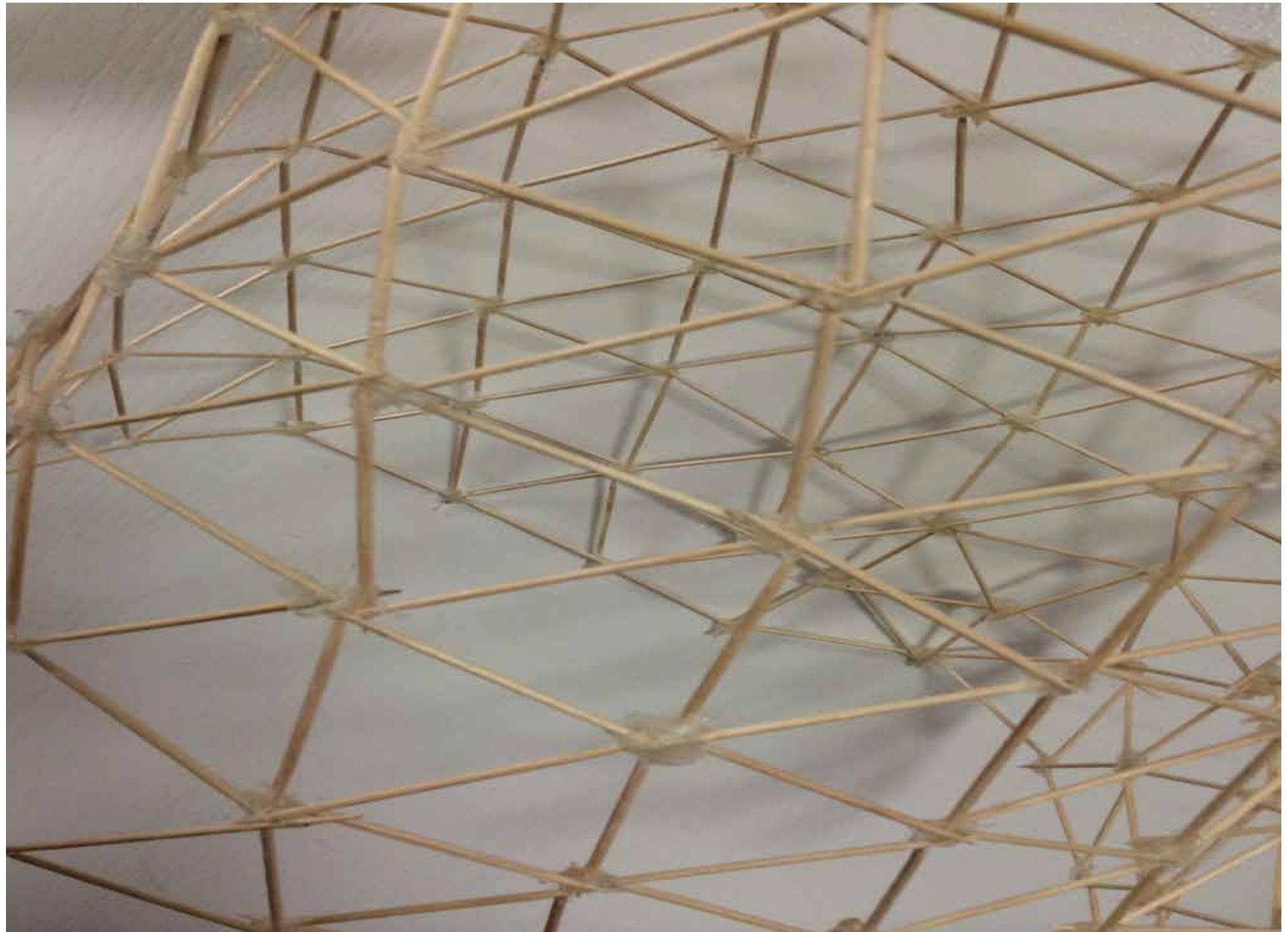
LEARNING SUMMARY:

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?
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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)





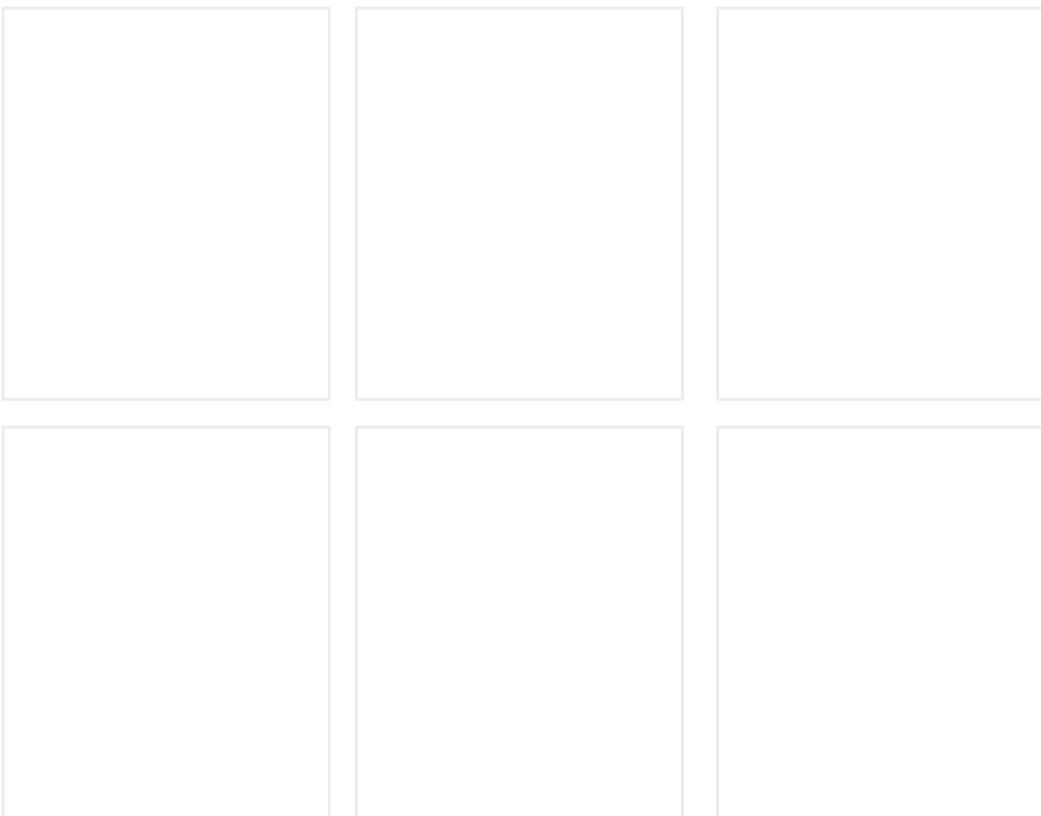
ADDITIONAL SKETCHING AS NEEDED FOR [ARTIST NAME] | STUDENT NAME: Type name here.

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

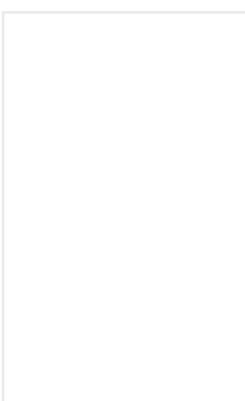
Digital Poster 1



Typographic Style/Treatment Reference



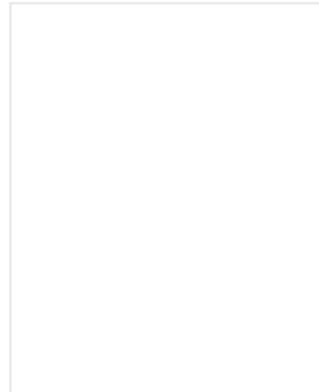
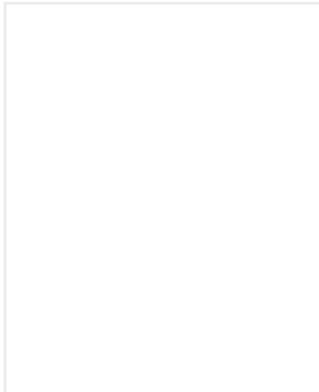
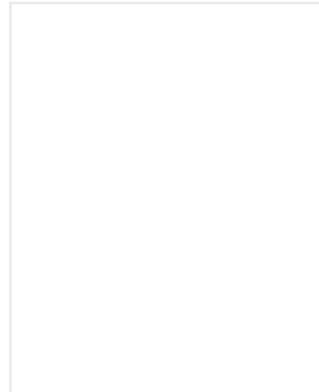
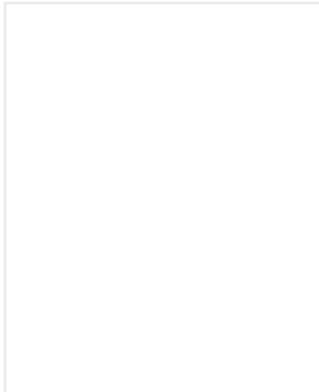
Sketch the comp was based upon



