

Figure/Ground Monogram

The relationship between figure and ground is one of the most important relationships in design. For this exercise, you are to create a clever, unified, and balanced identity for yourself utilizing typographic elements and a strong, reversible figure/ground concept.

PROCESS / SPECS

- » Begin roughly sketching your ideas in your sketchbook. Work through several different ideas and concepts. Consider upper and lower case variations.
- » Use your first and last initials.
- » Use type only. It is ok if images result from the figure/ground relationship, but do not draw images or use ornamental glyphs.
- » You **must** keep the integrity of the type. Use the shift key when scaling and do not manipulate or otherwise change the shape of a letter.
- » Black and white only

CONSIDER THIS

Many students misunderstand the goal of this exercise and simply create a new “shape” based on their initials. This is not a reversible figure/ground relationship; this is just an interesting figure. To get that true figure/ground composition, one of your letters should be black and one should be white.

DELIVER

On an 8.5 x 11 inch page, enlarge the monogram to approximately 8x8 inches. On the bottom of the page include your name and the original, unaltered letters you used to create your piece.

Print in black and white and turn in a digital copy named:

yourlastname_monogram2.pdf

Due at the beginning of next class.

