

# Term 4

Explanations of assignments

(If you are in class, you would get more detailed explanation with powerpoints, demonstrations, examples and other methods of learning.)

## Categories:

# Assignments are in Blue

Turn in the in-shelf when you finish

# Sketchbook entries are in Green

Turn the entire sketchbook to the turn in shelf on 04/21 & 05/12

# Projects are in Purple

Turn in the in-shelf when you finish

# Charts are in Orange

Glue them near the back of your sketchbook

# Extra Credit is in Pink

Tape an extra credit form to the extra credit & turn into the shelf.

# Charts

- **Informal assessments:** I will ask you at the end of class how productive you were. You will tell me: 5=definitely, 4=mostly, 3=somewhat, 2=not much, 0=not at all.
- **Cleaning:** At the end of class, you will ask another peer to observed that you cleaned your desk/mess and that you helped clean the class somehow; they will write their name in your chart for that day. You will get a score for this at the end of the term.

# Extra Credit

- Go back to the website and click on extra credit options
- You can ONLY do the extra credit that is listed on the website.
- You can only earn up to 200 points extra credit
  - If I offer a specific assignment at the very end of the semester, that will not count as the 200 points.
- Approximately 1 minute of effort = 1 points.

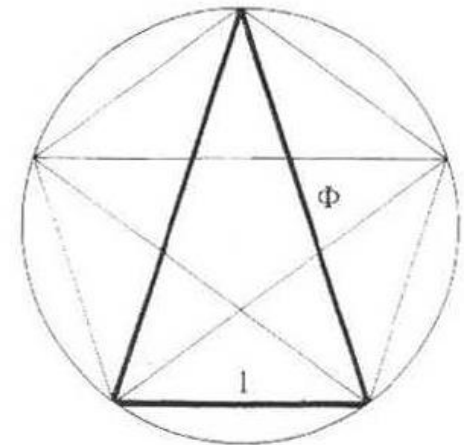
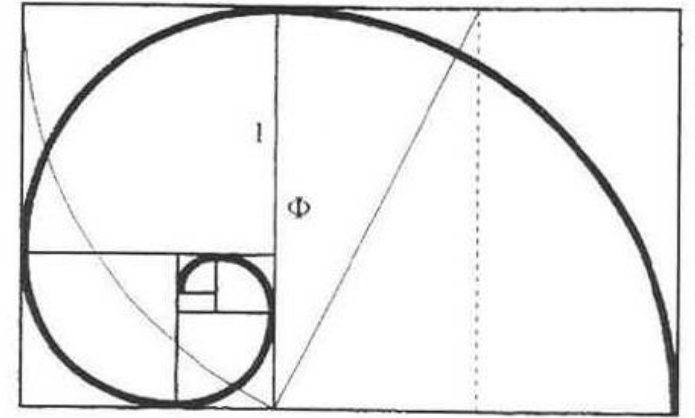
# #15 Commercial art related jobs

- Go to this website: <http://www.allartschools.com/graphic-design/advertising-design-job-description/>
- Click a variety of links on the website of information that you are interested in.
  - Click on the blue links of different careers of what you are interested in.
- Write 10 notes down of things that were interesting to you, or things you want to remember.

