

Tone

Tone describes the lightness or darkness of a surface



Gradient

A gradient is a series of tonal values from light to dark.



Tone can help to provide a form with value to give a sense of volume to a flat surface.



Shape

A shape is an area enclosed by a line. It is 2 dimensional and can be geometric or organic.

Geometric

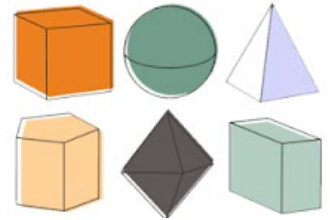


Organic

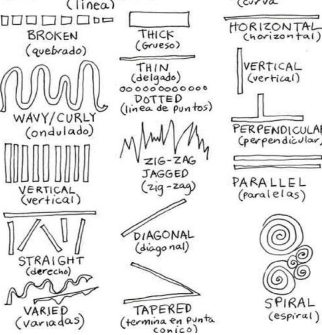


Form

Forms are 3 dimensional shapes. They occupy space (like in sculpture) or give the illusion that they occupy space (drawing).



LINE

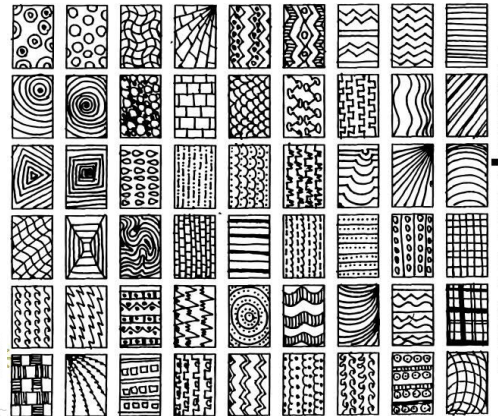


Line

A line is the mark left by a moving point, e.g a pencil or brush dipped in paint. It can take many forms, e.g horizontal, diagonal or curved.

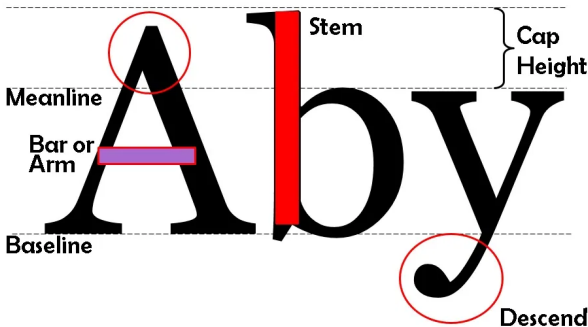
Marks can be repeated and used together to create patterns in order to give tone and texture to your work.

Lines can be expressive and gestural.



Typography

Typography is the art of arranging letters in a way that makes the copy legible, clear, and visually appealing to the reader



**Baseline** - The invisible bottom line which characters sit on

**Meanline** - The middle line that is at the top most lowercase letters

**Cap Height** - The distance from the baseline to the top of uppercase letters

**Ascender** - The part of a character that extends above the meanline

**Descender** - The part of a character that extends below the baseline, such as the bottom stroke of a 'g'

**Stem** - the stem is often the main 'body' of a letter. The vertical line of a 'B' and the primary diagonal line of a 'V'

**Crossbar** - Bars are horizontal or diagonal lines of a letter, also know as arms, and are open on at least one side, 'E' or 'T'

**Tone**

Tone describes the \_\_\_\_\_ or \_\_\_\_\_ of a surface



Gradient



A gradient is a series of tonal \_\_\_\_\_ from light to dark.

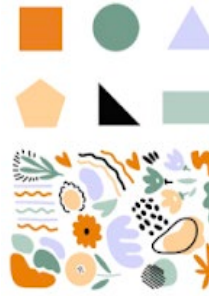
Tone can help to provide a form with value to give a sense of \_\_\_\_\_ to a flat surface.



**Shape**

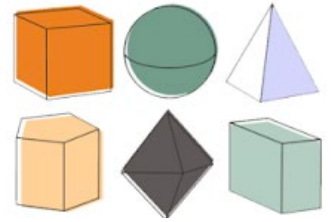
A shape is an area \_\_\_\_\_.

It is 2 dimensional and can be **geometric** or **organic**.

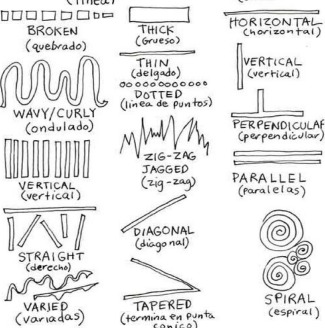


**Form**

Forms are \_\_\_\_\_ shapes. They **occupy** space (like in sculpture) or give the **illusion** that they occupy space (drawing).



