



*Matthew Horan*

Graphic Design 1  
BSc Creative Computing  
Year 1

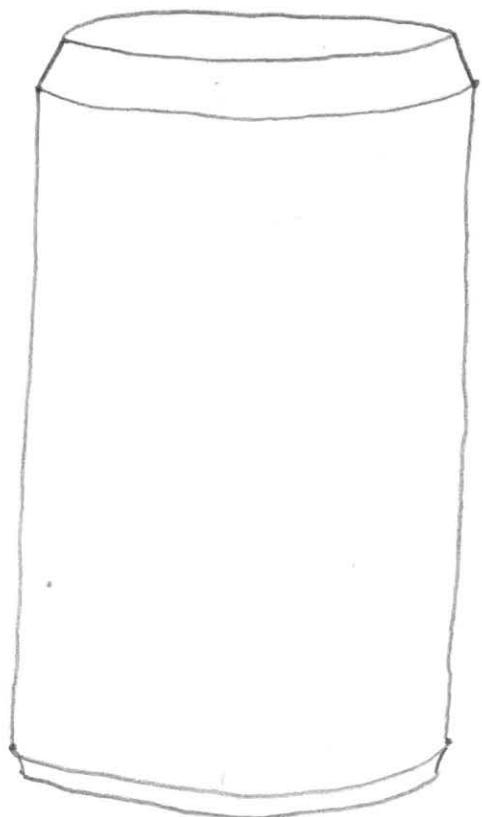
# *Assignment 1*

## Part 1

Sketch out the coke can a number of times without lifting the pencil off the page.

This exercise is designed to get you out of the habit of making short sketchy pencil marks and display more confidence in your mark making.

Keep your line work clear.  
Only drawing what is clearly visible.



# *Assignment 1*

## Part 2

This exercise is designed to make you look more at how the light and shade is affecting the coke can.

Try to vary the line pressure or line weight of your pencil to reflect this.



# *Assignment 2*

Create an A4 collage poster of your head/face.

This assignment encapsulates the elements of graphic design (line, shape, texture, colour, etc.) and composition.



