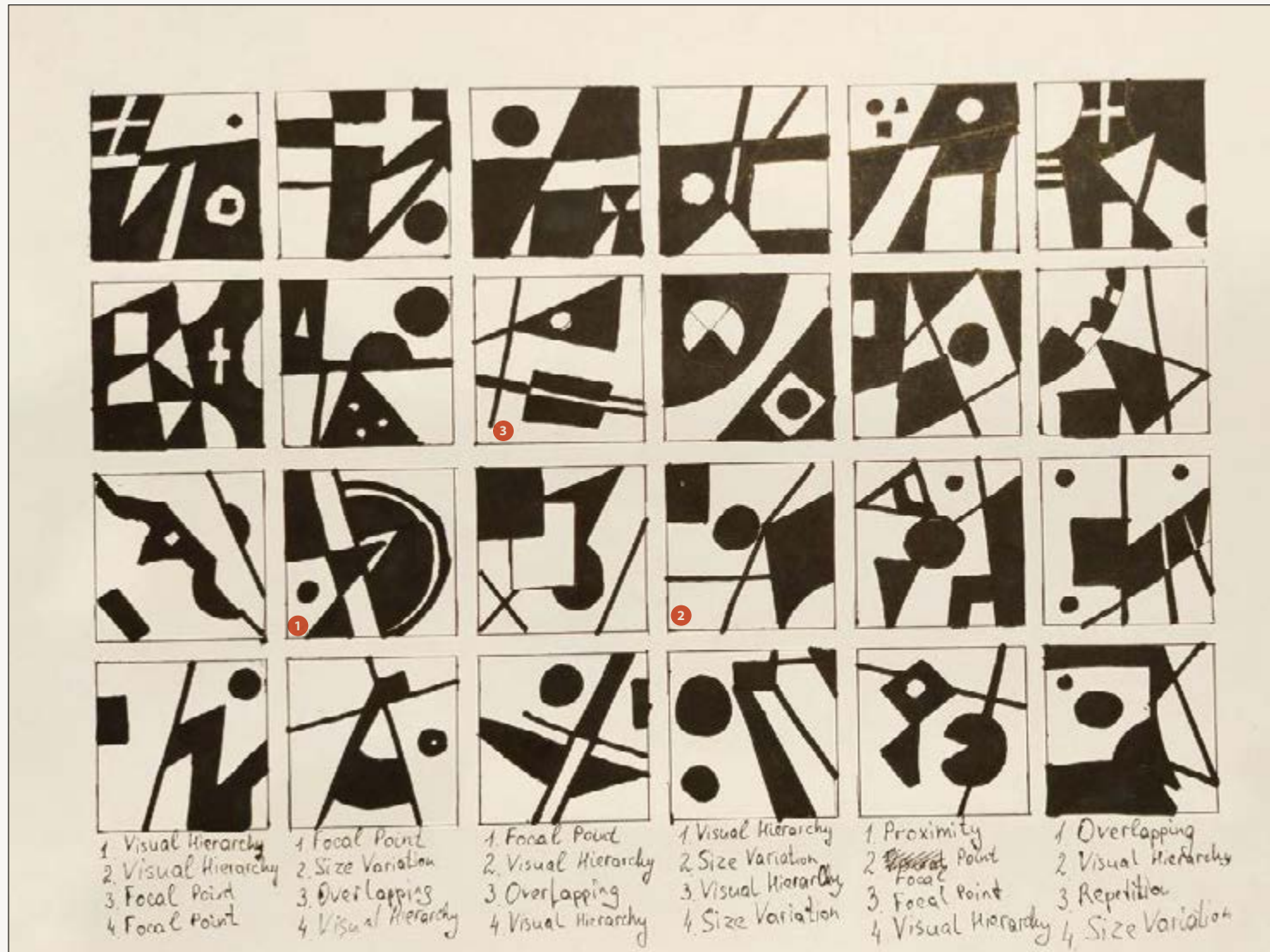


Module 03

“It’s through mistakes that you actually can grow. You have to get bad in order to get good.”

