

## ELEMENTS OF DESIGN:

- Shape
- Line
- Value
- Texture
- Color
- Time (mostly applicable in motion graphics and interactive design.)

## PRINCIPLES OF DESIGN:

### CATEGORY 1: UNITY AND VARIETY

- Grouping
- Containment
- Repetition
- Proximity
- Alignment
- Lost & Found

### CATEGORY 2: DEPTH

- Linear Perspective
- Atmospheric Perspective
- Overlapping
- Size Variation
- Definition
- Location

### CATEGORY 3: VISUAL PACE

- Pattern
- Movement
- Visual Pace / Rhythm

### CATEGORY 4: BALANCE

- Visual Weight
- Gravity
- Symmetrical Balance
- Asymmetrical Balance

### CATEGORY 5: SCALE AND PROPORTION

- Scale
- Proportion

### CATEGORY 6: EMPHASIS

- Focal Point
- Contrast
- Isolation
- Hierarchy

# Poster Project Part 2

ART 130 - INTRO TO GRAPHIC DESIGN



Use this template to present your additional research, sketches, experiments, and font choices for this project. Make sure you include all of the major elements that were required and also make sure that you include as much visual research as possible.

Include images as many images as you can. Feel free to duplicate pages or go above and beyond where appropriate and relevant to your project.

All phases this week are important, but special emphasis can be placed on sketching and experiments. Think of the building the insect/reptile with random things collected from around your home. What can you experiment with visually that will relate to each of the different poster types you are required to make for this exhibit at the SFMOMA?

STUDENT NAME: Type name here.

## POSTER PROJECT PART 2:

The most challenging thing about this project was looking for fonts that go well with the art pieces because Alexander Calder never used any font in any of his artwork. That makes it difficult because I had to make everything up and see what goes well with the pieces and sketches. Most of his artwork is abstract art and it reminds you of your child hood and how simple the objects are to create. It is also hard to work with no color in the sketches because that is where the true abstractions come from.

### LEARNING SUMMARY:

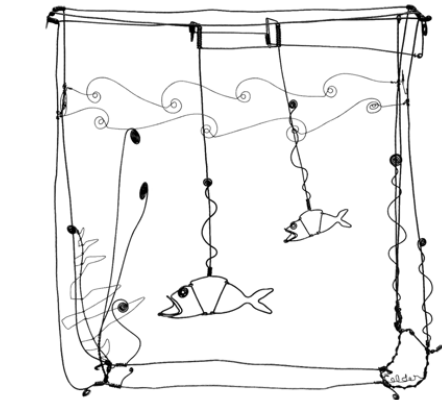
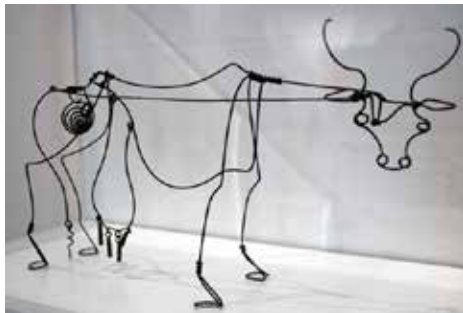
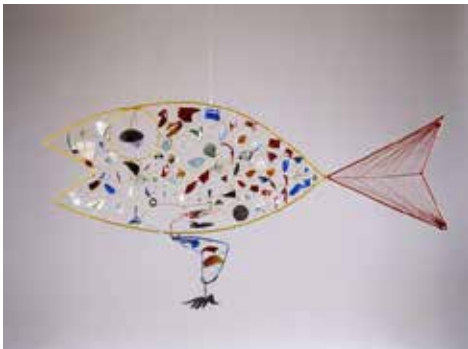
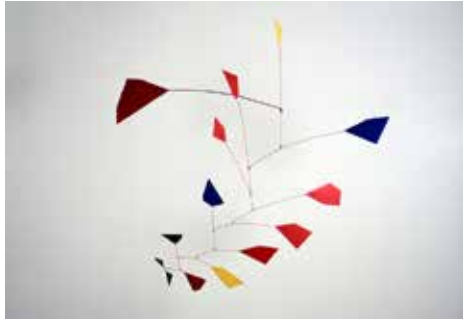
The research helped my sketching by allowing more exploration with the objects and alignments along with thinking about other concepts and principles that Alexander Calder applied in his artwork. I learned that it is a little difficult to replicate some of the ideas that Alexander Calder used but if you try doing things with out thinking that is when the concepts and principles come to life. It was a little difficult for me to understand that. My artist is really unique because he shows things of simplicity and almost child like but there is definitely more to his pieces along with using metal and 3dimensional shapes with sculptures that are interesting and seem so simple. My artist was well into his late 40's and 50's when he decided to do his art pieces. I learned greatly that Alexander Calder only wrote his name on his work and it seemed kid like which is kind of unique.

