

# ART 291: Intro to Graphic Design

A comprehensive approach to understanding design fundamentals and the practice of graphic communications.

## EXERCISE 1 (10 points) STUDIES OF SPACE

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### Brief

Your goal is to represent each of the three figure/ground relationships (stable, reversible, ambiguous). These will be discussed in class lecture, and the concepts are available for review in the reading assignment. Try to be expressive and unique in your use of space and shape. This is not about creating effects, rather it aims to train you to look and utilize the positive negative and positive spaces simultaneously in a design. Select only simple shapes (square, oval, circle, triangle, rectangle, star). Limit the color palette to black, white and possibly shades of grey. In your arrangements, you can consider patterns, organization, order and/or chaos. Shapes can be scaled or duplicated, as long as you show the three figure ground relationships as defined in the text and lectures. Create as many as you feel like, then analyze and submit the best ones.

### Media, Techniques, Focus

Adobe Illustrator, with prints mounted on black matboard for the critique.

### Readings

📖 Required Reading by 8/29: THE ELEMENTS OF GRAPHIC DESIGN: Section I - Space (pages 13-47)

### Resources

Student samples on my website or the ArtServer (291 HAUSMAN folder), available when online on the UM campus.

### Resources

- Read the books and look at the diagrams.
- Look at past student work on the ArtServer or on my website.
- You can study Illustrator skills for free online with Lynda.com by logging in to MyUM and visiting: <http://library.miami.edu/medialab/help/>

### Useful/Key Illustrator skills

- Option + drag to copy
- Command + C, Command + V to paste
- Align panel
- Pathfinder panel and Shapebuilder tool
- Shift key to retain proportions
- Layers panel
- Shape tool

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### WHAT

At least **six separate squares** that represent each of the three figure/ground relationships (stable, reversible, ambiguous) as covered in White's book and lectures.

**Size:** 8" squares

**Media:** Adobe Illustrator .PDFs + Matboard 16" x 20"

**Color:** Black, white

### EVALUATION

This project is worth 10 points towards the final grade. We will share the designs as a group. Designs must be printed in high quality and mounted on black matboard with spray adhesive on the due date.

### WHEN

Due Monday, September 19 at the START of class.

### WHERE

In the CL101 lab.

### Reminders

Keep it simple. Keep it clear. Convey the messages assigned to you (3 types of space).