# #16 Golden Mean proportion

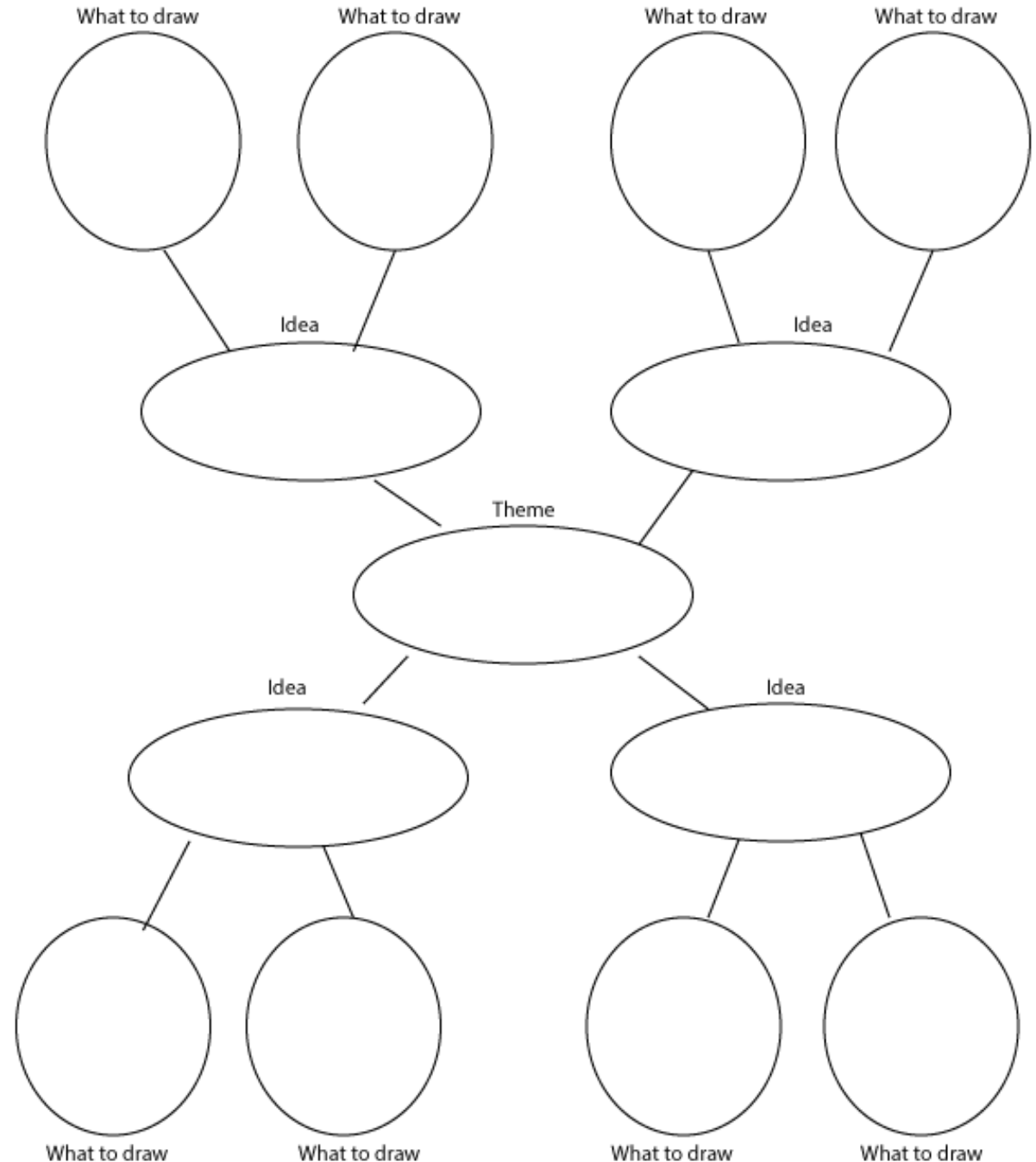
Draw a composition based on the golden mean proportion of anything you want to draw.

The beautiful Golden Mean Proportion and the mysterious Fibonacci numbers have fascinated philosophers for thousands of years and are still the subject of inquiry in the field of art, architecture, music, botany, biology, astronomy and physics. So far science has documented its existence, but no one as yet has fully penetrated its mystery.