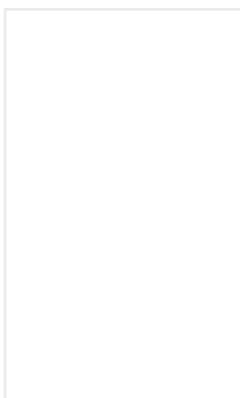
Digital Poster 2



Typographic Style/Treatment Reference



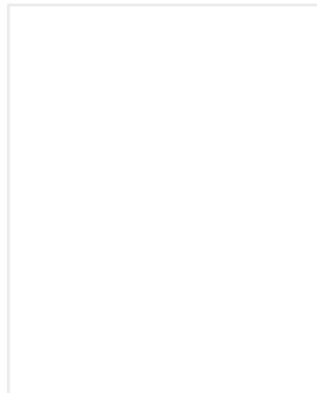
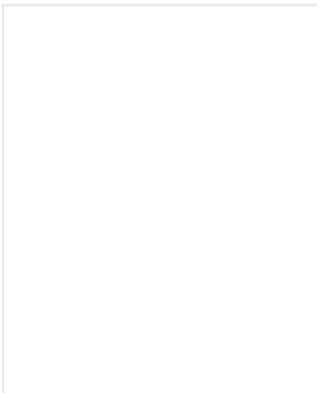
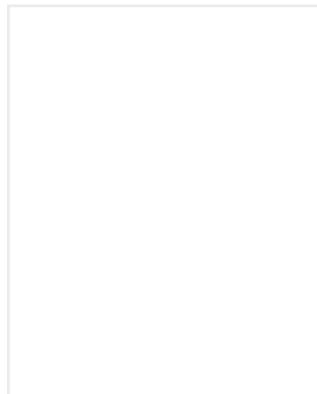
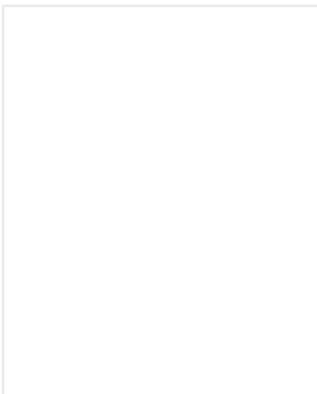
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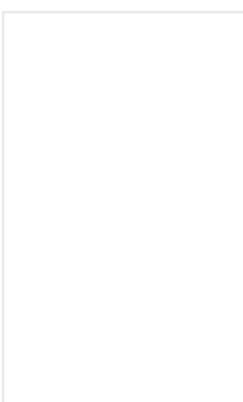
Digital Poster 1



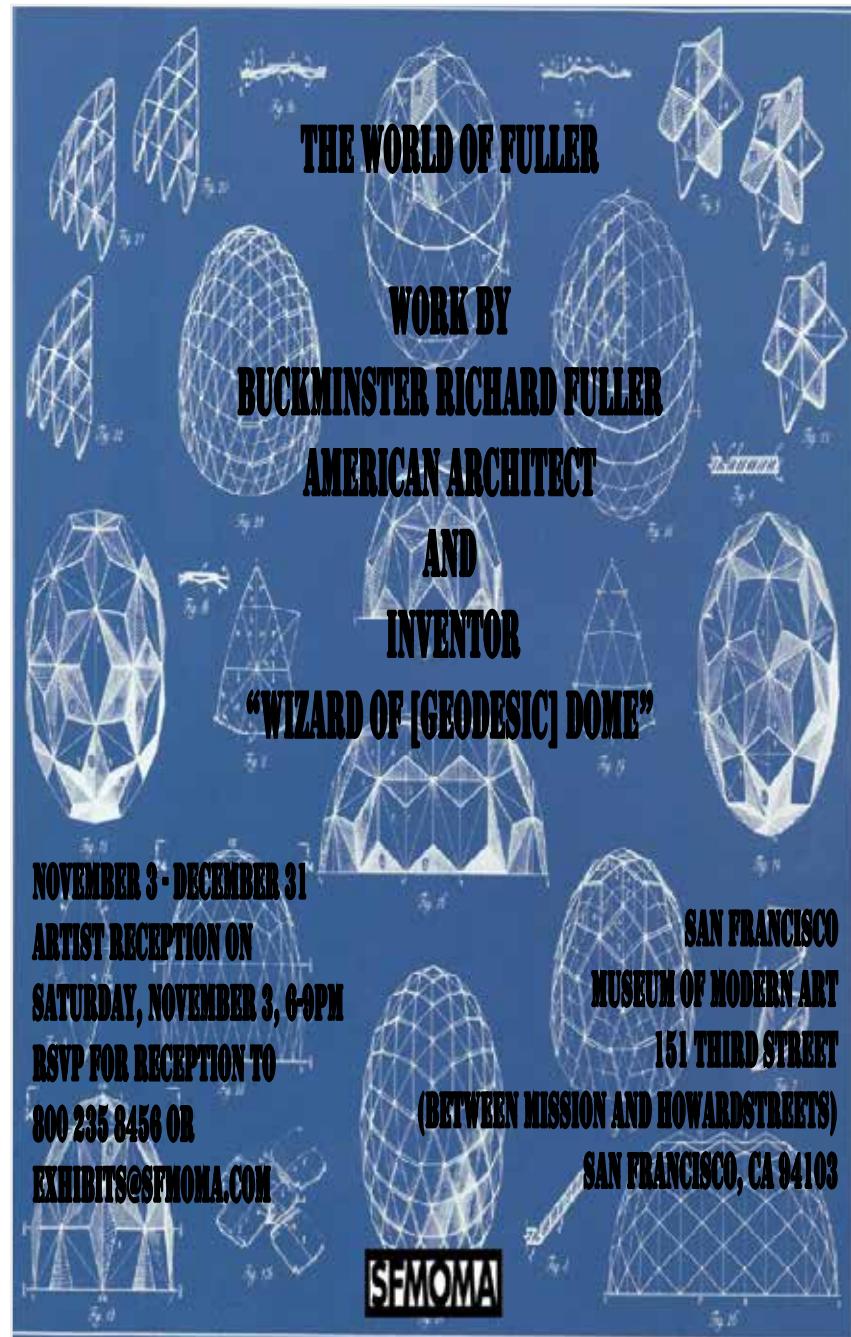
Typographic Style/Treatment Reference



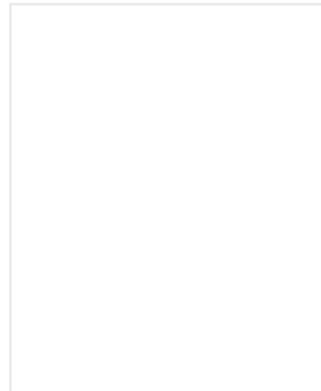
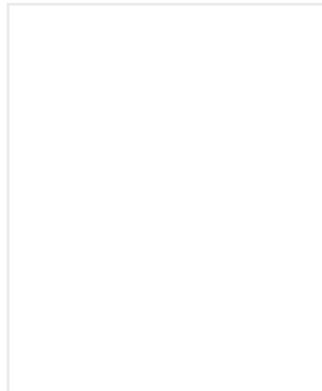
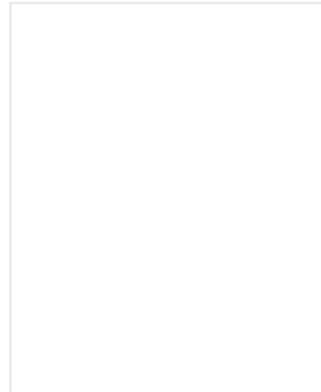
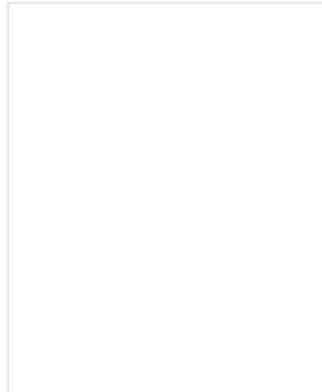
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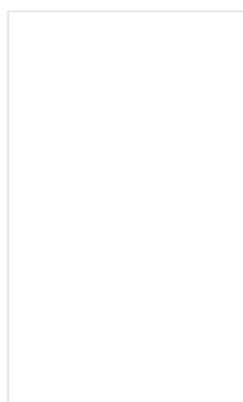
Digital Poster 2