**LINE**

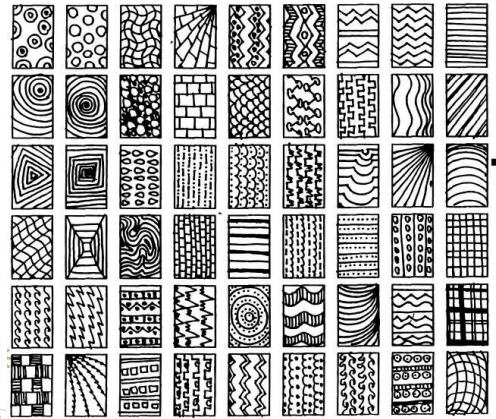


**Line**

A line is \_\_\_\_\_, e.g a pencil or brush dipped in paint. It can take many forms, e.g horizontal, diagonal or curved.

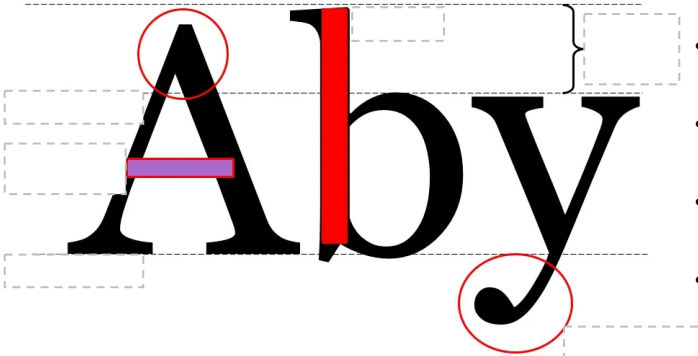
Marks can be \_\_\_\_\_ and used together to create patterns in order to give tone and \_\_\_\_\_ to your work.

Lines can be \_\_\_\_\_ and **gestural**.



**Typography**

Typography is the art of **arranging** \_\_\_\_\_ in a way that makes the copy legible, clear, and **visually appealing** to the reader



- Baseline - \_\_\_\_\_
- Meanline - \_\_\_\_\_
- Cap Height - \_\_\_\_\_
- Ascender - \_\_\_\_\_
- Descender - \_\_\_\_\_
- Stem - \_\_\_\_\_
- Crossbar - \_\_\_\_\_

## Tone

What are the uses of **tone** within Graphic Design?

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Create a tonal ladder. Start with the **darkest** tone and gradually go to the **lightest** tone. Use a sharpened pencil and **keep the boxes neat and tidy**

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## Shape

Which word best describes **organic** shapes?

- Irregular
- Mathematical
- Regular

Which word best describes **geometric** shapes?

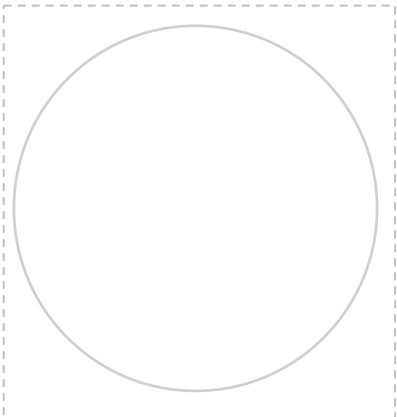
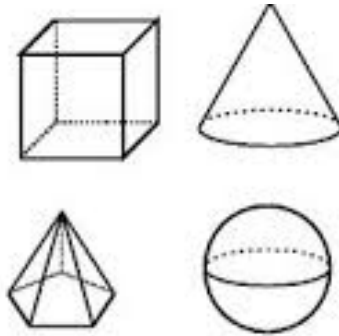
- Irregular
- Mathematical
- Regular

Fill the apple with words that **relate** to the meaning/look/taste/ shape of the apple.



## Form

Use **tone** to make the shapes look 3D



Use **tone** to give the outline a more **realistic** 3D image of an apple.



## Line

Where are **geometric** lines used in this Japanese print?



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Use the box to show visual **interpretation** of geometric lines.

Street art

When street artists leave their name in the urban environment this is called a **TAG**. Many street artist sign there name like this along side other graffiti imagery.

**Task** - Design your name in **STREET ART TYPOGRAPHY**

- This **must** be inspired by 'Graffiti / Street Art' and artists and designers
- It must **incorporate** all of the **basic formal elements** of Graphic Design.

