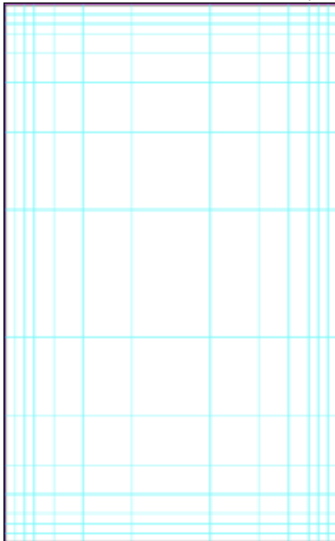
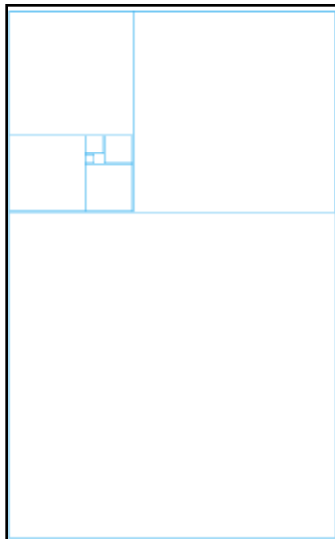


gs=Grid Systems, lgd= Language of Graphic Design, tt=Thinking with Type, r=library reserve, z=zloty website, www=internet



PROJECT 3 GRID A.

Draw this 55p x 89p rectangle. Vertically from left and right, draw lines at 1,2,3,5,8,13,21p. Horizontally from top and bottom, draw lines at 1,2,3,5,8,13, 21,34p.



PROJECT 3 GRID B.

CLASSES 8 AND 9

- www.goldenratiocalculator.com
- gs pp 35, 36, 37, 39, 45, 63, 66, 67, 68, 90*, 91*, 92*, 93*, 94, 95
- figure/ground relationships
- How the ELEMENT OF ART, *texture* ('surface quality') affects legibility and readability:
 - actual texture: embossing, foil stamping, textured paper
 - visual/IMPLIED texture: i.e. type size, width and weight variations as texture

PROJECT 3 PARTS A AND B

GRIDS BASED ON THE GOLDEN RATIO (PHI, 1: 1.618)

1. Use diagrams (LEFT) and class 8 presentation as guides. Diagrams shows page proportions and grids derived from the Fibonacci Series and the Golden Ratio.
2. Use InDesign. Draw the outer rectangle 55 x 89p. This is the poster format.
3. Follow diagrams (left) and class instructions to draw the grids on the 55 x 89p rectangle. Draw Grid A on Layer 1. Draw Grid B on Layer 2.
4. Lay out poster A on grid A. Follow grid A exactly. Further develop grid B, based on Class 8 demonstration. and Lay out poster B on grid B. Use type (size, width and weight variations) and images to show the ELEMENT OF ART, TEXTURE. Headlines, subheads and body copy must be actual words, an actual theme. Choose incremental leading for the body copy you choose. DON'T USE AUTO LEADING!!!
5. On the back of this sheet, write one paragraph for EACH POSTER explaining why you chose the specific typefaces and images to visually show texture.

6. Answer this question: Where did you get the information in the paragraphs explaining the ELEMENT OF ART TEXTURE, shown in EACH poster? Cite at least two references in MLA format on the back of this sheet, and explain in one-two sentences how that reference is relevant to your poster.

7. Answer these questions about the typography you used:

Headline Typeface A _____ B _____ serif A B /sans serif A B headline type size A ____ B ____

Subhead Typeface A _____ B _____ serif A B /sans serif A B subhead type size A ____ B ____

Body Typeface A _____ B _____ serif A B /sans serif A B body size/leading A ____ B ____

HOMework DUE CLASS 10

- Project 3: smith_gd107_prj3.pdf (p1=without grid, p2, w/grid, p3 without grid, p4 w/grid)
- Read tt pp112-139, 142, 143, 150-155 Grid, Golden Section
- Bring x-acto knife, metal ruler, archival studio tac or glue stick, triangle, Black and blue Micron pens, 4h pencil, self-healing board, flash disk

PROJECT 3 COMPETENCIES/GRADE (RUBRIC)

Name _____ GD107A _____ GD107B _____

(numbers in parenthesis are the possible total grade for that question):

CONCEPT/ORIGINALITY: visual texture (10) _____

FULLILLS CONCEPT in a Visually-Understood way: (10) _____

RESEARCH/REFERENCES: answer to #6 above (6) _____ answer to #7 above (6) _____

TECHNICAL SKILL:

Grid lines: horizontal and vertical golden ratio measurements grid A (4) _____ Grid B as drawn in diagram, further developed (4) _____

4-page Low-Res pdf file, p1=A, no grid; p2=A with grid; p3=B, no grid, p4=B with grid, saved as "smith_gd107_prj3" (6) _____

TECHNICAL SKILL:

Type (size, width and weight variations) and image(s) show the ELEMENT OF ART, texture (10) _____

all text and images fit in grid (10) _____

Headline Typeface (4) _____ serif/sans serif (4) _____ headline type size (2) _____

Subhead Typeface (4) _____ serif/sans serif (4) _____ subhead type size (2) _____

Body Copy Typeface (4) _____ serif/sans serif (4) _____ body copy size/leading (2) _____

COMPLETE (4) _____