Typographic Style/Treatment Reference



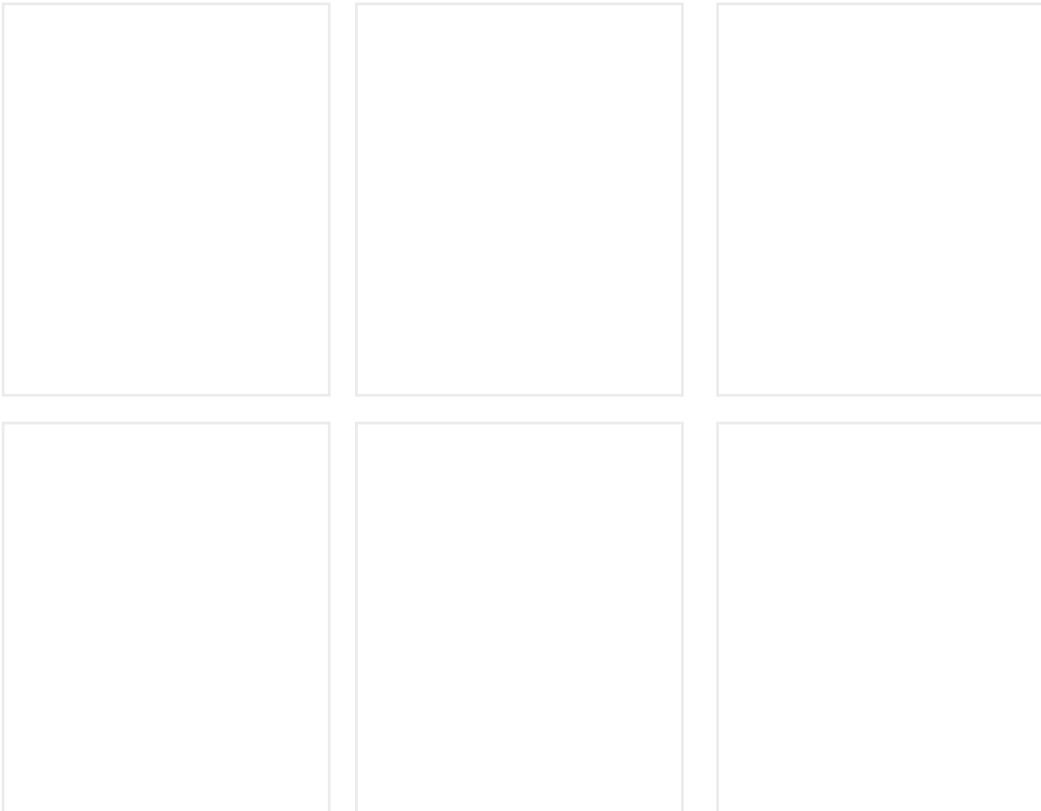
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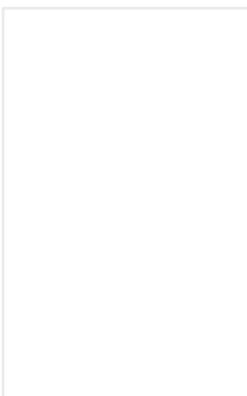
Digital Poster 1



Typographic Style/Treatment Reference



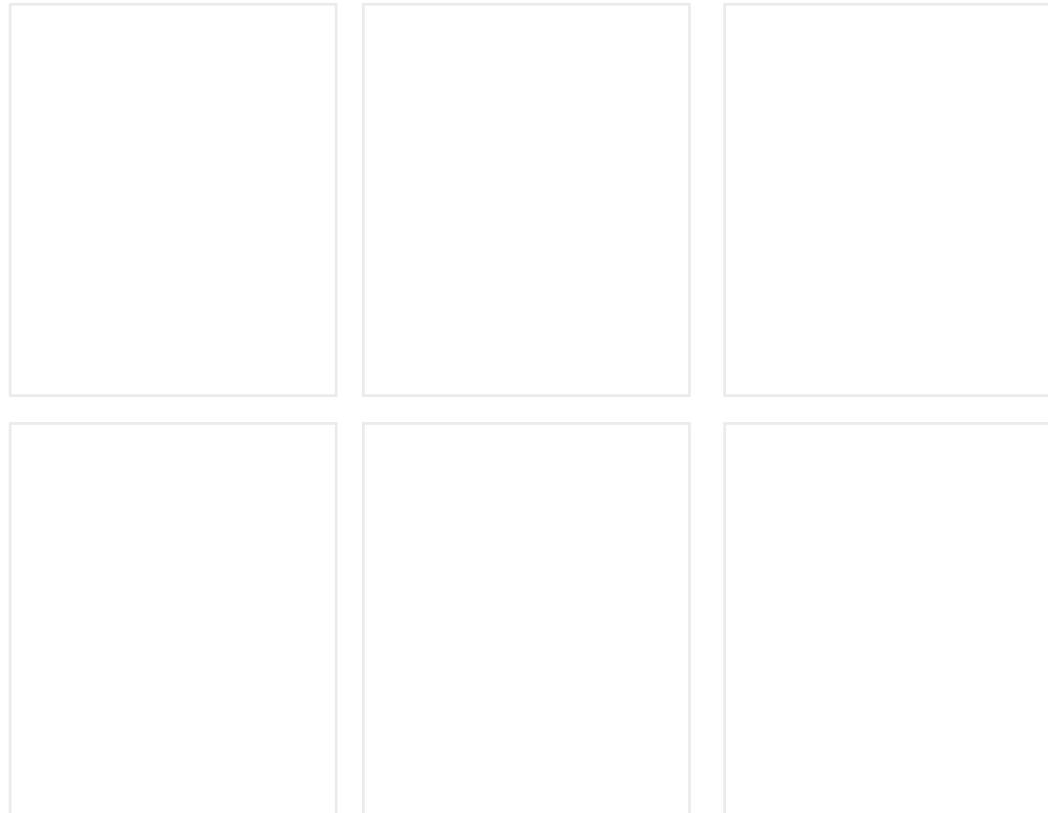
Sketch the comp was based upon



Digital Poster 2



Typographic Style/Treatment Reference



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ELEMENTS OF DESIGN:

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

PRINCIPLES OF DESIGN:

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- Proportion

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Poster Project Part 4

ART 130 - INTRO TO GRAPHIC DESIGN



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STUDENT NAME: Marchylia F. P. Pratikto.

