



DRAW THIS RECTANGLE ON TWO PIECES OF 60 X 84 PICA BRISTOL FOR 1A AND 1B.

Draw a 36 x 72p rectangle with margins: 12p sides, 6p top and bottom. This rectangle, twice as high as wide, is a 1:2 ratio based on rational numbers. Make square grid divisions. Include margins and gutters.

See instructions, right>>>

1A:
Place headline, subhead and body copy to show *symmetrical balance*.

1B:
Place headline, subhead and body copy to show *asymmetrical balance*.

CLASS 4

QUIZ 1

EXERCISE 3: LETTERFORM ANATOMY (THE LETTER A).

- measuring in picas, measuring leading with a type gauge, approximating type size with an e-scale

PROJECT 1A: A POSTER WITH SYMMETRICAL BALANCE

1. Cut a piece of bristol, 60p x 84p. Measure margins: 12p left and right, 6p top and bottom. Draw a 36p x 72p rectangle with black 01 Micron. This is your format, a 1:2 ratio (**diagram, left**)

2. Use blue 01Micron OR black 4h pencil to draw a grid inside the 36p x 72p rectangle: **six grid segments across, twelve down. Draw 3p6 margins left and right sides, 6p6 margins top and bottom (Class 4 demonstration) each segment 4p square, with 1p 'gutters' between horizontal and vertical grid squares.**

3. Show the PRINCIPLE OF DESIGN *symmetrical (formal) balance*: use x-acto and metal straightedge on self-healing board to cut lines of type from magazines as close as you can to the sizes in instructions **a,b,c** below to fit the grid and show *symmetrical balance*. Use an e-scale to approximate type sizes. Use archival glue stick or studio tac to paste the *typography* in the grid segments (DO NOT paste illustrations or photographs or use a computer).

- a. Headline.** Cut letter-for-letter actual words approximately 60pt–72pt font. Notice whether it's serif or sans serif typeface(s).
- b. Subhead.** Cut letter-for-letter actual words 18pt–24pt font. Choose serif or sans-serif type visually cohesive with the headline typeface.
- c. Body copy.** Cut type, line-by-line, as shown Class 4: 8pt, 9pt, 10pt, or 11pt. Choose serif or sans serif type visually cohesive with headline and subhead. Measure *line length* and *leading*. This body copy—known as 'greeking'—simulates typeface, size of type, line length and grid position.

Place headline, subhead and body copy carefully in the grid. Alignment to the grid must be technically correct and the poster must show *symmetrical balance*.

4. On the back of this sheet explain in one paragraph: how the poster shows *symmetrical balance*.

PROJECT 1B: A POSTER WITH ASYMMETRICAL BALANCE

1–3. Follow the **1A** directions above for #1–3: duplicate identically the 36 x 72p rectangle to make a second poster. Draw the *identical grid* to **1A**, and **make a new poster with the following changes:**

- a.** show the PRINCIPLE OF DESIGN *asymmetrical (informal) balance*.
- b.** use headline, subhead and body copy, **AND** photographs and/or illustrations cut from magazines to fit the grid and to show *asymmetrical balance*.

4. On the back of this sheet explain in one paragraph: how the poster shows *asymmetrical balance*.

5. On the back of this sheet, answer this question: Where did you get the information you used in the paragraphs explaining *symmetrical balance* and *asymmetrical balance*?

YOU MUST USE MLA FORMAT TO CITE EVERY REFERENCE.

HOMEWORK DUE CLASSES 5 AND 6

- Exercise 3, the letter A (DUE CLASS FIVE)
- Project 1, parts A and B (DUE CLASS SIX)
- Bring x-acto knife, metal ruler, studio tac or glue stick, triangle, Black and blue Micron pens,

PROJECT 1 COMPETENCIES/GRADE (RUBRIC) Numbers in parenthesis are the possible grade for that question:

Name _____ GD107A _____ GD107B _____

CONCEPT/ORIGINALITY (5 ea): 1A symmetry _____ 1B asymmetry _____

FULFILLS CONCEPT IN A VISUALLY-UNDERSTOOD WAY (10 each): 1A _____ 1B _____

ALL REFERENCES IN MLA FORMAL (4): _____

TECHNICAL SKILL: 60 x 84p bristol (2) _____ 36x72p both posters (4) _____ Same square grid each poster, with margins (6) _____

Headline 60–72pt (3 ea): 1A _____ 1B _____ Subhead 18–24pt (3 ea): 1A _____ 1B _____

Body copy 8,9,10 or 11pt, line-by-line w/leading (3 ea): 1A _____ 1B _____

Text ONLY, in grid squares: 1A (3) _____ Text AND image in grid squares 1B (3) _____

PRESENTATION/CRAFT: clean, neat, straight (10) _____ both formats black 01 Micron (5) _____ grids blue 01 Micron/4h pencil (5) _____

COMPLETENESS/EFFORT (10) _____ TOTAL _____