– Paula Scher

PROJECT 1 | SHAPES: REFINEMENT THUMBNAILS



1. This sketch contains a lot of principles such as overlapping in triangles or circles, and size variation in circles.
2. For this sketch I used Visual Hierarchy for point of view on shapes and Focal point on big black shape in the right side of sketch.
3. In this sketch I used Visual Hierarchy. Firstly, we see big triangle with the circle inside, then rectangle with the space inside.

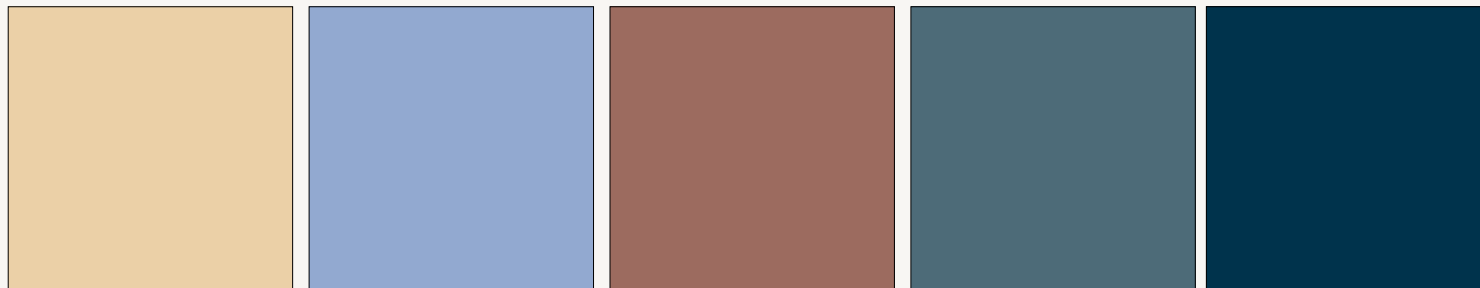
ACTIVITY | COLOR: ADJUST COLOR VALUES

OCEAN BREEZE



84	76	0	0	34
27	27	12	32	10
45	0	32	78	0
4	73	8	52	50

SMOOTH OCEAN BREATH



0	43	34	73	100
12	27	59	49	75
32	4	58	42	46
8	0	13	14	42

