

Project Description

In this exercise, you will coordinate off-screen and on-screen skills to create a new set of graphics. First, you will either refresh or begin rendering a traditional set of plan and section view graphics. You will then commence the exercise of re-inventing them using your favorite cereal box as your style palette. Using Photoshop, Illustrator, and your hand rendering techniques, you will deconstruct your box into a set of colors, textures, and fonts. You will then create a non-traditional set of plan and section view graphics and use them to create a very simple composition. Credit: This exercise is re-purposed from Dr Umit Yilmaz's analogue representation class.

Deliverables

One or more 11x17" posters, in print to be pinned up in class and in pdf format submitted on Canvas. Files should be named like so:

LastName FirstName ClassName Exercise 01.pdf

Example: Eilish Billie LARC1580 Exercise 01.pdf

Your posters should contain the following:

- 6 trees in plan and section view, mixture of deciduous and evergreen.
- 6 shrub masses in plan and section view, mixture of deciduous and evergreen.
- 2 buildings (house, roof, building, gazebo, shop) in plan and section view.
- One simple site (plan and section view) using a combination of your graphic symbols. Basemap will be provided.
- A graphic of our inspiration box.
- Titles and annotations of your drawings.
- Title of the poster, Your name, date, class name.

Learning Goals

- Understanding of basic color and typography concepts.
- Distinguishing between pixel-based and vector-based environments and understanding the benefits and limitations of both.
- Manipulating basic commands in Illustrator and Photoshop including – but not limited to – adjusting photograph levels contrasts and values, photo correction, selection tools, stamp tools, pen tool, color selection, type and paragraph functions.
- Ability to create basic layouts, with attention to information hierarchy, color palette, and balance between positive and negative space.

Process Notes

Instructional videos will be provided on Canvas to guide you through the process and the software, but you can use any instructional video for further technique work.

We will discuss the concept of what a healthy digital workflow looks like for this project, and you should aim to assemble your final poster on Illustrator. However, you have creative control on the production of your graphic palette. For example, you might decide to create all your symbols by hand (markers), scan and clean them on Photoshop, and export them as .png's. You might decide to create them completely digitally, you might decide to mix methods. Try a few rendering techniques and see what is the most productive for you, and use the concepts discussed in class (pixel versus vector based, typography, layout best practices) to support your decisions. Prioritize on creating legible graphics, then push the limit by innovating and developing your style.

Practice good file organizing habits! Organize your assignments in folders, keep everything you need for each project within reach. Save and update frequently. Try your best to you have 3 updated copies of your work. This will prevent you from starting over and will help you retain records of your school work. It will pile up during your school years.

- First copy (working) should be on your laptop / personal computer.
- Second copy should be on a cloud server (box, google drive, adobe cloud, etc.)
- Third copy should be on an external hard drive.

Grading schema

Item	Criteria for full grade	Percentage
Completion and timeliness	Everything is submitted on time, all the required elements are included. Formatting is correct.	10%
Development curve/ Digital Workflow	Work demonstrates experimentation and innovation. Student developed their graphic skills efficiently. Decisions in analogue and digital programs were sound and efficient to create cohesiveness and optimize quality.	20%
Graphic Quality	Color palette is consistent and cohesive. Print version is of excellent quality: no pixelation, clear margins, correct colors. Selected font(s) are clear, designerly, and work well with the graphic style.	30%
Hierarchy and Legibility	Layout demonstrates balance between positive and negative space, guides the eye thoughtfully through the poster. Information hierarchy is easily discernible. Text and didactic information are suitably sized and weighted. Graphics represent trees, shrubs, and buildings clearly. Line weights are consistent and suitably used.	40%

Project Schedule for Module 01: Analogue/ Digital Interface

Date	Day	Topic Covered	Programs	Class content / Items due
12-Jan	WED	Course introduction		
17-Jan	MON	MLK Day- No Classes		
19-Jan	WED	In Class Exercise 01: Sketch, Scan, Layout	Analogue, Photoshop, Illustrator	Create hand rendering plan view, section view, and perspective. Download and activate Adobe products.
24-Jan	MON	In Class Exercise 01: Sketch, Scan, Layout	Analogue, Photoshop, Illustrator	Photoshop for adjusting photos/ Intro to Illustrator graphic functions and typography (How to built a style palette).
26-Jan	WED	In Class Exercise 01: Sketch, Scan, Layout	Analogue, Photoshop, Illustrator	Photoshop for adjusting photos/ Intro to Illustrator graphic functions and typography (How to built a style palette).
31-Jan	MON	In Class Exercise 01: Sketch, Scan, Layout / Studio Working Session	Analogue, Photoshop, Illustrator	Illustrator for basic vector tracing and layout.
2-Feb	WED	In Class Exercise 01: Sketch, Scan, Layout / Studio Working Session	Analogue, Photoshop, Illustrator	Illustrator for basic vector tracing and layout.
7-Feb	MON	Crash session 01: Design a poster in 60 minutes.	Analogue, Photoshop, Illustrator	Stamina-building for photo modification, vector creation, and layout. <u>* DUE AT BEGINNING OF CLASS:</u> • Pdf for Exercise 01, Canvas. • Pin up printed posters at the beginning of class. <u>* DUE AT END OF CLASS:</u> • Pdf for Crash Session, Canvas.