# #17 Brainstorm web

- Choose a theme for your next project of digital scratchboard. For example:
  - My personality
  - What makes me sad
  - What makes me happy
  - Changes I want to see in the world
  - Important in Life
- Write ideas from your theme. If the theme was important in life, for example:
  - Growth & learning
  - Time spent with loved ones
  - Giving
  - Kindness
- Write what you could draw, for example:
  - Growth & learning: seed, roots, flower
  - Time spent with loved ones: Clock
  - Giving: hand dropping coins in another hand
  - Kindness: dog



# Digital Scratchboard Project on Adobe Illustrator



Art by John Suarez



Mrs. Udink's Dog

- Demonstrations:
- <https://www.youtube.com/watch?v=6hvFfwYahpM>
- <https://www.youtube.com/watch?v=DM96tEAnbGs>
- Use a symbol(s) from your brainstorm web

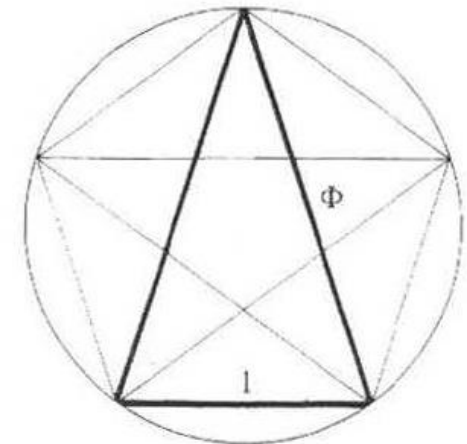
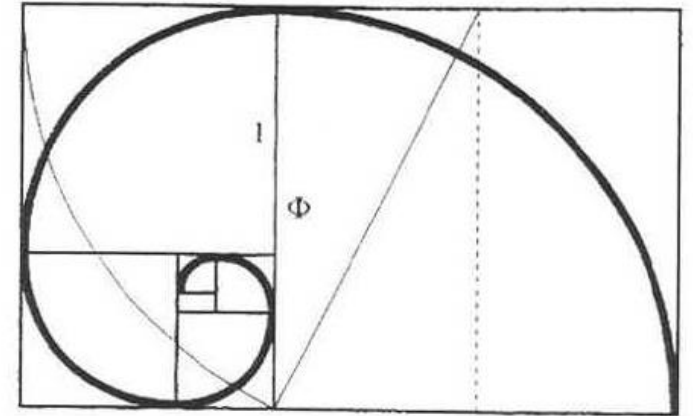




# #18 Golden Mean Proportion

- Last time you used one of these compositions to begin a drawing.
- Begin today's composition by drawing the golden mean that you didn't start with last time.

The beautiful Golden Mean Proportion and the mysterious Fibonacci numbers have fascinated philosophers for thousands of years and are still the subject of inquiry in the field of art, architecture, music, botany, biology, astronomy and physics. So far science has documented its existence, but no one as yet has fully penetrated its mystery.



# #19 Layout, art direction and typography

- <https://www.youtube.com/watch?v=2TUP7L48zUo>
- Write notes and sketches of things you learn from the video
- Create a rough sketch layout based on your hobbies
  - Use things you learned from the video

# #20 Verbally express an advertising campaign to a client

- Take notes:  
<https://www.youtube.com/watch?v=cFdCzN7RYbw>
- An important skill to have as a commercial artist is the ability to verbally express your ideas to the client.
  - How will you sell your ideas of corporate identity? You will be selling your ideas to Mrs. Ellis and the class will vote.
- Write some ideas down of what you will say when you are presenting your corporate identity presentation to the class.
- Your corporate identity presentation should include all topics of the corporate identity packet:
  1. Title of the company
  2. Slogan
  3. Logo
  4. Letterhead
  5. Business card
  6. Sign outside of the building
  7. Color scheme
  8. Advertisement design (an ad in a magazine)

## Notes on Science of Persuasion



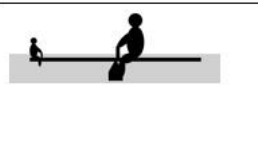
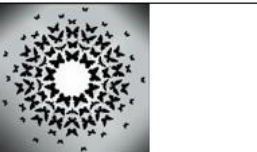
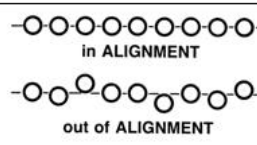