PROJECT 1 | STEP 3: SIX TYPE AUDITIONS

VODI-ODO-O-DO
ERIC SWANN | 1920

VODI-ODO-O-DO^{ERIC SWANN}
1920

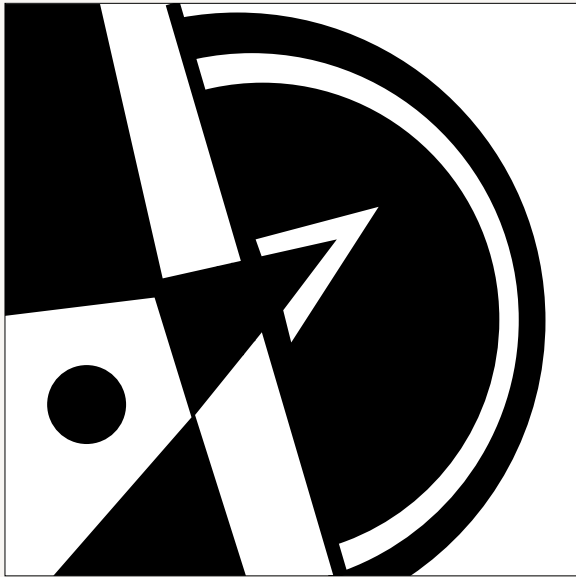
ERIC SWANN
1920 **VODI-ODO-O-DO**

VODI-ODO-O-DO¹⁹²⁰
ERIC SWANN

VODI-ODO-O-DO
ERIC SWANN
1 9 2 0

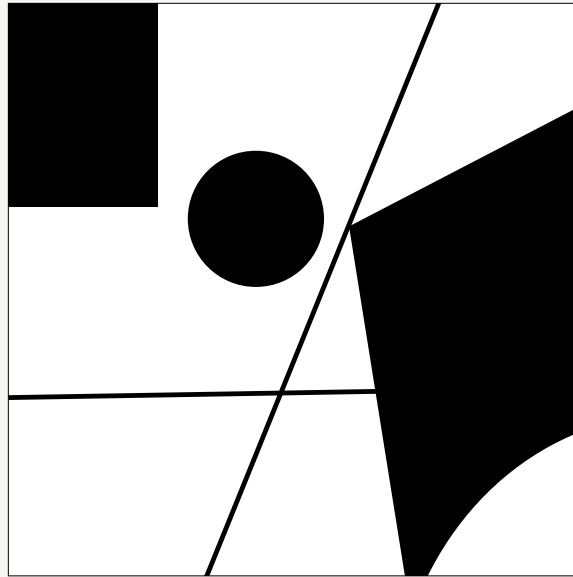
Vodi-Odo-O-Do \ Eric Swann
1920

PROJECT 1 | STEP 2: THREE UNIQUE DIGITAL SKETCHES - VERSION 01



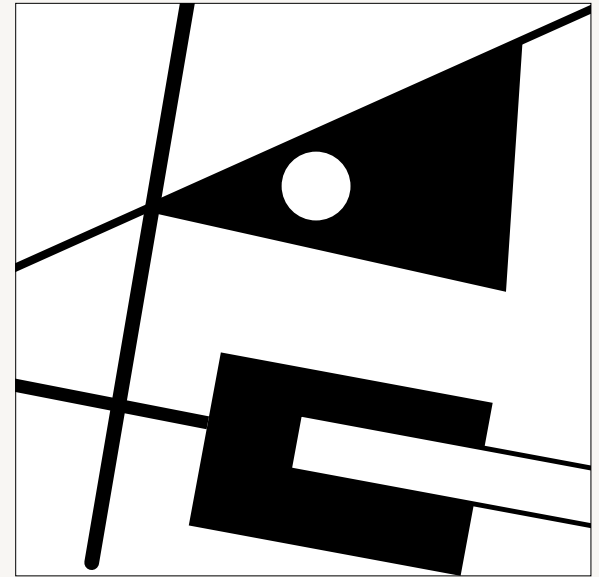
DESIGN PRINCIPLES USED

1. Focal Point
2. Overlapping
3. Size variation



DESIGN PRINCIPLES USED

1. Focal Point
2. Overlapping
3. Visual Hierarchy



DESIGN PRINCIPLES USED

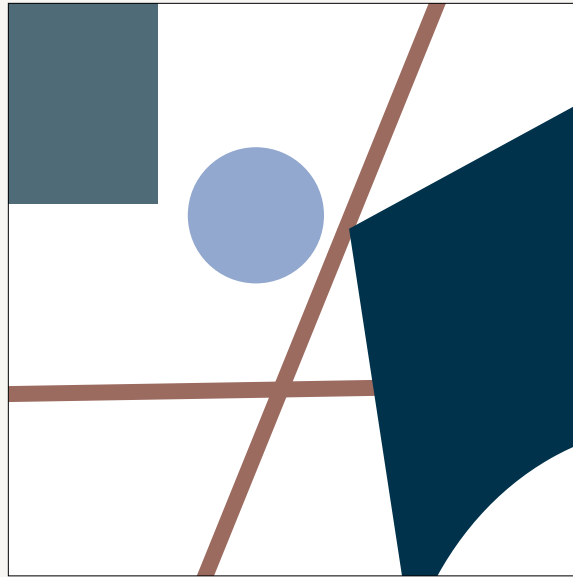
1. Visual Hierarchy
2. Focal Point
3. Overlapping

