

DMD 1205 - Design Fundamentals
Design Process Chapter 1
Denver Zoo 2011 Annual Report Cover

Task : Design the Cover for a Denver Zoo 2011 Annual Report

Specifications: Cover is 8" x 10" (fits entirely on 8.5 x 11)

Denver Zoo Logo (provided) must be on cover .

Type : "2011 Annual Report" optional "Denver Zoo"

Imagery : Silhouettes (provided) of 1 or more zoo animals

Deliverables

Thumbnail Sketches : Explore 4 "different" compositions using pencil/pen and paper.

Sketches should be quick studies of layout and image variations.

Due Beginning of Class Friday Sept 23rd

Type Studies : Explore 4 "different" type studies.

In Illustrator use different fonts, alignments, size, position to explore cover type

Due End of Class Friday Sept 23rd

Compositon Studies : Explore 4 "different" digital layouts at full size.

With thumbnails as a starting point - compose in Illustrator

Due End of Class Monday Sept 26th

Final Solution: Show Best 2 Layouts

Due Beginning of Class Wednesday Sept 28th

Critique - Be prepare to show/describe the process/steps

you took to arrive at your final solution

These compositions will be based on rules/choices/ decisions you give yourself.

Please be able to state 2 or more of those rules/choices/ decisions.

Some contrasts to help with composition decisions.

grouping-isolation / one-many / ordered-random /

vertical-horizontal-diagonal / big-small / geometric-freeflowing /

aligned-scattered / balanced-unbalanced

Concepts to Explore from the Book - CH 8 Shape

Naturalism vs Abstraction - Idealized Naturalism vs Distorted Natuarlism

Pure Form vs Naturalism- Positive / Negative Shapes (figure/ground)