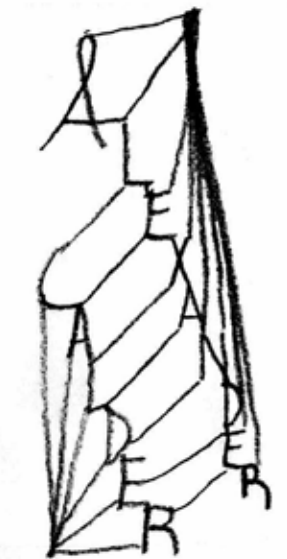
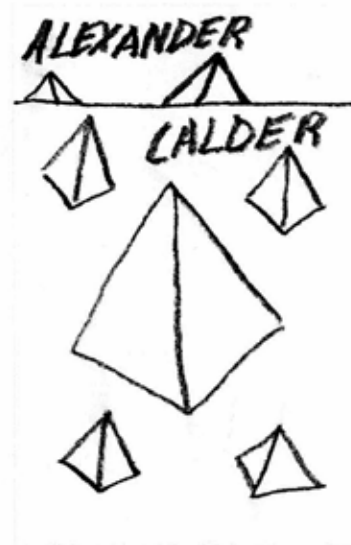
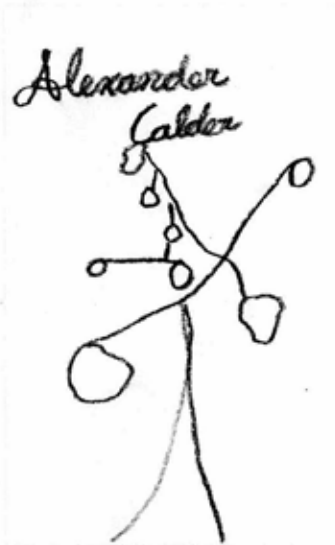
ADDITIONAL RESEARCH FOR ALEXANDER CALDER

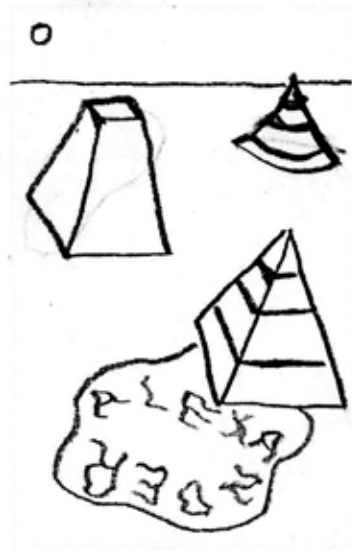
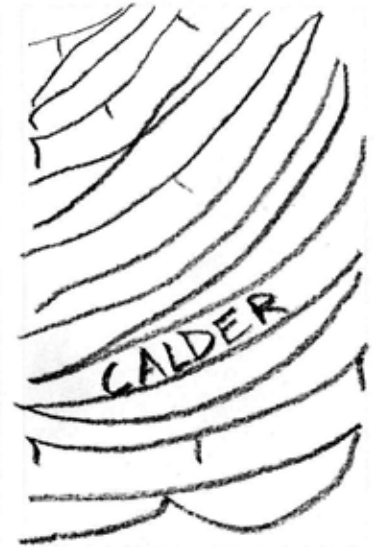
STUDENT NAME: Skylar Neilson.

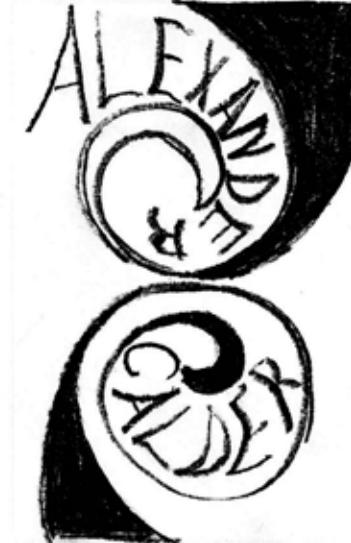
Remember to include both text and images. Organize your findings and try to make sense of what you are finding.

I did more research in order to find more of the abstract art that Alexander Calder did and this is a lot of what came up.









VISUAL EXPERIMENTS ALEXANDER CALDER, MY VISUAL CONCEPT/PERSPECTIVE | STUDENT NAME: Skylar Neilson

Show your process here too... photos of you making the thing would help if possible.



PROCESS WORK HERE

Show your process here too... photos of you making the thing would help if possible.



