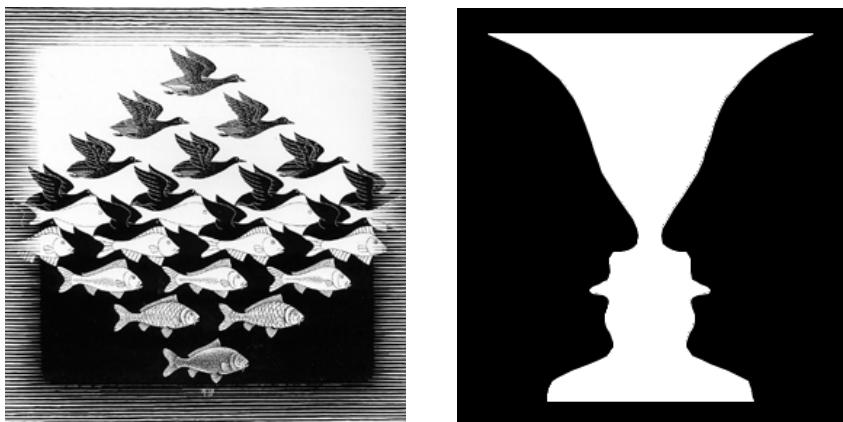


IAT 102 Graphic Design

Assignment: Figure/Ground

The goal of this assignment is for you to create an aesthetically pleasing composition that illustrates "figure/ground." Your composition should also use just enough information of the letterform so that when your classmates look at it, they can tell us what the letter is (like an "f" or an "m").

An example of figure/ground is this image created by Escher: the black birds and white fish seem to be "equal" in amount.



Figure/ground is a fundamental rule of perceptual organization. When we look around in the world we see objects like chairs and dogs and cars. When we look at these objects, they seem separate from the floor or grass or road we see them against.

We usually pay more attention to the objects and disregard (or pay less attention to) the background. However, we can shift our attention to the background, but then the object becomes indistinct.

The Assignment:

1. You will create an Illustrator file with a large letterform and black border.
2. Move the letterform within the border, using the Selection Tool (black arrow), so that you just see parts of the letter. Strive for equal parts of white and black, and for an interesting composition.
3. Make 4 versions. Print out and bring to the next lab.

To be completed in the lab and handed in next week.