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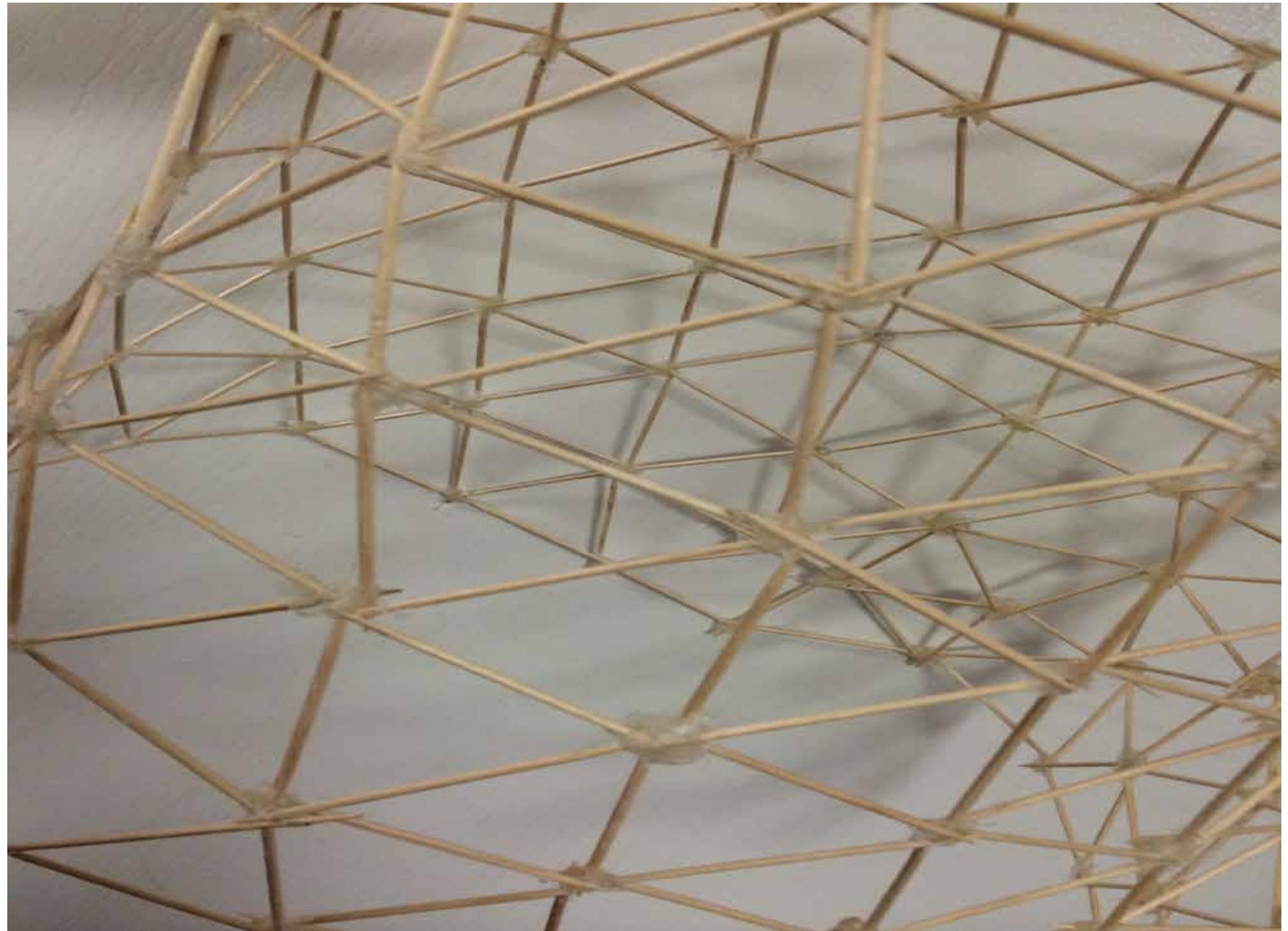
LEARNING SUMMARY:

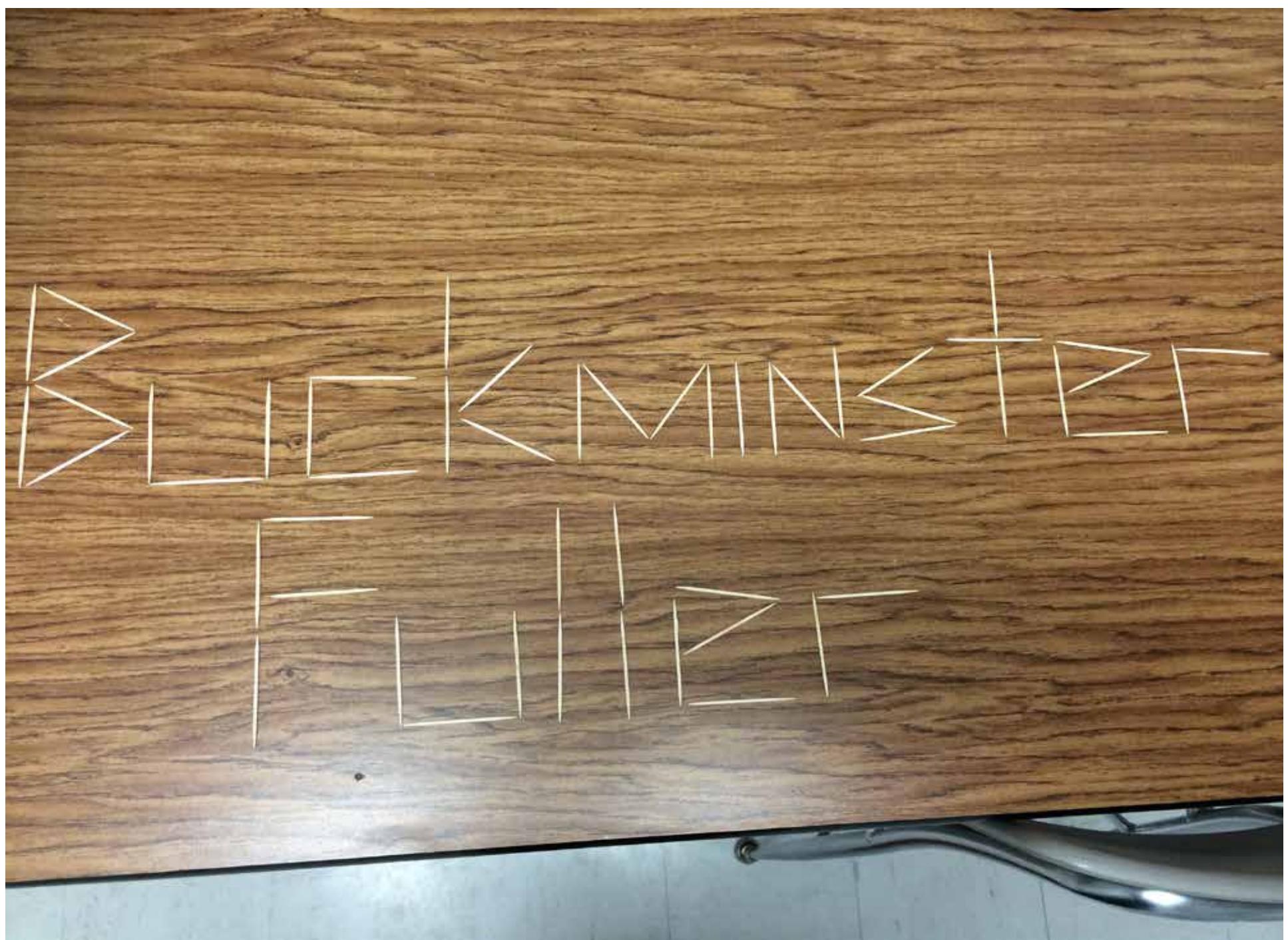
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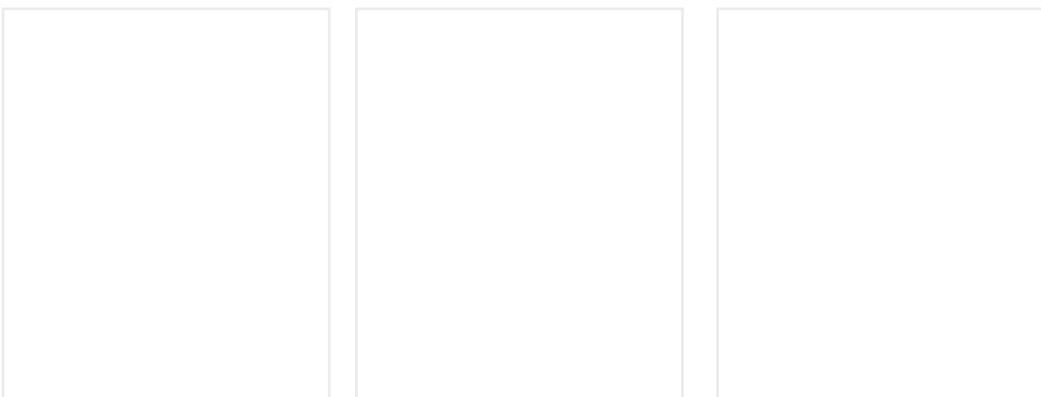
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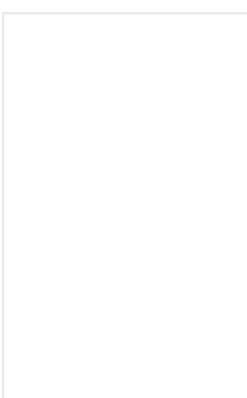
Digital Poster 1



