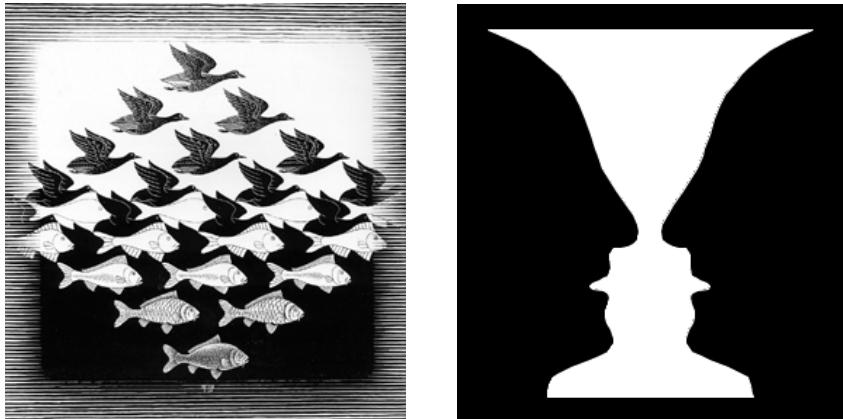


IAT 102 Graphic Design

Assignment: Figure/Ground

The goal of this assignment is for you to create an aesthetically pleasing composition that illustrates “figure/ground.” 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 6 versions with different letters, but all in the same font (typeface). Layout all 6 on one page.
4. Choose your best 3 versions and recreate, but inverse: i.e. this time the letters are white on black background. Improve the inverse examples by making small modifications.
5. Print and bring to the next lab. Be sure your name, student number and lab section are on the BACK of your assignment.



To be handed in next week (Jan 12th-14th) in lab.

IAT 102 Graphic Design

Assignment: Letterspacing

The goal of this assignment is for you to study the technique of letterspacing or kerning.

Letterspacing is the distance between letters on the same baseline. It is also called kerning. Designers use this technique when dealing with large size, or isolated type (magazine headers, logo and logotype design, etc).

If letters in a typeface are spaced uniformly, they make a pattern that looks irregular. Gaps occur, for example, around letters whose forms angle outward or frame an open space (W, Y, V, T, L).

Because the space between characters expands as the type size increases, designers often fine-tune letterspacing when working with large letters. As the word "rub" gets bigger, the gap between u and b grows more obvious.

rub my back

rub my back

rub my back

rub my back

-Lupton, *Thinking With Type*, p.80

The Assignment:

1. You will be given an Illustrator file with a word that has been poorly spaced. Go to Type > Create Outlines
2. Copy the word. You now have an original version, and your working-copy of the word.
3. You must correct the spacing using the Selection tool.
4. Print. Be sure your name, student number and lab section are on the BACK of your assignment.

To be handed in next week (Jan 12th-14th) in lab.