

## Art 3202

Winter Quarter 2011  
M/W 11:00 am – 1:20 pm

## Visual Communications 1

Instructor: Karen Gutowsky  
Email: kgz@spu.edu  
Office Hours: M-W 1:20-2:00 or by appointment  
Course Website: myhome.spu.edu/kgz/3202

### Exercise Assignment

The following exercises are designed to explore, see, relate, investigate and experiment with form and meaning. They are designed to enjoy the process of creating and to explore how images convey meaning, along with shape, pattern and color to help form a composition. Students will develop three exercises using common sizes. The final composition will combine all three exercises to create an interesting composition that conveys meaning. Goal of final composition is to inform students of the processes it takes to create complex compositions that combine photos, text, shape and color.

### Reference Links

These are references only, we will combine and create exercises as it relates to our instructions.  
(Type Exercise) <http://gdbasics.com/index.php?s=figuregrounddp2>  
(Photo Exercise) <http://www.socialstudiesconference.org/node/215>  
(Pattern/Color Exercise) <http://gdbasics.com/index.php?s=colordp1>

### Exercises

**EXERCISE ONE**-(Read) <http://gdbasics.com/index.php?s=figureground>

Objective of exercise one is to understand the relationship between figure/ground and how it helps us to understand visual form with hierarchy and meaning. Goal is to create relationships between typographic form, focusing on positive/negative space and contrast of shape.

> *Composition Process*- Select a contrasting pair of letterforms. Choose letters that vary in their weight, geometry, and complexity. Working within a 5-x-5-inch square, combine the letterforms in dynamics compositions. Home in on letterform details to illuminate the unique anatomical and stylistic features of each. Use figure/ground relationships to contrast forms against each other as well as merge them together. Crop, combine, repeat, rotate, enlarge, and reduce the letterforms to create both separation and ambiguity.

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**EXERCISE TWO**-(Review) <http://www.socialstudiesconference.org/node/215>

Objective of exercise two is to understand how image, cropping, framing, context and juxtaposition relate to meaning. How isolating, deleting or including can alter meaning. How we see image based on a variety of factors

> *Composition Process*- Crop into 20 photos (you may want to create 5" x 5" picture frame) to create 20 interesting compositions, bring cropped print outs to class. In group exercise we will organize, group and isolate images based on a variety of factors. Choose 20 new images that you can use for after-class homework. You will then create your own grouping, meaning, translation or pattern of imagery based on interest and research. You will also create images that change meaning when juxtaposed to differing images.

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**EXERCISE THREE**-(Review) <http://gdbasics.com/index.php?s=color>

Objective of exercise three is to look at both color and pattern and how it informs composition. Review color notes on website to influence how you assign color to pattern.

> *Composition Process*- Repeat and rotate one or more letterforms to create an engaging black and white pattern. Apply different color combinations to the pattern to create a range of visual effects. Experiment with hue, value, and saturation, as well as analogous, complementary, and near complementary color juxtapositions to change the way the patterns fell and behave. Through selective emphasis, some elements pull forward and others recede.

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### Exercise Assignment Schedule

- Monday 1/10** > EXERCISE ONE—Create 4-typographic/hierarchy compositions, print out b/w 5" x 5"  
> EXERCISE TWO—20-photo compositions cropped to 3" x 3" (full bleed) can be from computer, magazines, own images (*must be decent resolution*)
- Wednesday 1/12** > EXERCISE TWO—Use photos from class (can be from other classmates), expand or change meaning by adding, grouping or juxtaposing images.  
Present *four* 11 x 17 print outs  
—*two* Print outs are of (9) 3" x 3" images (*1/2" margin between images*)  
—*two* Print outs are of (2) 5" x 5" images (*1/2" margin between images*)
- Wednesday 1/19** > EXERCISE ONE + TWO—Combine your 4-typographic/hierarchy compositions with photographic explorations.  
Present *two* 11 x 17 print outs  
—Each print out has (2) 5" x 5" image combinations (*1/2" margin between images*)
- Monday 1/24** > EXERCISE THREE—Create 4-pattern/color compositions, print out color  
Present *two* 11 x 17 print outs  
—Each print out has (2) 5" x 5" pattern/color compositions (*1/2" margin between images*)
- Wednesday 1/26** > EXERCISE ONE + TWO + THREE—Present two 5" x 5" compositions that incorporate all three exercises, type, photo and pattern.  
Present *one* 11 x 17 print outs  
—Print out has (2) 5" x 5" image combinations (*1/2" margin between images*)
- > Also due for Wednesday is a reflection paper on the project. This is roughly 250 words (1/2 page document) that discusses what you learned from this project. Use key terms that were part of your online exercise reading, course textbook and class discussions. Refer back to terms in quizzes to help articulate your thoughts.