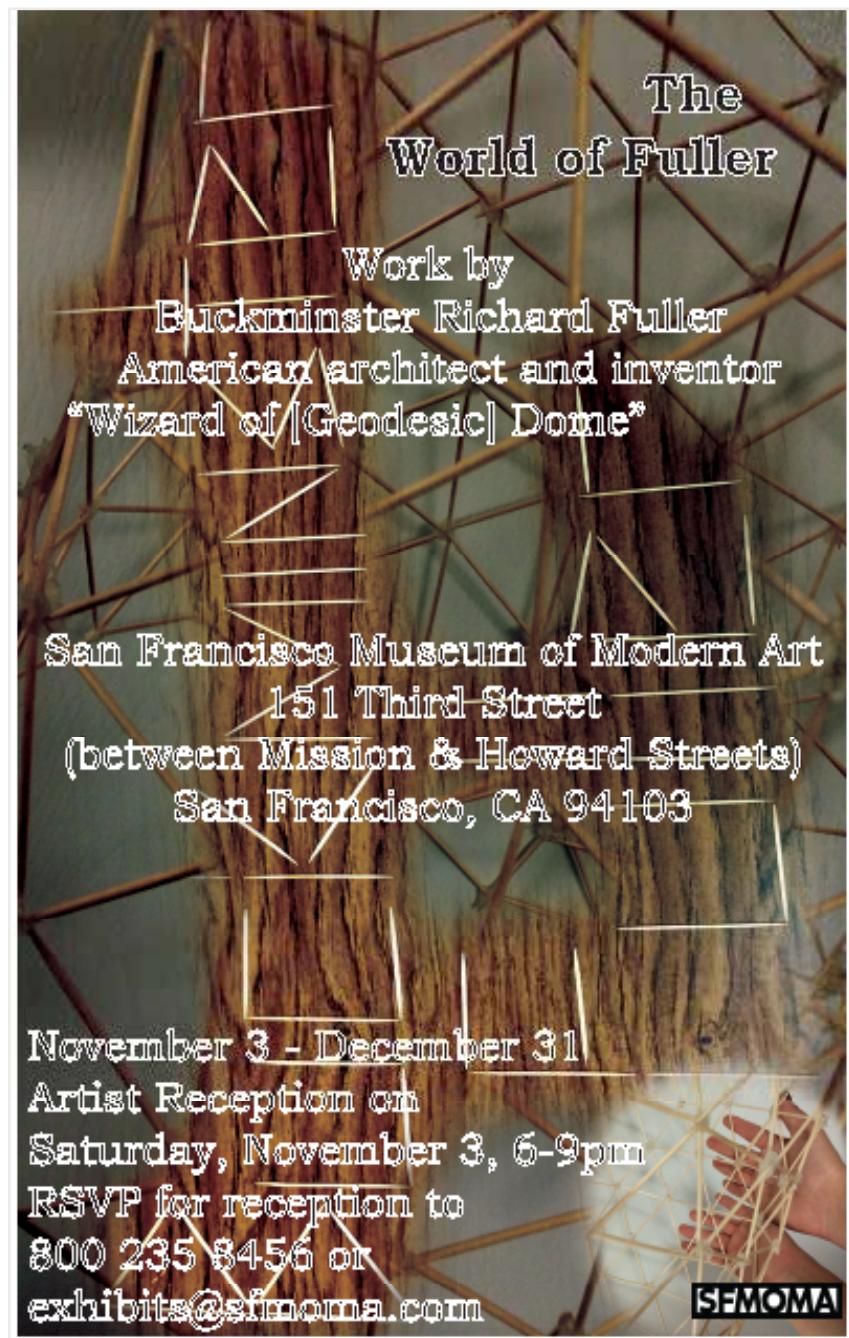
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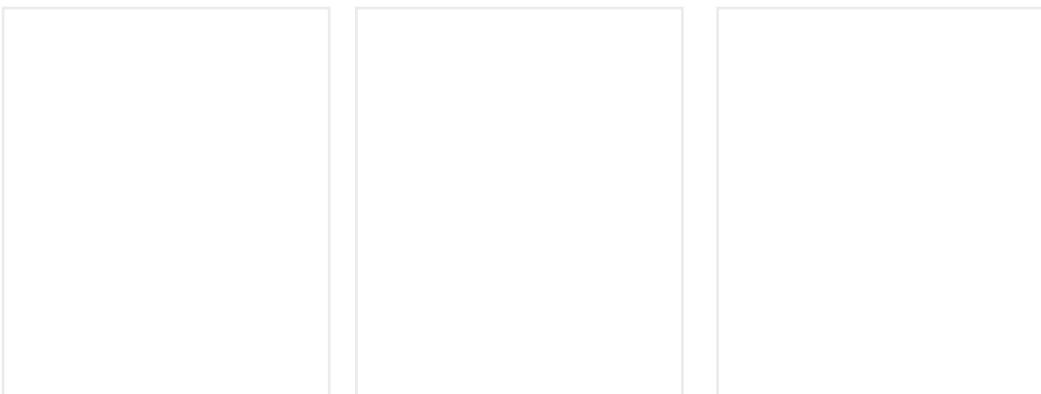
Sketch the comp was based upon



