

Topic: Illustrated Typography

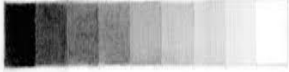
Formal Elements

The foundations for creating Graphic Design

RECALL.

Tone

Tone describes the _____ or _____ of a surface

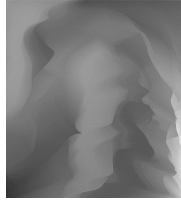


Gradient

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

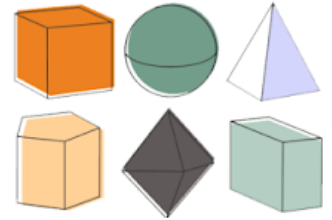
A shape is an area

It is 2 dimensional and can be geometric or organic.

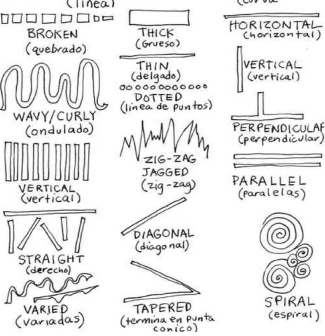


Form

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



LINE

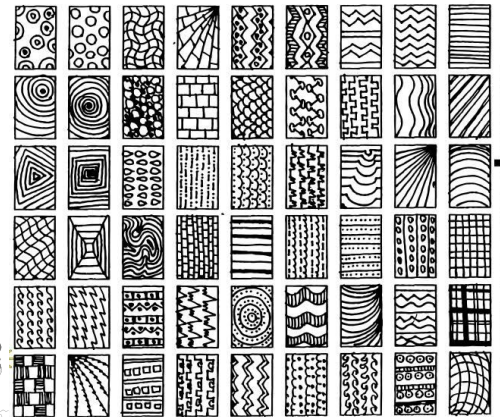


Line

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

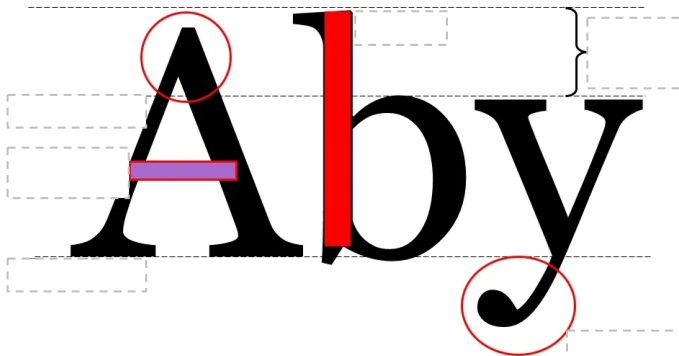
Marks can be _____ and used together to create patterns in order to give tone and _____ to your work.

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?

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?

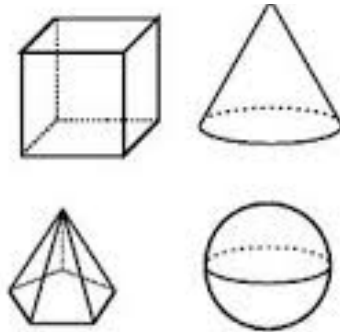
- ☐ Irregular
- ☐ Mathematical
- ☐ Regular

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?



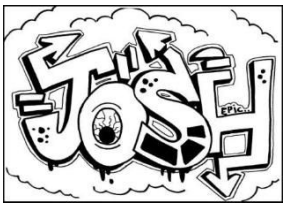
Use the box to show visual **interpretation** of geometric lines.

Street art

When street artists leave their name in the urban environment this is called a **TAG**. Many street artists sign their 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.



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z