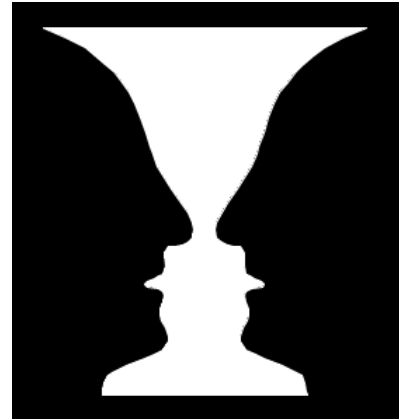
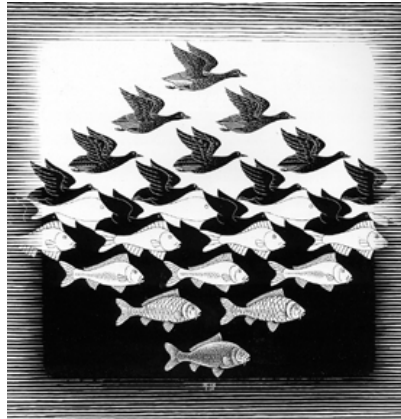


IAT 102 Graphic Design

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 use the template Illustrator file with a large letterform and black border.
2. Move the letterform within the border, using the Direct Selection Tool (white 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. You may have one letter per page or lay them out neatly in a grid (all on one page).
5. Print and bring to the next lab. Be sure your name and student number are on the back. Multiple pages must be stapled together or they will not be accepted.

To be handed in next week at the beginning of your lab.

*This assignment is referenced from "Graphic Design The New Basics" by Ellen Lupton. For a detailed explanation and assignment examples see <http://gdbasics.com/index.php?s=figureground>