

NCSU SUMMER DESIGN CAMP 2006: GRAPHIC DESIGN

Instructor: Jamie Gray

Graphic designers use images and typography to communicate, entertain, educate, and more. For example, posters, books, websites, motion graphics, ads, exhibits, magazines, packaging, signs and other forms of media are all created by graphic designers.

PROJECT INTRODUCTION

Today you will learn some fundamental design principles of composition, juxtaposition, framing, scale, sequence and hierarchy to create a CD package design. Design is all about process. In this project your design will evolve through the following consecutive stages:

(A) COLLAGE

To begin, you will "sketch" your design by making a collage. Use found typography (words) and images (photos, drawings, textures) in order to construct a "visual narrative". What cohesive theme, mood, or story can you express to the viewer with words and images? Be creative! Cut out images, words and symbols from the magazines, photo-books, type specimens and paper-samples provided.

As you gather elements, think about how they will interact as a composition. Create unique juxtapositions by combining an image + word, or image + image together. How can you use hierarchy to emphasize more important elements over others (e.g. through scale, contrast, open space and/or placement)? Mount (glue) the collage onto the provided board.

(B) FRAME

Next you will "frame" and crop the collage into smaller segments. Look through the provided and various sized framing "tools" at your collage. Find smaller compositions within the larger image. Find compositions that contain juxtapositions as well as compositions that are predominately dense, sparse, or typographic. Explore the possibilities! It's important that each composition has a dominant message and maintains a thematic relation to the others. Select 3-6 compositions.

(C) SCALE

Then you will incorporate principles of scale and contrast into your design process by enlarging the selected segments on the photocopier. Proceed to the copy machines with a T.A. to refine your selections. When making copies increase the contrast and bleed to the edges of the page. All final compositions are a minimum size of 4.75 x 4.75 inches.

(D) COLOR

If you chose, you may incorporate color to express hierarchy. Color can be used to add emphasis to select key elements and to help clarify the black and white image. Color pencils, markers and scrap papers are available. Test your color ideas on scrap copies before applying to your final copies.

(E) SEQUENCE

Finally, through a process of editing and sequencing, you will pick the best three compositions and place them in an order. You will need to select a front side, inside and back side design. How does the order of the compositions best narrate your story in a creative way? Cut out each composition to 4.75 x 4.75 inches and slide them into the provide CD case.

CRITIQUE

At critique time you will display your CD package design. You will have a moment to talk about your thoughts on the project and explain your decisions on theme, image selection, cropping, color and sequence. What specific story are you telling? What type of music is the design most appropriate for? How did the cropping tools help you see your collages differently?