PROJECT 1 | STEP 2: THREE UNIQUE DIGITAL SKETCHES - VERSION 01



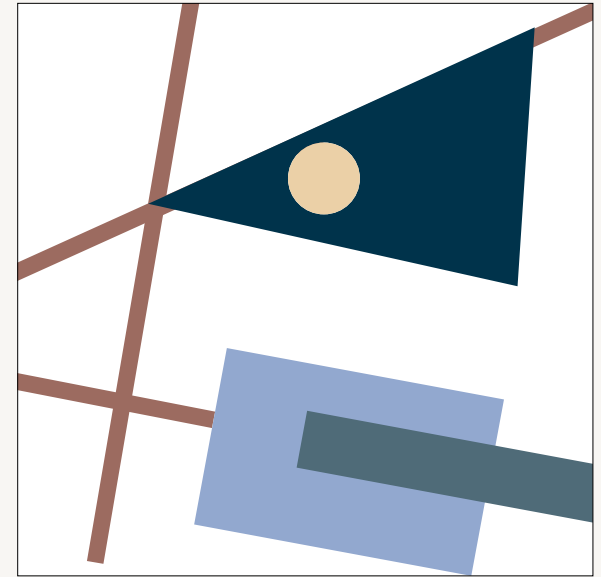
DESIGN PRINCIPLES USED

1. Focal Point
2. Overlapping
3. Size variation
4. Change the color palette to choose one.



DESIGN PRINCIPLES USED

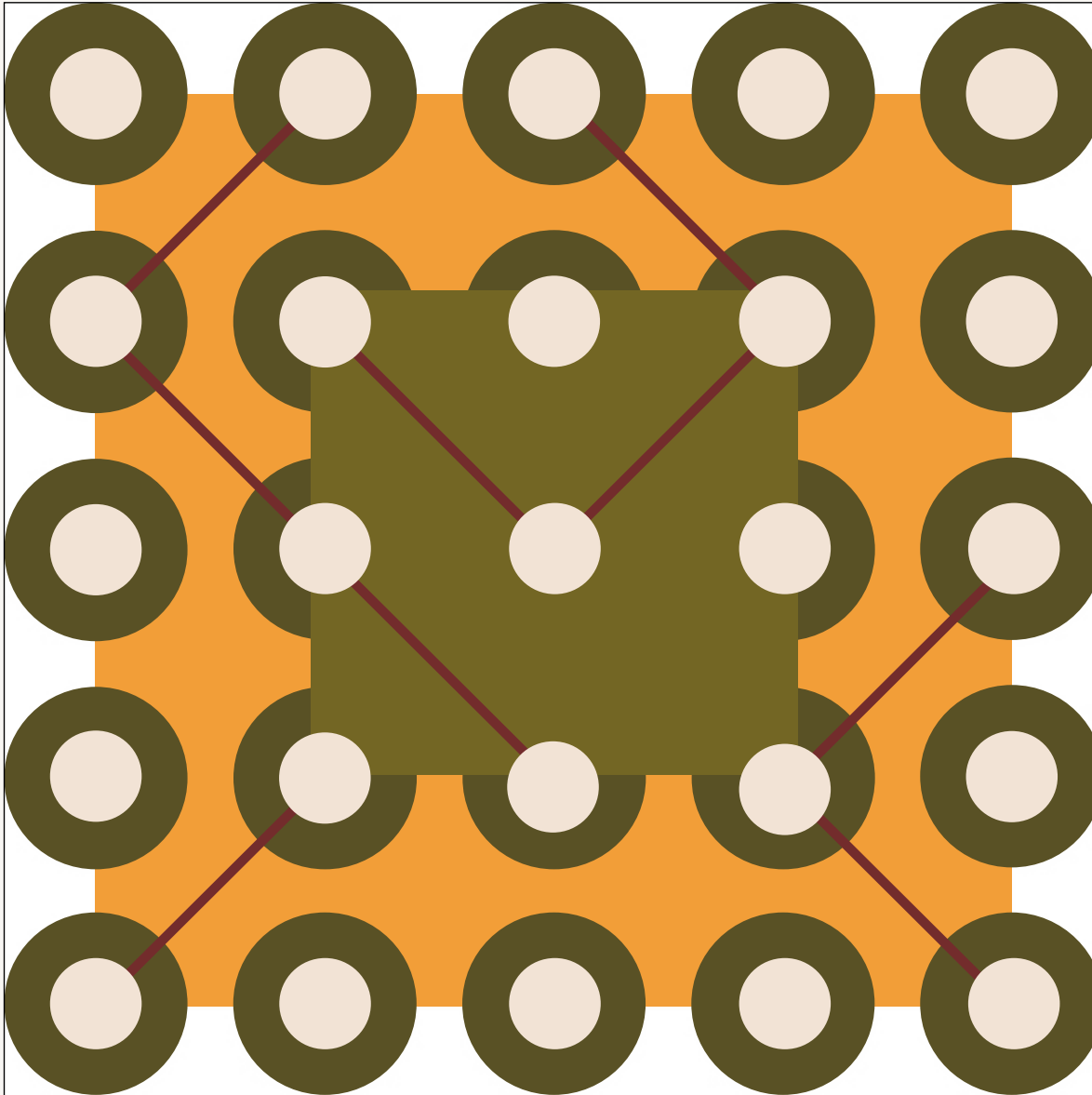
1. Focal Point
2. Overlapping
3. Visual Hierarchy
4. Change the color palette to choose one.



