Yorkshire Coast College Scarborough | GRIMSBY INSTITUTE GROUP

ASSIGNMENT/ASSESSMENT BRIEF 2010/11

Title of Qualification		National Diploma in Interactive Media - Year1	
Module		**Visual Recording in Art & Design** **Computers in Art and Design**	
Assignment Title	**Type as Image**		
Tutors/Assessors	Keith Wood/Nigel Hogg		
Date set	21 09 10	Date due	24 09 10
Assessment criteria See unit specification on Moodle			

Aims and Purpose

Unit 1: Visual Recording in Art and Design
This unit aims to extend your ability to select and visually record from a range of sources in order to communicate information to different audiences, using appropriate presentation methods and for a range of specific purposes.

Unit 12: Computers in Art and Design
This unit will enable you to develop skills and understanding of the use of computers in art and design. You will research existing applications of computer use, and develop creative responses through your own study and production of computer-based art and design work.

Introduction

Form and Space
Seeing is such a commonplace experience that we pay little attention. For the graphic designer the process of perception (the way our eyes and brains make sense of what we see) is of the greatest interest and importance. Whether consciously or not, our eyes are constantly supplying images to our brains, which processes and makes sense of that visual input.
A **Form** is always experienced in relation to the space in which it is placed and to the other forms that may be present in the format.
Space should be organised and controlled for it provides important information about the form, which, of course must have a non-form around it in order to exist at all. Generally speaking, a form is considered to be 'positive' and the space around it 'negative'.



Example using black only.

Brief
Using a range of letterforms at various sizes, create three designs each with a format of 210mmx210mm). Trace the letters on to layout paper, then colour with Zig markers using one colour for the letters and one for the background. Aim for accuracy when tracing and colouring.
The letters should be used to explore the dynamics of Form and Space. The letters are not expected to have a specific meaning, but as familiar forms, they avoid becoming pure abstractions and maintain a basic sense of meaning as to whether they are upright, tilted or upside down. This fact combined with letters appearing in positive and negative adds to the sense of dynamics within the composition.

Yorkshire Coast College Scarborough

GRIMSBY INSTITUTE GROUP

ASSIGNMENT/ASSESSMENT BRIEF 2010/11

Have a look at websites featuring examples of experimental typography eg.

http://des4021.blogspot.com/2008/01/negativepositive-space-summary.html
http://dpxmag.com/30-beautiful-typography-pictures.html
http://www.tripwiremagazine.com/2009/10/25-experimental-typography-showcases.html
http://www.posttypography.com/alphabet/gallery.html

here's an example on
http://www.flickr.com/photos/mil3n/3597731135/in/photostream/



Brief prepared by	Nigel Hogg	Brief IV'd by	Keith Wood
Date	20 09 10	Date	20 09 10