

# Intro to Graphic Design

## Color Choices

red  
cherry  
rose  
orange  
crimson  
ruby  
purple  
yellow  
gold  
daffodil  
butter  
lemon  
mustard  
corn  
blue  
sky  
navy  
indigo  
cobalt  
teal  
ocean  
green  
sage  
lime  
fern  
olive  
emerald  
pear  
pink  
moss  
grey  
shadow  
graphite  
iron  
black  
ebony  
crow  
charcoal  
granola

## Assignment 2

### Part 1 Rediscovery of Color

#### Overview

The first part of this assignment will be executed in groups of two and will extend your experience of rediscovering color in everyday life. Collect as many small objects as possible of your three chosen colors – chosen from list to the left. You and your partner should be sharpening your eye for a color palette and be noticing how bright or dull, clean or muddy these small elements of color will be.

The objects should be things you encounter in the everyday (and be under \$5 if you choose to spend money for the project). Think of your group as being 'Color Scavengers' and look for small and generally worthless materials.

Once you have at least 10 – 15 of these colorful objects per color you will make an arrangement (see details below) and document your process with a camera. Print out your arrangements and process on 8.5 x 11 in sheets and bring them to class. Please also bring your objects. You will have one week to complete this assignment and the completion will account for 5% of your grade.

#### Task

Partner up  
Choose 3 colors from the left each  
Look for found objects (small) that match your colors: Ideas for found objects  
Colored Paper  
Fabric  
Pencil Nubs  
Post its  
Newspaper / Magazine Clippings  
Cellophane  
Bits of Glass  
Pieces of Pottery  
Painted Surfaces  
Flowers  
Plastic packaging  
Candy  
Strips of Metal

#### Timeline

Week 6 – Color Introduced  
**In class Exercise, Color Moods + Collage with colored paper, glue**  
**Begin to collect your objects outside of class**

Week 7 – Color Objects are due  
**Make arrangements with your chosen color mood**  
**Consider Tone + Palette**

**This assignment is due completed Week 7**  
Thursday March 10th

**Part 2 continues on the next page**

# Intro to Graphic Design

## Typeface Choices

Adobe Caslon

Adobe Garamond

Akzidenz Grotesk

Avenir

Bell MT

Clarendon

Courier

Didot

Din

Franklin Gothic

Filosofia

Fruitiger

Futura

Gill Sans

Knockout

Rio Grande

Romana

Sabon

Trajan

Univers

## Part 2 Letter

### Overview

This assignment will allow you to focus your keen eye on letter forms and the details of typography. This part of the project will be done individually. Designers need to be attuned to the subtleties of the letter forms at hand and be able to discern where a particular typeface would fit in their project and why. Too serious, antiquated or too fun it won't work. In this part of the assignment you will form a close relationship with a letter and you will discover the personality traits of your chosen typeface. This will help you to gain confidence in knowing of and choosing typefaces moving forward.

### Task

Begin with the typeface choices on the left column, then choose one letter from that typeface to create it in a physical form using the colored objects have you gathered from Part 1 of the assignment, or gather more pieces if you need. Do not draw or use any mark making techniques. Your letter should be legible and recognizable as your chosen typeface. You should make three attempts to create your letter document your arrangement and document your process with a camera. Print out three attempts and any process documentation on 8.5 x 11 in sheets and bring them to class.

You will have one week to complete this assignment and the completion will account for 5% of your grade.

### Timeline

**This assignment is due completed Week 10**

Tuesday March 29th

## Part 3 Type Specimen

### Overview

Now that you've successfully spent time with one letter form from your chosen typeface you will now have a sense of it's form and how to replicate it. You will now create what is known as a 'Type Specimen' which in typography, type specimen refers to a any presentation of a certain typeface to showcase its design and/or use. We will look at examples of other type specimens in class.

### Task

Your type specimen should contain at least:

A-Z letters (can be upper and lower or choice of one)

Any special characters !~\$%\*&() >{ }

1234567890

+ One or more of the following phrases:

Lorem ipsum dolor sit amet

The quick brown fox jumps over a lazy dog

The five boxing wizards jump quickly

Sphinx of black quartz, judge my vow

Handgloves

Consider the personality of your typeface and also utilize your the color palette experiments from Part 1 of this assignment. Your type specimen should be completed as an 11 x 17 in poster and will be designed in the computer.

We will check in with your progress in class and this assignment's completion will account for 10% of your grade.

### Timeline

Week 10 – Check in on progress

**This assignment is due completed Week 11**

Thursday April 7th

Fall 2021

AAD Lehigh University  
Graphic Design

Robin Cameron  
roc621@lehigh.edu

DES 53 – Section 60  
Tues + Thurs  
12:40pm – 3:20pm

# Intro to Graphic Design

## Self Assessment

Student Name \_\_\_\_\_

Please print this sheet out & hand in  
with your work in order to track your  
assignment process

20%

Week	Assignment	Completed	Comprehention
6	<b>Part 1</b> Color Reading Dicussion In class exercise	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
7	<b>Part 1</b> Color 15 of these colorful objects for 3 colors 2 arrangements with same color but contrast Large + Small objects Rough + Smooth objects Make arrangements with different colors Consider Tone + Palette	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
9	<b>Part 2</b> Letterform 3 attempts Print any process doc on 8.5 x 11in sheets	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/>
11	<b>Part 3</b> Type speciemen for chosen typeface Included elements color palette from Part 1 11 x 17in poster designed in the computer	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

### Reflection write out your response

What went well with this assignment?

What did not go well?

What would you do differently if you could do  
this assignment over again?

Where did your ideas come from? How did they  
evolve?