GRAPHICS 10

POSTER SERIES#1

Formalist Composition

Using scraps of coloured paper create a dynamic balanced composition on a piece of 18”x24” black Bristol board.

Consider why we lean about composition and its universal application in graphic design. In this case the shapes that you use can stand in for text, photos or any other element that you will need to incorporate in future layouts and designs.

Consider:

* Unity – through repetition of shape and colour
* Tension – through placement of shapes in proximity to one another and the edge of the paper.
* Balance - through demonstration of understanding of visual weight, as determined by size, shape, colour, quantity and placement of object.
* Negative space – is a compositional element. It is created as a byproduct of how and where you construct your positive space (placement of elements) but it is *just* as important.
* Presentation – as always (cutting, pasting, care and attention to detail)

EVALUATION

Composition Includes demonstration of understanding of the following:

/5 – unity

/5 – tension

/5 – balance

/5 – Negative space

/10 – Presentation

/30 - Total