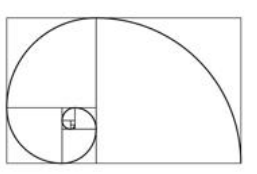



- **Reciprocity:** give what you have received, social obligation, give personalized and unexpected
- **Scarcity:** benefits, what is unique, what will you lose if you don't buy
- **Authority:** credible, credentials and expertise
- **Consistency:** small commitments will lead to larger commitments
- **Liking:** similar, compliments, cooperate with us
- **Consensus:** others agree, so you should also

# #21-Partner Critique of the Corporate Identity Presentation




- Present your presentation to your partner
- Go through each other's presentation and answer the questions on the critique rubric out loud with each other
- Fix your presentation according to things you discuss
- Write in your sketchbook: #21-My partner \_\_\_\_\_ and I critiqued each other. Partner signature \_\_\_\_\_

Name \_\_\_\_\_ **Principle of design and art element worksheet**


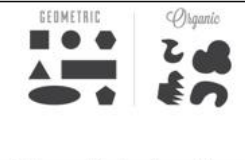





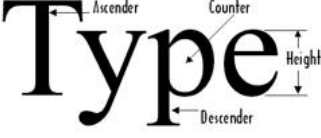
Draw a simple sketch illustrating your understanding of each Principle of design:

<b>Balance:</b> a distribution of equal visual weight	<b>Symmetrical balance:</b> exact features on both sides	<b>Asymmetrical balance:</b> One side seems as it has more weight	<b>Radial balance:</b> design extending from the center
			
<b>Alignment:</b> an arrangement forming straight line	<b>Emphasis:</b> accentuation of importance-domination	<b>Emphasis:</b> accentuation of importance-focal point	<b>Emphasis:</b> accentuation of importance-contrast
			
<b>Emphasis:</b> accentuation of importance-isolation	<b>Emphasis:</b> accentuation of importance-location	<b>Emphasis:</b> accentuation of importance-convergence	<b>Emphasis:</b> accentuation of importance-unusual
			
<b>Proportion:</b> scaling of objects in relation to each other	<b>Movement:</b> a directional path of movement	<b>Rhythm:</b> repeating strong & weak areas, or repeating noise & silence	<b>Pattern:</b> an orderly repetition of an object
			
<b>Variety:</b> combining contrasting elements to add interest	<b>Contrast:</b> a juxtaposition that accentuates difference	<b>Harmony:</b> art elements appearing agreeable	<b>Unity:</b> a harmonious arrangement of elements; a oneness/wholeness