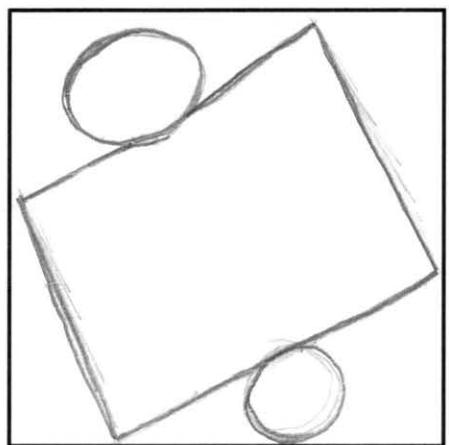
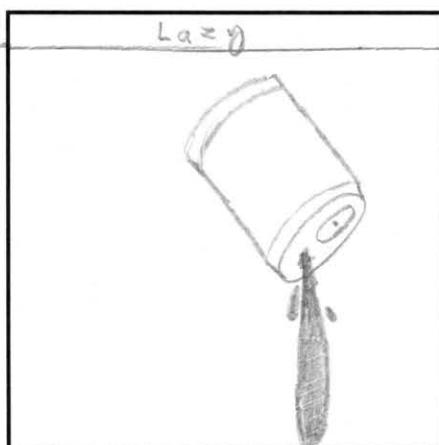
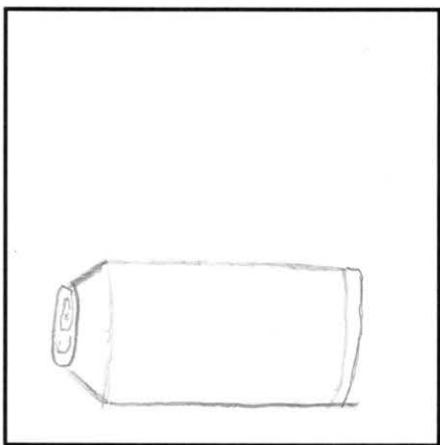
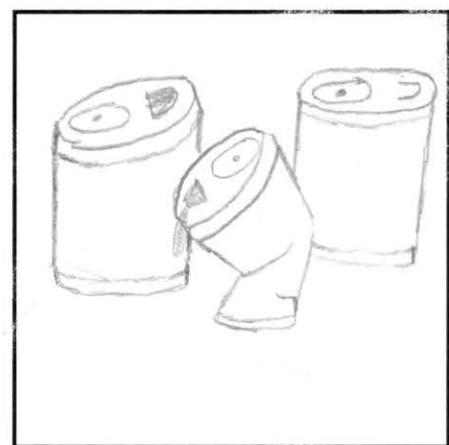
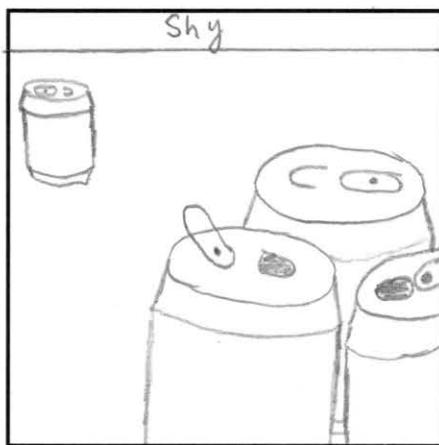
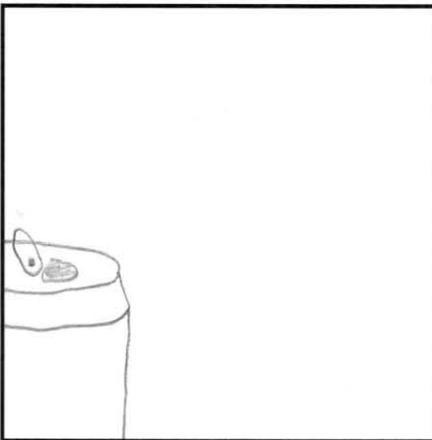
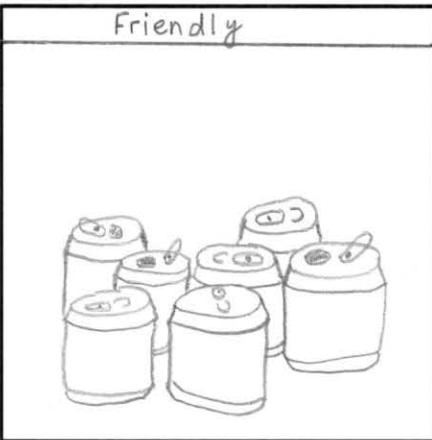
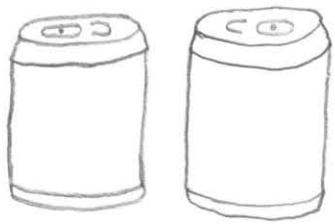
GLUCOSE

# *Assignment 3*

Using a basic outline drawing of the coke can communicate three examples for each of the following 4 propositions – friendly, shy, angry, lazy.

Think of the propositions as personalities and how people with these feelings and emotions act in any given environment.

Do not use any props, such as facial expressions, chair, etc.



# *Assignment 4*

To demonstrate your understanding of negative and positive space, complete the following four requirements.

Select two of the symbols from the list provided and, using layout paper, shade in the positive space.

Using the same two symbols, shade in the negative space.

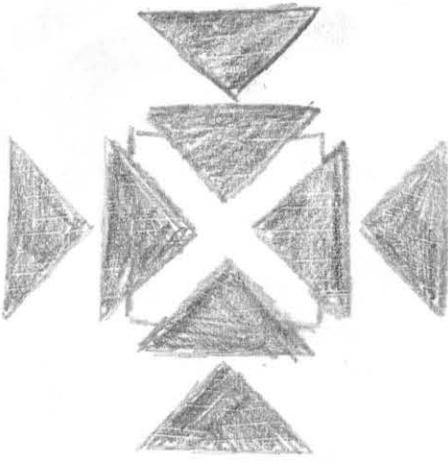
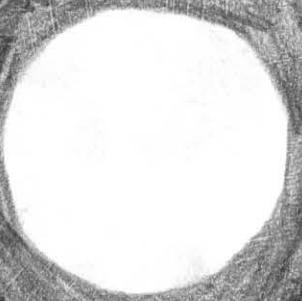
Next experiment with overlapping positive and negative shapes to create two new positive/negative space relationships

