

Renewal Portfolio

Eastern Connecticut State University
Department of Art & Art History | Digital Art & Design

Soojin Kim | Office: FAIC 318 | Hours: M 10:30am–12pm, W 3–4pm, F 12– 2:30pm | Phone: 860-465-4328

A203 Graphic Design 1

OVERVIEW

This course provides an introduction to the theory and practice of letterforms and typography as they apply to graphics and visual communications. Projects will cover principles of typography, letterforms, typographic layout, legibility, expressive and dynamic typography. Students were guided by 3 different levels of assignments. Easier tasks were given to students for them to learn principles and lead to more difficult tasks to utilize principles in professional projects. Typographies in motion were newly introduced for this class course which is highly demanded skill in the graphic design and social marketing field.

- ❑ Understand the basic terminology and principles of typography
- ❑ Explore the history of typography
- ❑ Identify letterform anatomy, typestyle, and classification
- ❑ Use structural systems such as grids and modules to create a typographic layout
- ❑ Understand the design process from research and concept through execution
- ❑ Gain a basic understanding of the creative problem-solving process
- ❑ Use appropriate digital technology as related to the design process
- ❑ Apply technical, aesthetic and conceptual understanding of typography in the evaluation of one's own work and the work of others

SAMPLE ASSIGNMENTS & STUDENTS WORKS

ASSIGNMENT 1 - COMBINATIONS OF LETTERFORM

Overview & Specifications

Using letterforms, you will create three compositions that will investigate some basic design principles and concepts. For this Assignment, you are supposed to use no more than two typefaces. Each composition is supposed to be printed on letter-size paper. You might start the composition from several pencil sketches, but the final outcome has to be digitally produced. and submit as a 3-page pdf file on the Blackboard.

Composition 1: POSITIVE, NEGATIVE, LEGIBILITY, AND AMBIGUITY

Make a composition using an Initial from your name. One Alphabet should be black and the other should be the background color, which is white. Keep in mind the space relationship on the page. The size of the two alphabets can be different.



Composition 2: DISTORTION, LEGIBILITY, AND AMBIGUITY

Make a composition using an Initial from your name. This time, both alphabets are in black. Combine them to make one shape. Distort the original letterform, but keep in mind the legibility.



Composition 3: REPETITION

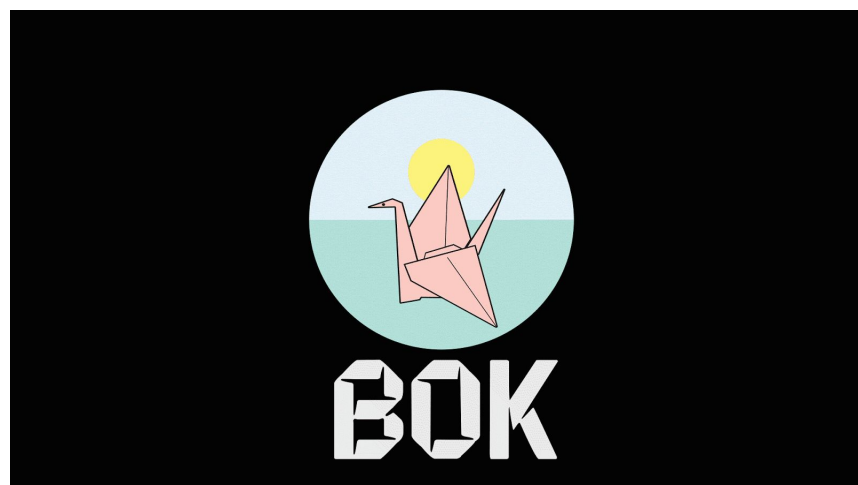
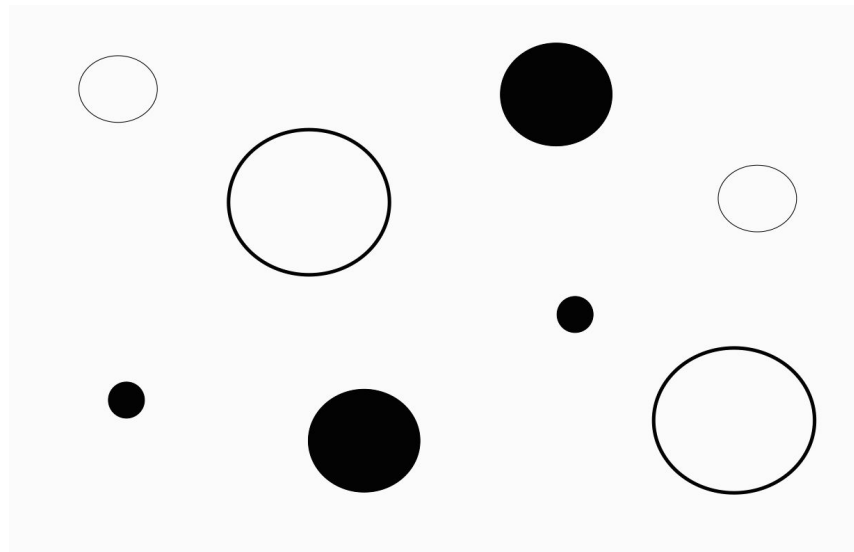
Using the composition2 and pattern tool in Adobe Illustrator, create a pattern and fill the page.