DESIGN PRINCIPLES USED

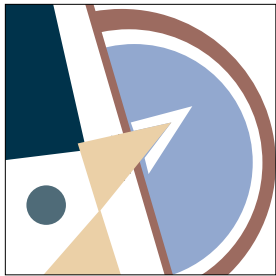
1. Visual Hierarchy
2. Focal Point
3. Overlapping
4. Change the color palette to choose one.

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



PONDER | MODULE 03

My favorite thing to eat at a restaurant is pizza. I never order the same thing when I go out to eat because I want to try all the kitchen of restaurant and I always order food which I rarely or never have ate at my home.



I like this sketch more than others because I spent more time for creating it and I see that shapes in digital version which I want to see. It was a really good practice in Adobe Illustrator.

DIGITAL SKETCHES

What design principles do you keep coming back to? Why are you drawn to these specific principles?

I'm keep coming back to overlapping or size variation. I like these one a lot because for me it's very easy to find these principles and use them in my sketches.

Did you find the second round of sketching to be helpful or unnesesary?

I'm very sure that the second round of sketching is very very helpful. After the critique and feedback from the instructor on my 48 sketches, I found the mistakes in my work and through this second round I can get even more knowledge and feedback for other mistakes and I can develop myself.

What did you discover about your compositions from making variations?

I must develop my skills and especially fantasy, because it's hard to me to imagine something but I trying very hard to do my best and do all the assignments.

Do any of your digital sketches look like your thumbnail sketches?

Yes, I worked hard to make my digital sketches look like my thumbnail sketches and in my opinion I did this assignment very well.

When creating the digital sketches, did you think about design or how to use Adobe Illustrator?

Yes, I thought a lot about Adobe Illustrator and how it work. Also I think that Illustrator is a very good instrument to work with some small projects like a logo or a music album cover.

Adobe Illustrator is the program for creating logo and album covers. I like Adobe Illustrator because of its functionality and simplicity.

In your opinion, what is the biggest challenge when interpreting a song into a shape composition?

In my opinion the biggest challenge is to interpetate the song in that way which will be understandable for listener or musician. Because we all have own taste and point of view and that point could be different. So designer must understand his client and trying to interpretate the music in the right way to client.

ALIGNMENT ACTIVITY

What is your favorite new thing that you learned completing this activity?

This activit was very helpful and fun. I like the task with the different styles of typography. I like to play with the font and text. Adobe Illustrator was also very good because I like to create digital sketches.

What do you need more help with?

I need more practice with the different types of principles of design

CONCLUSION

In conclusion I can say that this week was hard and funny. I like creating digital sketches, changing the font style and align the shapes.