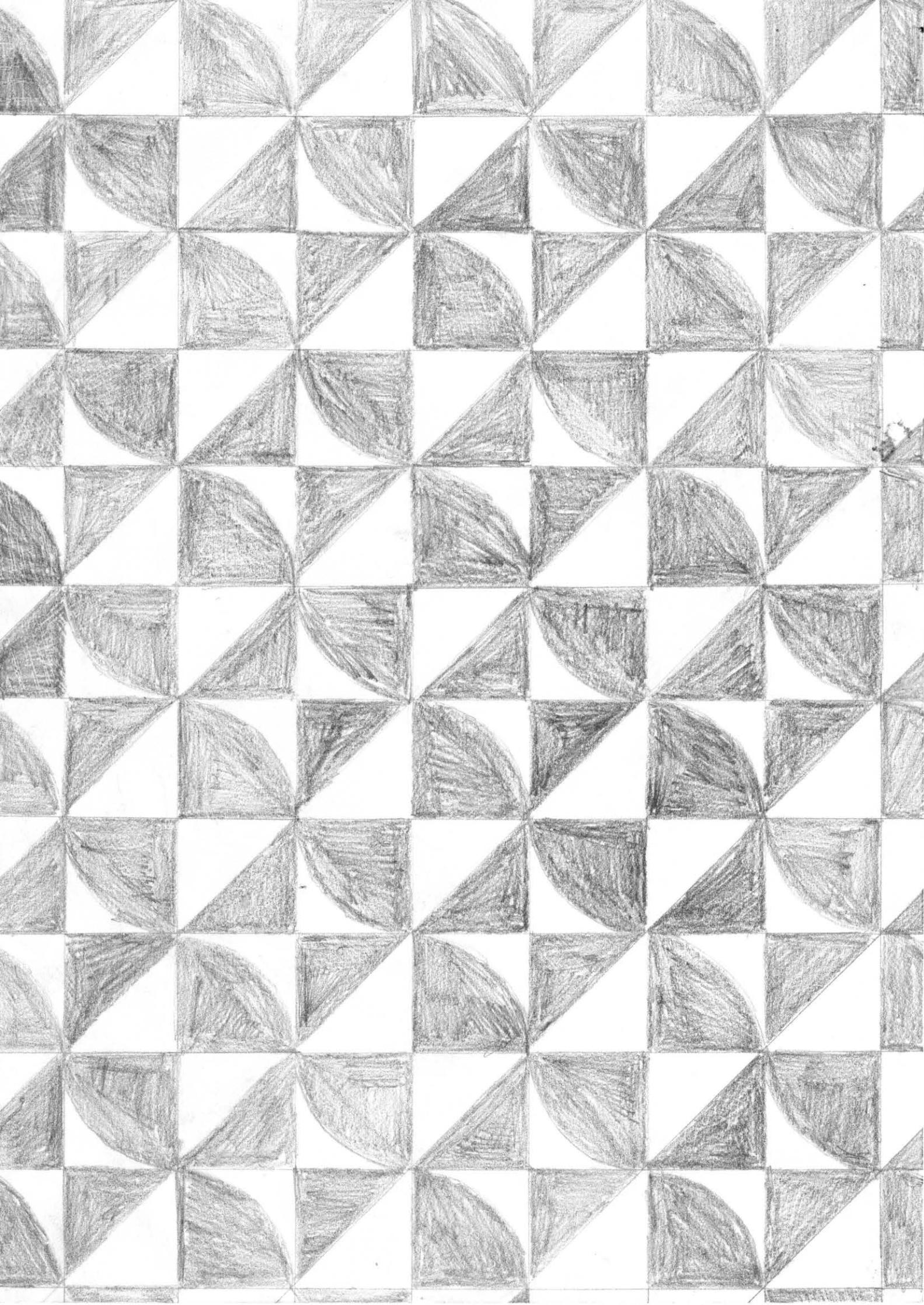
Experiment with various multiples of positive/negative space relationships.