ASSIGNMENT 6 - DYNAMIC LOGO

Overview & Specifications

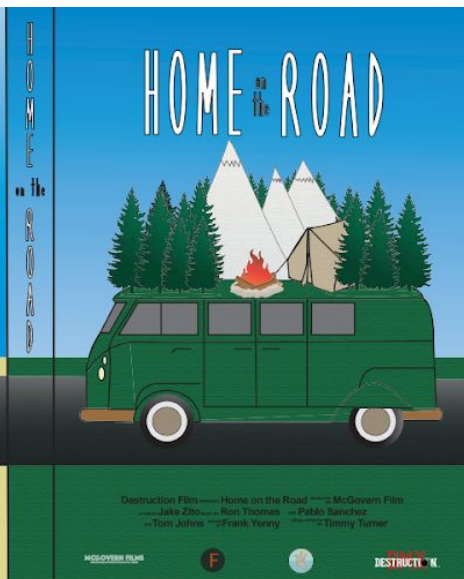
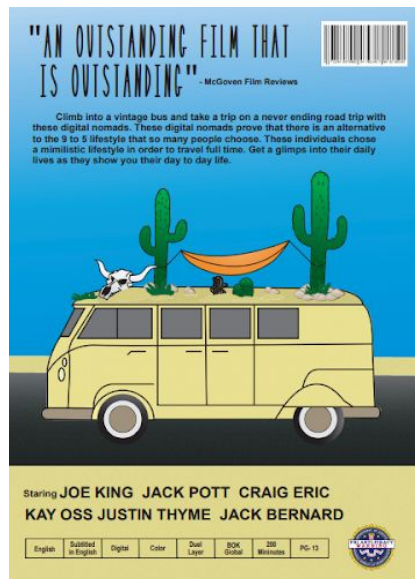
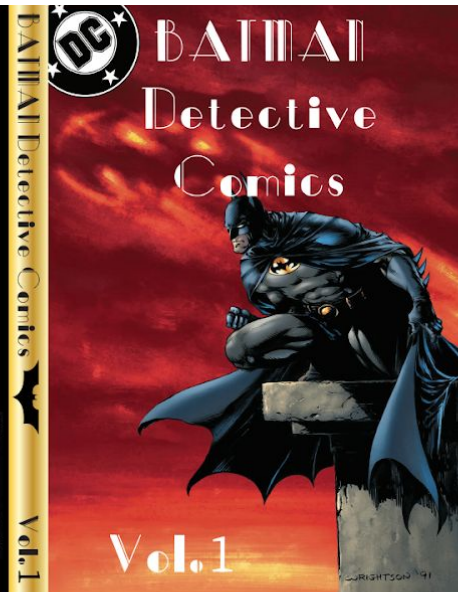
We are going to create a 5-second animated logo using assignment 5. First, create a 2 to 5 cut storyboard/motion plan. Make both symbol and logotype have dynamic elements.



PROJECT 2 - DVD COVER DESIGN

Overview & Specifications

This project is a project identifying digital data contents to the audience to the audience. Digital content can be any type of cultural production stored in data storage.(i.e, CD, DVD). The example of contents can be music albums, movies, audiobooks, and games, but we will focus on the music album. Feel free to suggest any other types of digital. We are creating an illusional image of intellectual properties and branding them by making at least one typeface, logo, and finally a CD(or DVD) Cover (Front & Back).



ASSIGNMENT 11 - DYNAMIC POSTER

Overview & Specifications

Design a 12 by 20 2D poster for a relevant event to the previous DVD content. Make a motion plan for for5-10sec Dynamic Poster. Finalize the Dynamic Poster in After Effects and export it as a gif file.

