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Office Hours: TTH 4:00-4:45pm

Art 251

EXERCISE 1

IMAGE & LETTER SYNTHESIS

CREATIVE BRIEF

Overview:

Type form includes the forms that make up the actual structure of the letter as well as the counterforms in and around these form. In combining distinct forms, one must consider design and compositional principles.

Objective:

This exercise is a challenge to create logotypes in combination with a simple representational image.

Technical Objectives:

- Using analog tools to conceptualize and make various aesthetic decisions.
- Following the rules and characteristics of type and design principles, one will learn how to combine abstract and representational forms
- Using digital tools to finalize logos.

PARAMETERS

- You will find/choose any 2 high contrast images to combine with your first and last initials.
- You will design 4 logos by combining letters from your initials and the chosen simple images. Consider negative space and knock-out possibilities with all elements.
- Images are open to your preference.
- You can only use black & white.



Concept sketches

Initial comps

Final