PROCESS WORK HERE



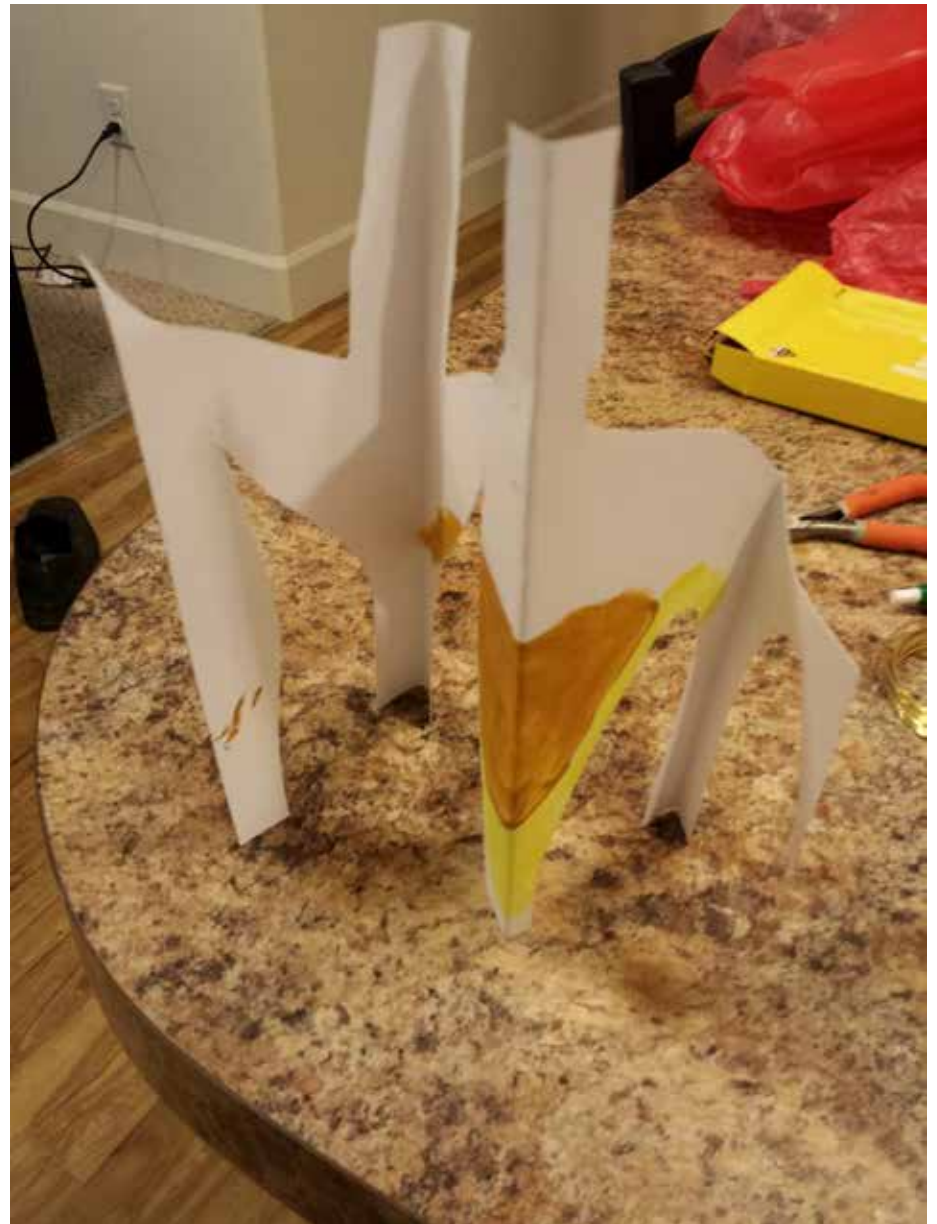
FINAL EXPERIMENT



Show your process here too... photos of you making the thing would help if possible.



PROCESS WORK HERE



FINAL EXPERIMENT

VISUAL EXAMPLES OF TYPE FROM ARTIST

Alexander Calder doesnt use any lettering in any of his artwork except for his signature that looks like kindergarten handwriting

OPTION 1:

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789 Bradley Hand ITC  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*

OPTION 2:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789 Berlin San FB Demi**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\***

OPTION 3:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789 Cooper STD**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\***

OPTION 4:

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789 Chiller  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*

OPTION 5:

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789 Kristen ITC  
abcdefghijklmnopqrstuvwxyz !@#\$%^&\*

OPTION 6 :

**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**  
**abcdefghijklmnopqrstuvwxyz !@#\$%^&\* Snap ITC**

FONT FOR DESIGN PRINCIPLE POSTER

[typeface name here]

ABCDEFGH  
abcdefghij

FONT FOR ARTIST STYLE POSTER

[typeface name here]

ABCDEFGH  
abcdefghij

FONT FOR MY VISUAL CONCEPT/PERSPECTIVE

[typeface name here]

ABCDEFGH  
abcdefghij

## FONT SELECTION LEARNING SUMMARY:

The reason I chose the fonts that I did was because of the fun and outgoing characters they portray. Like I have said before Alexander Calder didn't use ANY font so the ones I chose I felt would somewhat mix in and blend with his work. It was kind of hard to say what would go well with his pieces so I chose the ones that looked kind of childish and fun along with some that would go well with abstraction art.