**Positive**



**Negative**





# *Assignment 5*

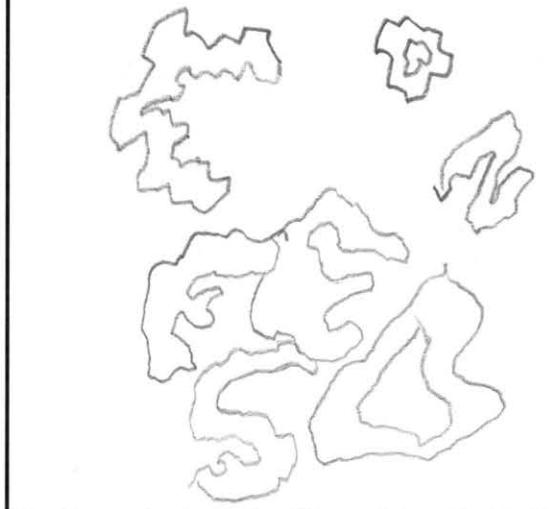
## Part 1

In separate compositions arrange each of the  
following words: Calm, confused.  
To express its meaning creatively.

Calm

Calm

CONFUSED



# *Assignment 5*

## Part 2

Express a characteristic of your personality using just the letters of your name.

Select two characteristics of your personality draw up two solutions for each characteristic to the ruled paper.

Friendly

Matty  
Matty  
Matty

Shy

Matthew  
Matthew  
Matthew

Wolff  
Wolff  
Wolff

Wolff  
Wolff  
Wolff

# *Assignment 6*

Create one typography design rules on an A4 sized page.

To do this use layout paper and any of the pages of fonts distributed in class, or ones you create yourself.

Pay particular attention to kerning. Use different size fonts for different rules to create different effects.

Include hidden message(s) to emphasis the particular rule.

心

人

口

火

火

口

火

火

火

火

火

心

人

# *Assignment 7*

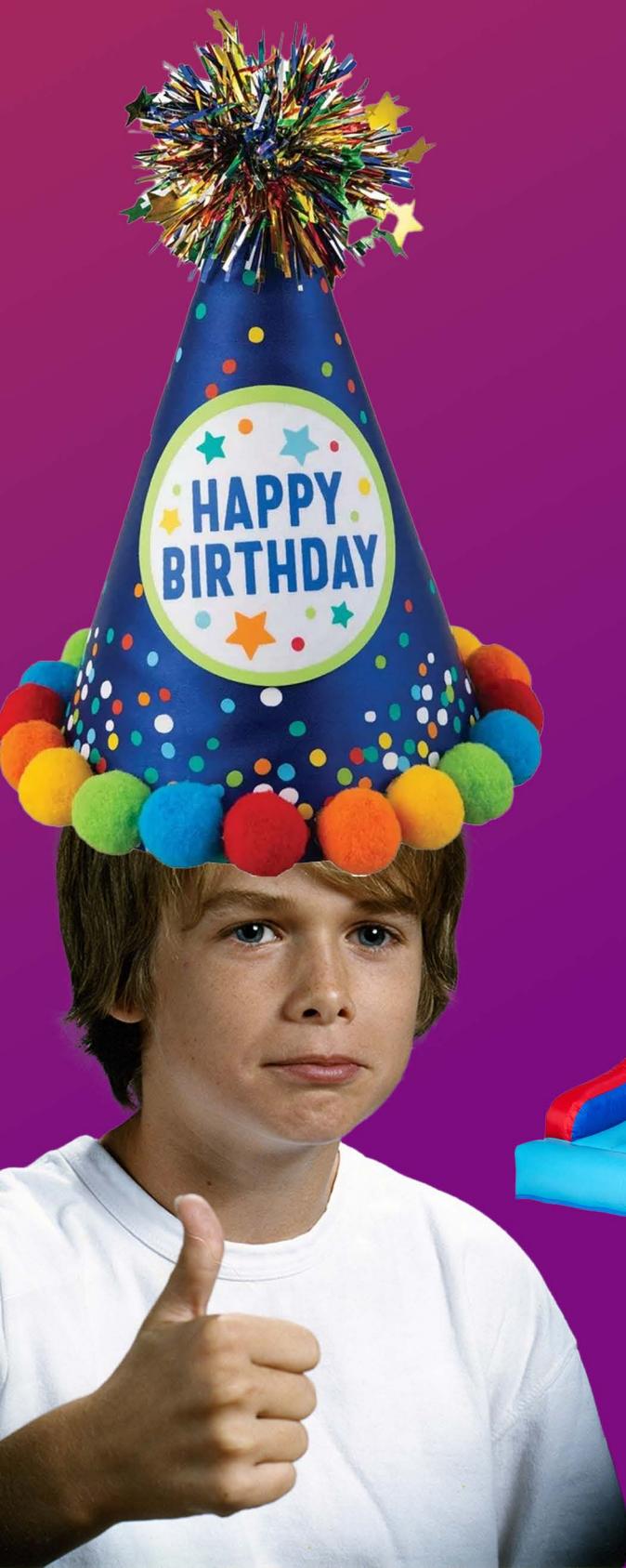
Create electronically an A4 poster showcasing  
a night out for your birthday.

