

PROJECT 1

visual messaging with shapes and space

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- Line** is an element of visual and graphic expression. It is defined as a mark connecting two points, creating various effects. From optical illusions to giving emphasis or indicating location, line can represent, symbolize, clarify, and communicate.
- Shape** is the next extension of this visual vocabulary. In this project, both the shapes and the white space around them become obvious tools with which to work.
- Once these concepts are explored, the same shape-to-space relationships can be applied to the letterforms of classic non-illustrative **typefaces** where the message should still be clear.

Review LINE and SHAPE Sketches: In-class review of finalized sketches. PICK 2 BEST FROM EACH

DUE > WHAT • WHEN • WHERE

DUE by 11:05am Thurs Aug 31 for review in class.
See other work for SHAPES that is also due this day!

The pages will be collected when attendance is taken, so please make sure they are indeed finished when asked. If they are not finished, you cannot do a Second Try on the project during the semester and your project grade is already impacted (see rubric about following directions).

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All of the following is **DUE** by 11:05am Tues Sept 5 for review in class.

IN GOOGLE DRIVE

- DUE** in shared PROJECT 1 folder
- YOUR LAST NAME_Proj1_LINE.AI**
- YOUR LAST NAME_Proj1_SHAPE.AI**

ON SLACK

- Also File : Save As a PDF.
- Post **YOUR LAST NAME_Proj1_LINE** PDF in Slack
- DUE** in thread asking for LINE digital work on #2303_proj1 channel
- Post **YOUR LAST NAME_Proj1_SHAPE** PDF in Slack
- DUE** in thread asking for SHAPE digital work on #2303_proj1 channel

LINES DIGITAL ARTWORK

You do not need to create art for each week. Use only your last week.

FILE SET-UP

- File Name: **YOUR LAST NAME_Proj1_LINE.AI**
- Save in your folder and the Flow Tools
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START WORKING - TIPS

- Use the Rotate tool to rotate the artwork.
- Use the Scale tool to scale the artwork.
- Use the Transform tool to transform the artwork.
- Use the Position tool to position the artwork.

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SHAPES DIGITAL ARTWORK

You do not need to create art for each week. Use only your last week.

FILE SET-UP

- File Name: **YOUR LAST NAME_Proj1_SHAPE.AI**
- Save in your folder and the Flow Tools
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- Save in your folder and the Flow Tools
- Save in your folder and the Flow Tools

START WORKING - TIPS

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