Digital Poster 2



Typographic Style/Treatment Reference



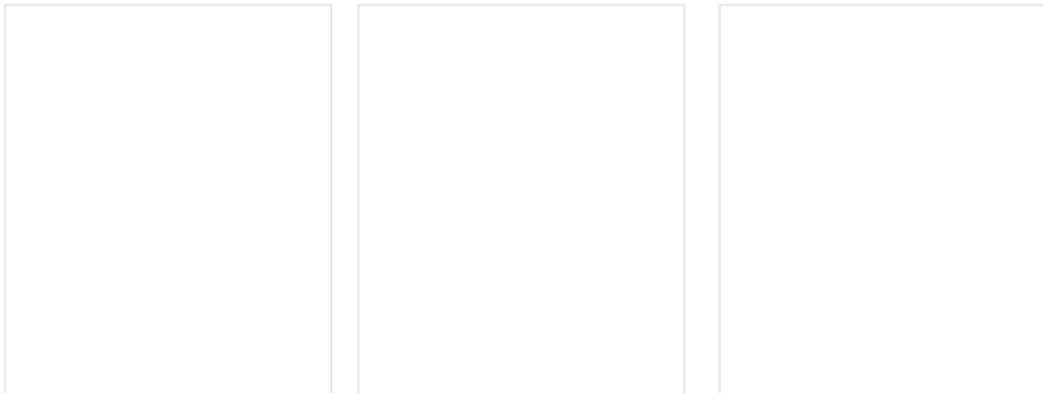
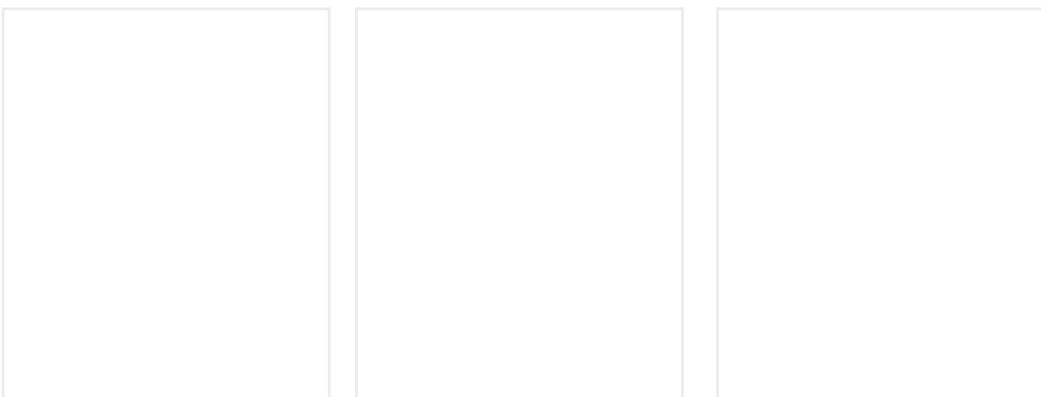
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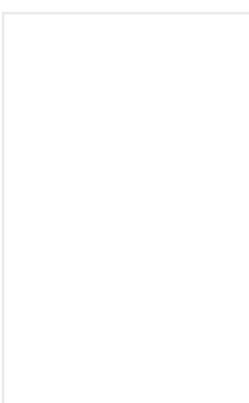
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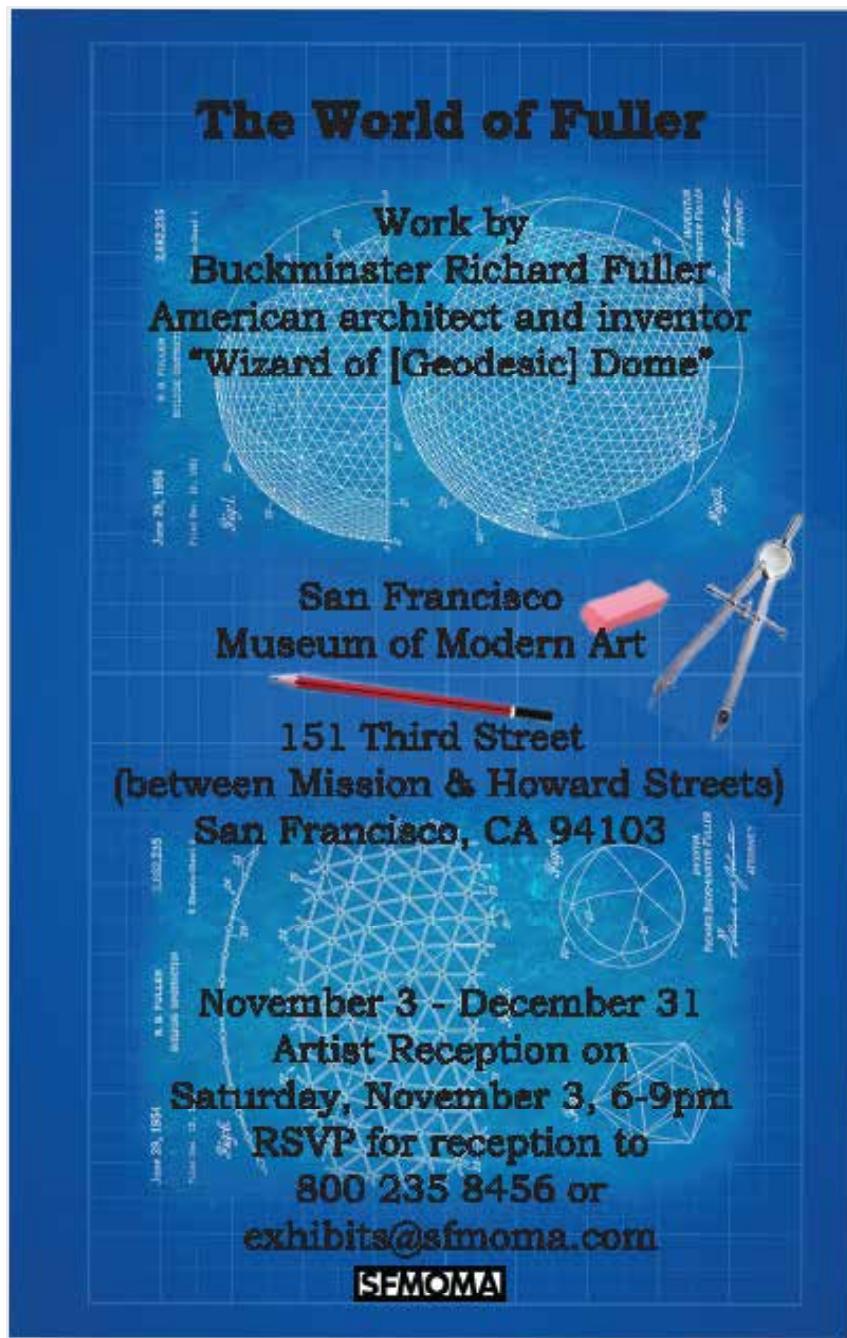
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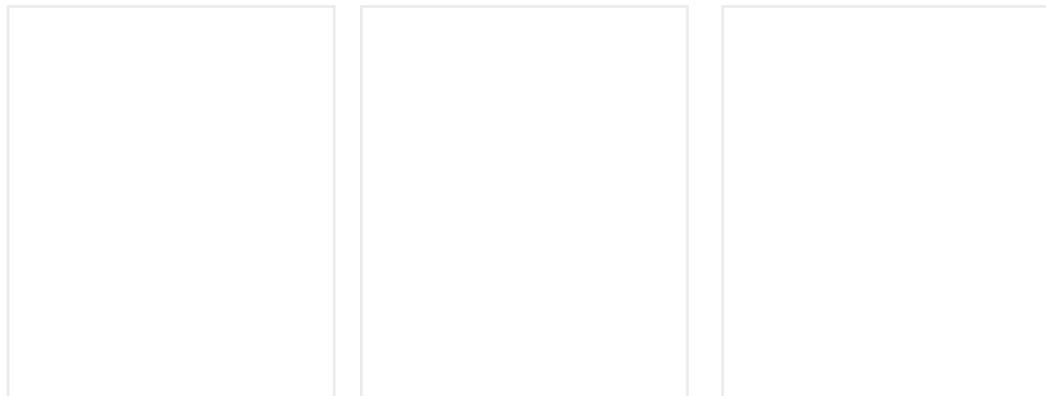
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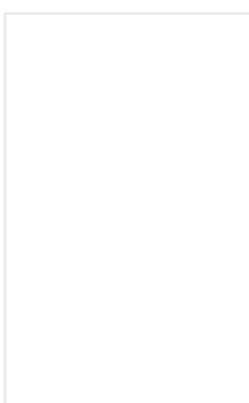