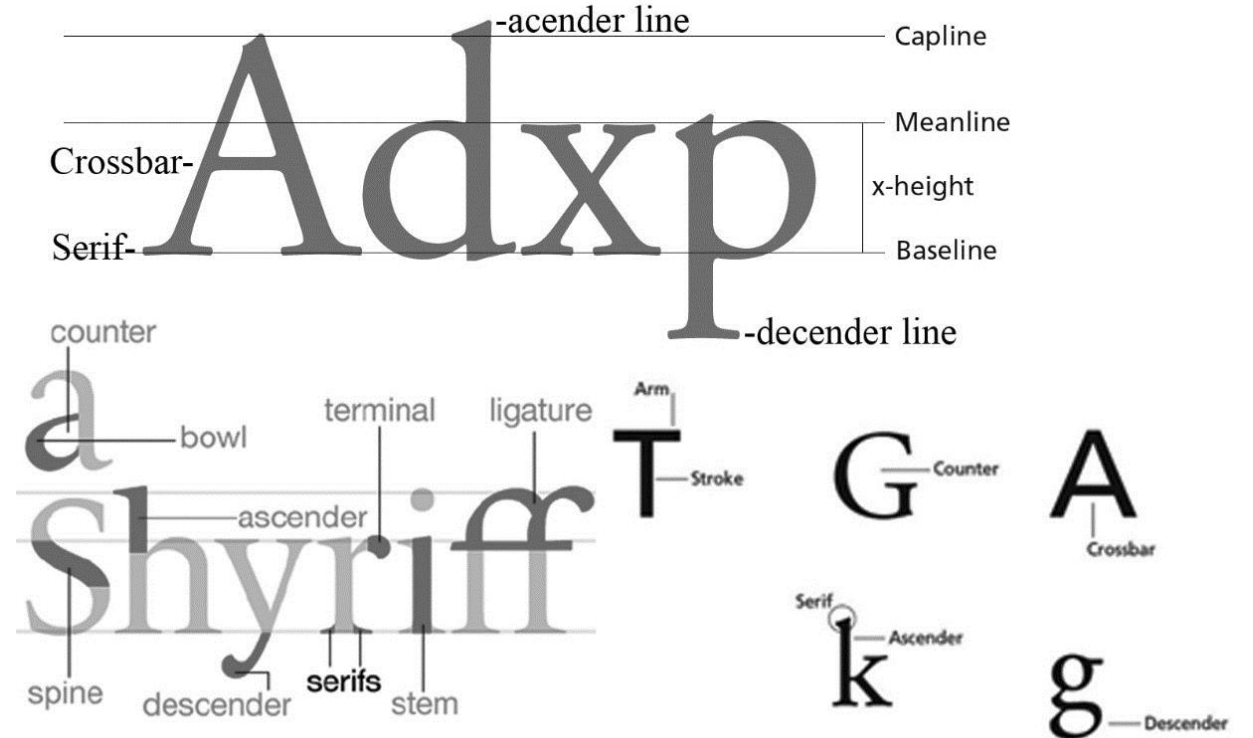
<b>Unity:</b> wholeness-simplification: simplify the art elements	<b>Unity:</b> wholeness- repetition: repeating similar & exact elements	<b>Unity:</b> wholeness- proximity: limiting negative space	
			

Draw a simple sketch illustrating your understanding of each Art Element:

<b>Line:</b> The path of a moving point	<b>Shape:</b> the contour of a flat object	<b>Form:</b> 3D object having depth	<b>Space:</b> internal/external areas
			
<b>Value:</b> brightness & darkness	<b>Color:</b> an objects chromatic qualities	<b>Texture:</b> The tactile quality of a surface	<b>Type:</b> a verbal communication, but the font style is a visual communication
			

# #22 Typography & a quiz in-class

1. Study for 5 minutes by drawing outlines around each part of a letter and repeating the term in your head while you draw an outline
2. Draw an example of each a part of a letter in your sketchbook and label it.
  - Goal is to be learning the terms.
3. After 15 minutes, you will quiz each other
4. After 10 minutes you will take a paper quiz, you will take a quiz on the parts of a letter



Name \_\_\_\_\_ Typog-  
raphy directions

On the other side of the paper:

- Write your name with each letter being a different style of font: old style, modern, slab serif, sans serif, script, decorative
  - Describe next each letter how you made it that particular style of font. What visual characteristics of that style are illustrated in your letter?
- Draw each letter consistently, but fitting to the font style with your ascender line, capline, meanline, x-height, baseline, descender line, cross bar, serif, stem, spine, ligature, arm, stroke, bowl, counter, terminal, and ligature.
  - Draw arrows and label parts of the letters with the font terminology



# Create your own font

- <https://www.youtube.com/watch?v=6gJzzgv1n4s>
- Go to [fontstruct.com](https://fontstruct.com)
- Sign up
- Click on FontStructor
- Create your own A-Z font just capital letters. If you want to do lowercase letters, I will give you 30 points extra credit.
- Screen shot it when you are done. Paste it in an e-mail and e-mail it to [brudink@wsdstudent.net](mailto:brudink@wsdstudent.net)