Software used will be decided in class.

The poster must contain no more than 25 words, so avoid  
paragraphs of text!

As part of your design, you must use five or more  
unique fonts in each poster.

# Matthew Horan's 22nd Birthday MAY 13th



Mam is getting pizza



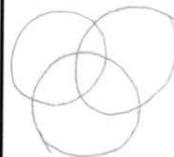
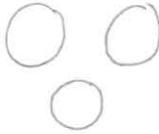
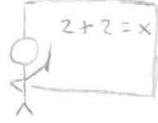
Entry requirements:

1. Present(s)
2. Be cool
3. Alcohol (Optional)

# *Assignment 8*

## Part 1

Using the template provided, complete a three column visual matrix to generate ideas for a new logo for the USI (Union of Students in Ireland).

	<i>Union</i>	<i>Students</i>	<i>Ireland</i>
<b>Expected Visual</b>			
<b>Symbol/Graphic</b>			
<b>Deconstruct (simplify or zoom in)</b>			
<b>Word Association</b>	Together Team Group	Learning Education Scholar	green Small Family
<b>Opposite (e.g. non academic)</b>			
<b>Bizarre (of the expected or opposite)</b>			
	<i>beehive</i>	<i>prisoner</i>	<i>leprechaun</i>

# *Assignment 8*

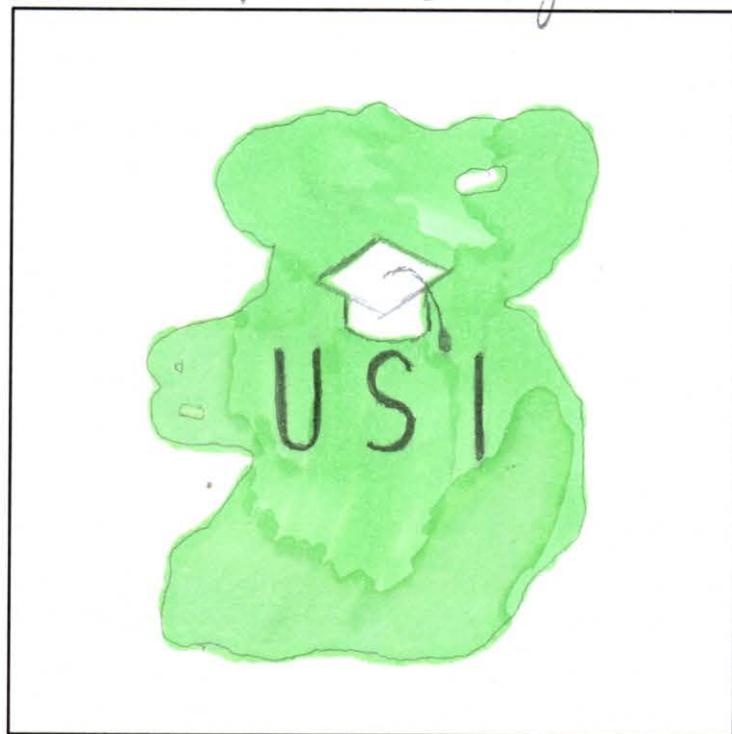
## Part 2

Use your completed visual matrix to help you create two different hand sketched logos which represent the new logo.

Logos must be sketched to fit within the squares on the visual matrix handout or similar (about 12cm \* 12cm).

**Description:**

In this design I used a drawing of Ireland, an Academic cap & the letters USI. The green colour is to represent Ireland, the academic cap represents students. I used a San Serif font so it is easily readable



**Description:**

In this logo I used green, white, & orange to represent the Irish flag, I put grey in the intersections to break it up. The Venn diagram represents unity & the pen & paper represent students