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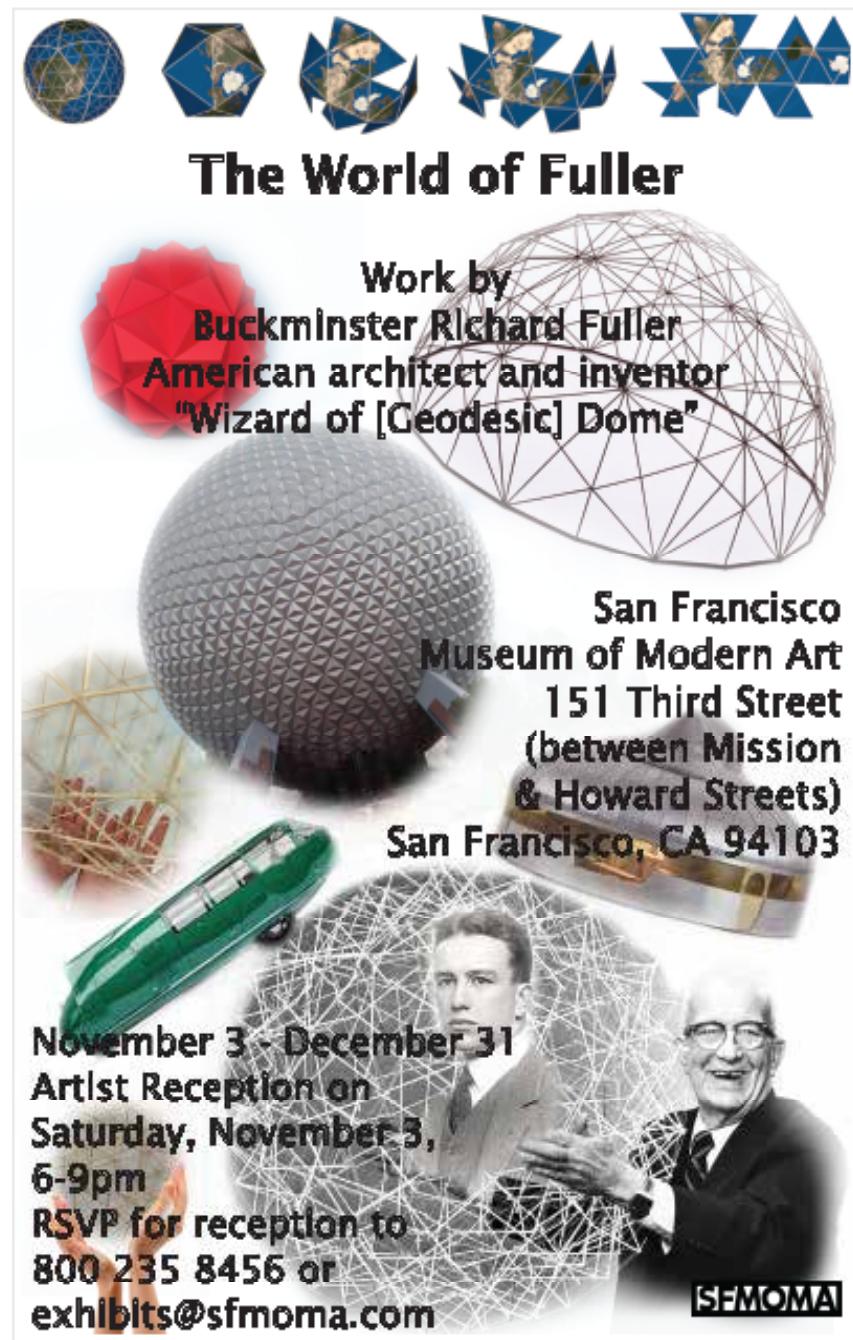
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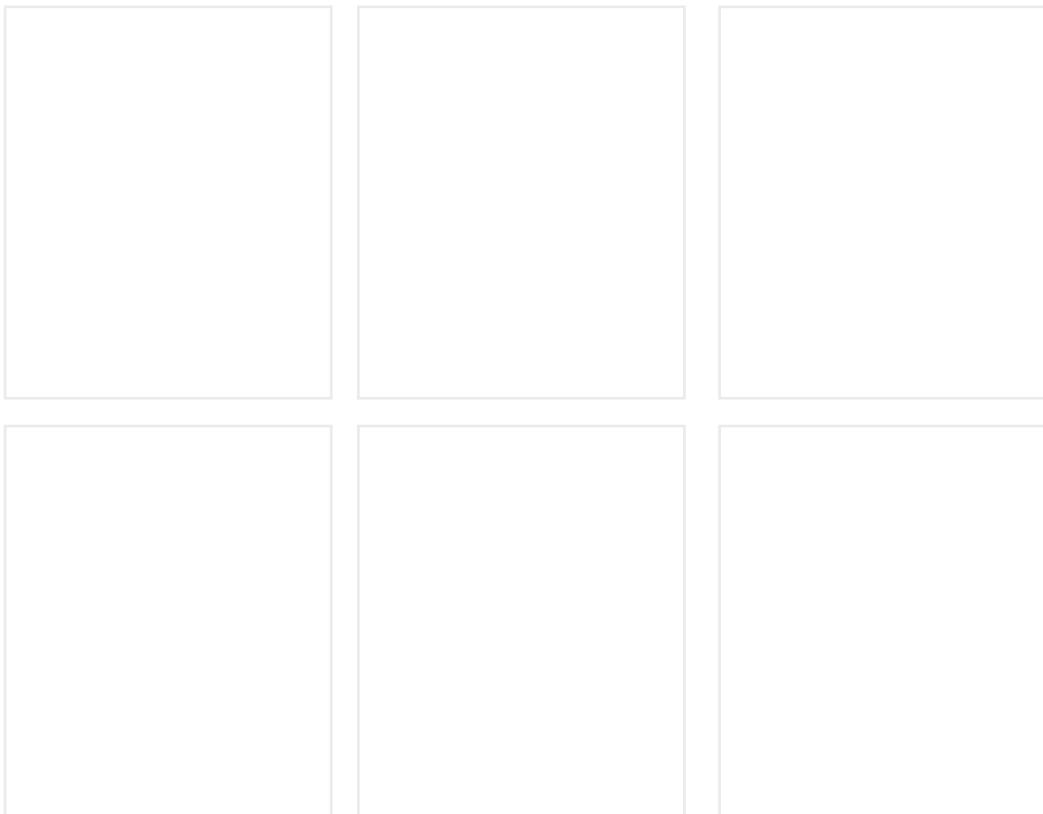
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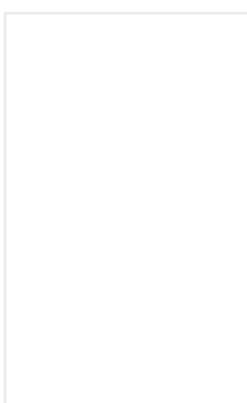
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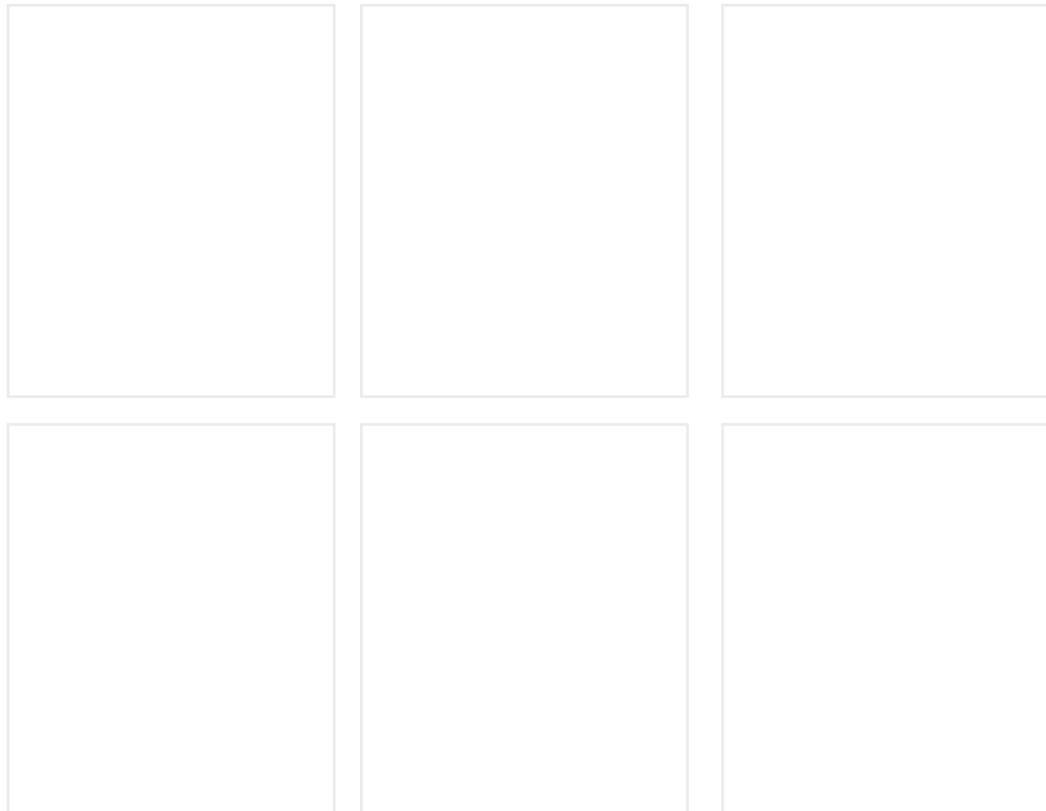
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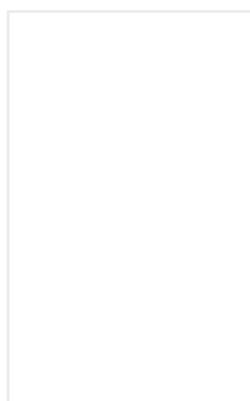
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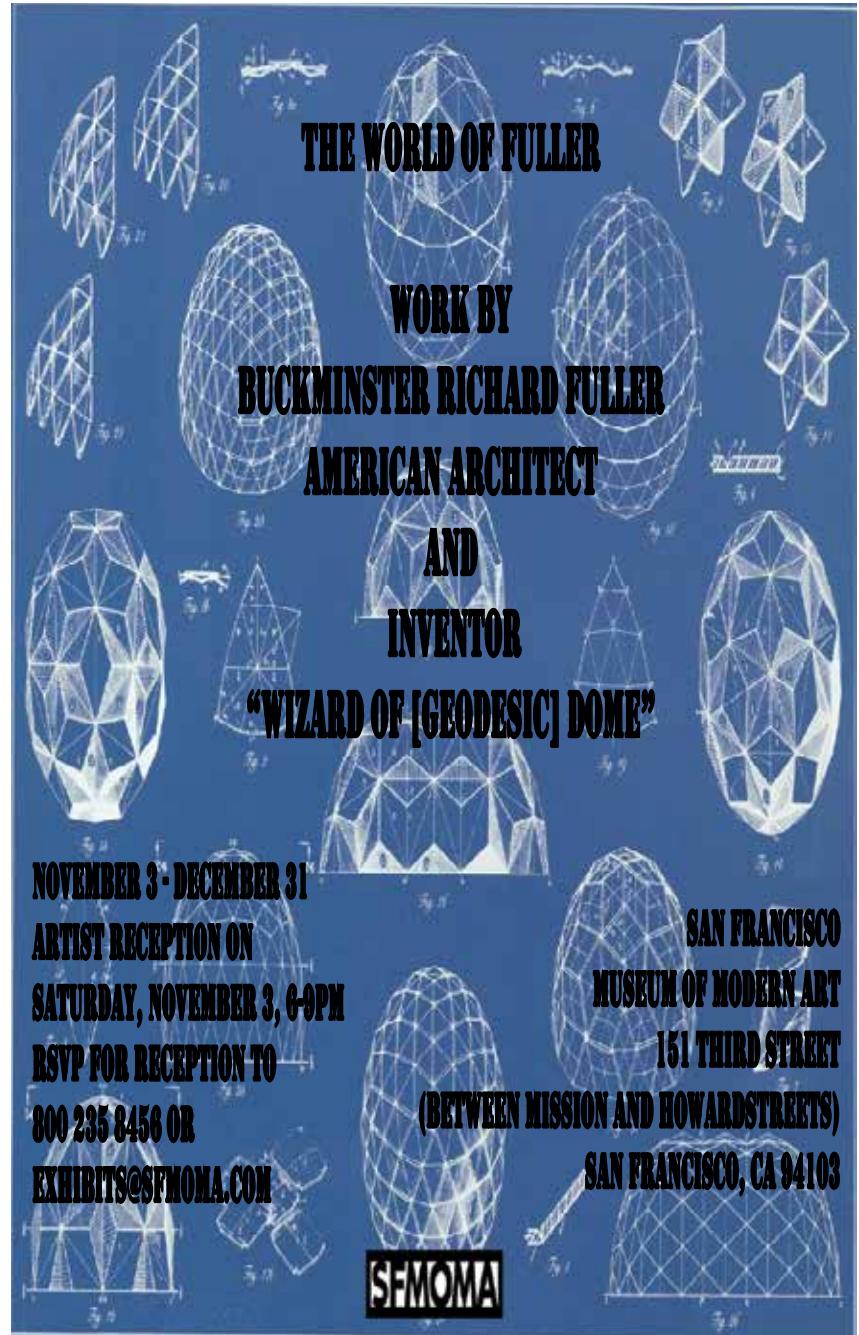
Typographic Style/Treatment Reference



Sketch the comp was based upon









The World of Fuller

Work by
Buckminster Richard Fuller
American architect and inventor
“Wizard of [Geodesic] Dome”

San Francisco
Museum of Modern Art

151 Third Street
(between Mission and Howard Streets)
San Francisco, CA 94103

November 3 - December 31

Artist Reception on
Saturday, November 3, 6-9pm

RSVP for reception to
800 235 8456 or

exhibits@sfmoma.com 

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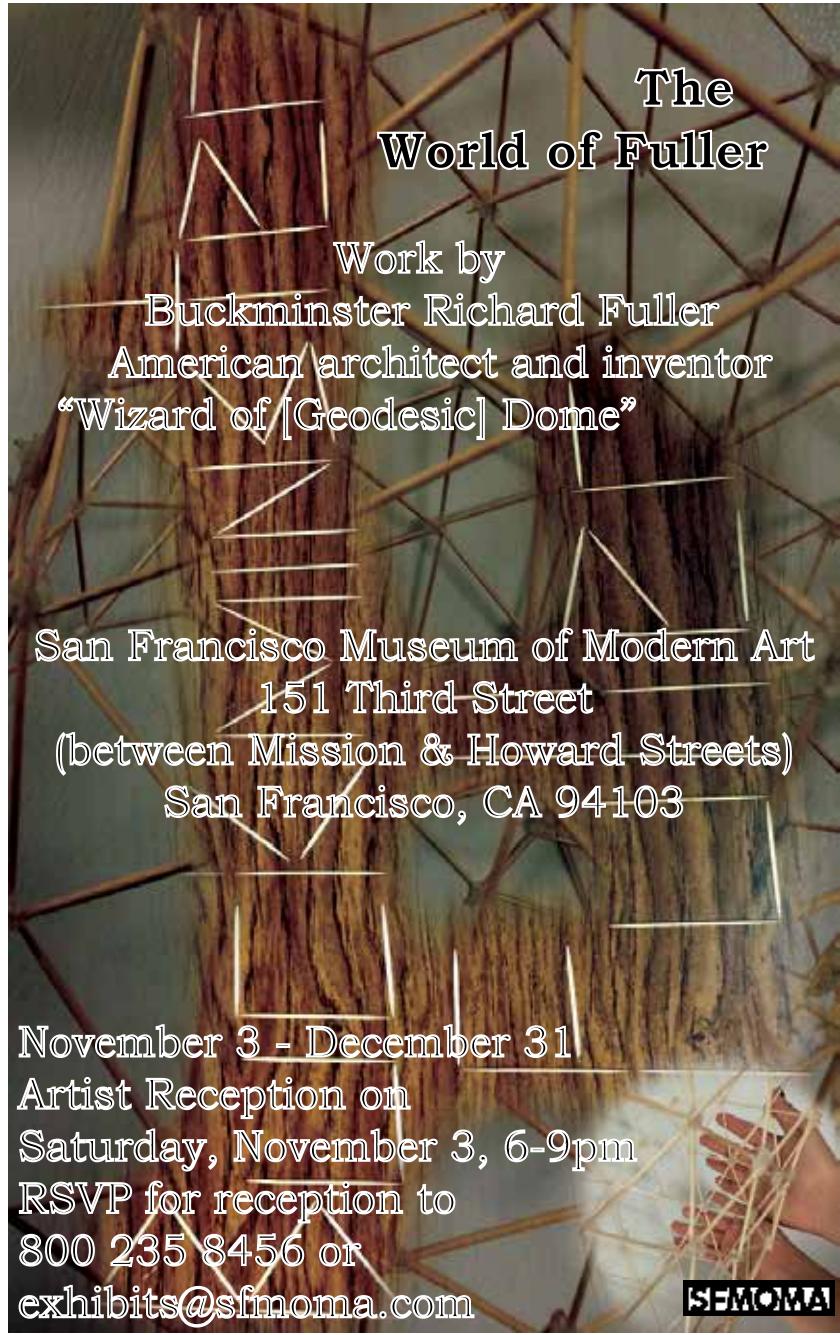
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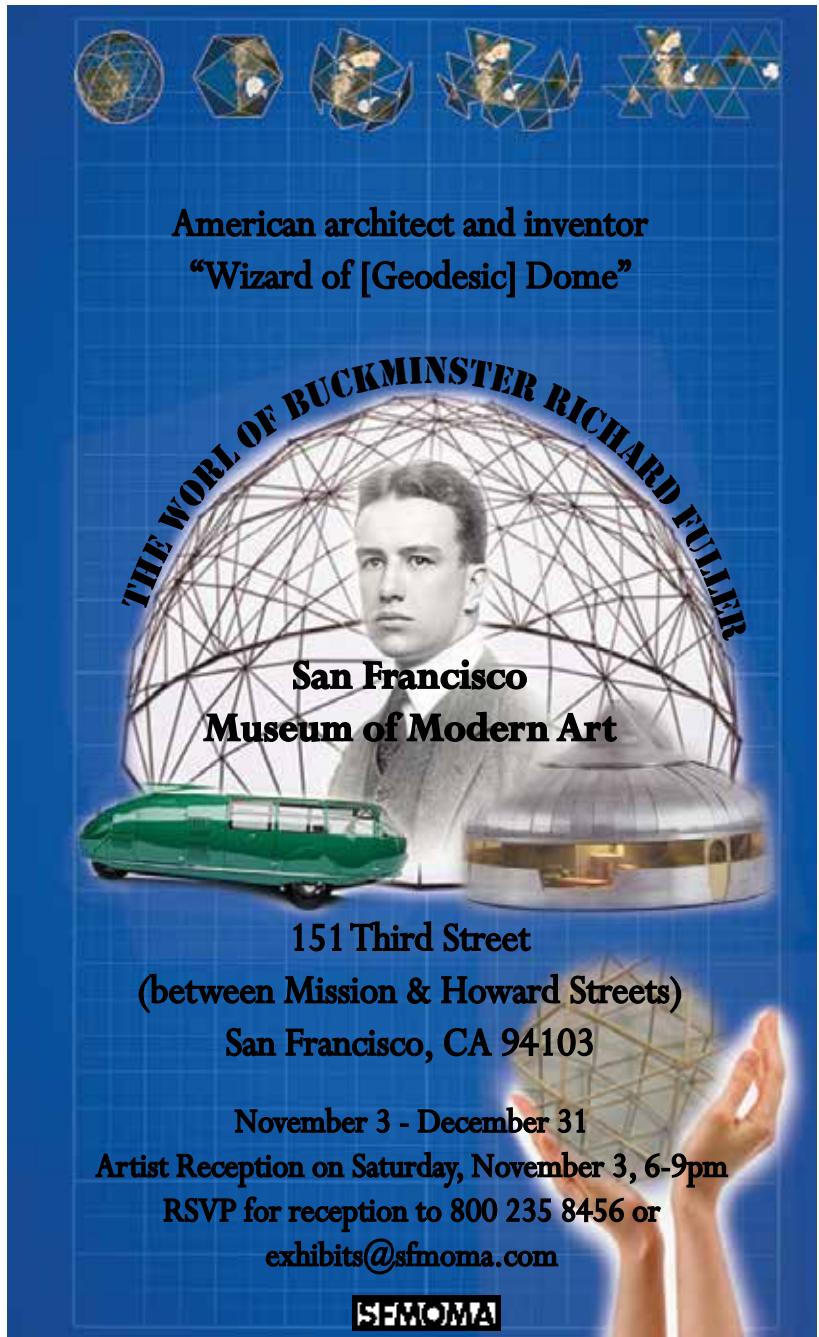
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