

# MAT 135 :: Graphic Design 1 :: Principles

## PROJECT 2 :: Point, Line, and Plane

This is an exercise in 3 parts. Goals of the exercise are: Familiarize students with basic visual and technical tools; Develop an appropriate design vocabulary; Begin the sensitization process, which will allow you to build a personal design sense. Keep in mind: these are experiential pieces, not works of art. Work quickly while you explore the process of design.

### Requirements

- Format size: 400 x 400 pixels
- 5 exercises (individual Illustrator document) per 'bullet point'
- Use the grid to divide the space into square subdivisions
- Grid squares may be any size, but the minimum number of divisions is 5 per side, 25 grid squares
- Experiment with different subdivision sizes (but always square)
- Unless otherwise noted, a grid will be used
- Only black and white - no values or textures

### Design Process

#### Point

- Point\_01: Fill the grid squares with black (or white).
- Point\_02: Using black circles the exact size of your grid, place circles in the grid.
- Point\_03: Use black circles larger than a single grid cell. Do not mix circles of different sizes within an individual exercise.

#### Line

- Line\_01: Use 40 to 50 black 1 pixel by 400 pixel vertical lines Experiment with horizontal spacing.
- Line\_02: Use 40 to 50 black 400 pixel by 1 pixel horizontal lines Experiment with vertical spacing.
- Line\_03: Use lines. You may vary length, width and direction.

#### Plane

- Plane\_01: Using the Pen or Shape Tools, create 1 plane of a geometric and rectilinear form. Keep the shape relatively simple and do not overlap shapes in this exercise. Experiment with engaging and activating space.
- Plane\_02: Using the Pen or Shape Tools, create 1 plane of an organic and curvilinear form. Keep the shape relatively simple and do not overlap shapes in this exercise. Experiment with engaging and activating space.
- Plane\_03: The interrelation of form and space. At least two forms must be in use in each exercise.  
Concepts to explore: Detachment :: Touching :: Overlap :: Penetration :: Union :: Subtraction :: Intersection

### Final Output

Save each file as a native Illustrator document. See the folder diagram example for organization requirement.

### Final Presentation

All digital files within a folder clearly labeled "point\_line\_plane" written to the class server (Your student folder). Be prepared to present your work in class.

### Evaluation

This project is worth 50 Points toward your final grade. The following criteria are the means for evaluation:

- Meeting project component requirements > 5 points
- Intuition/Creativity for PLP > 10 points
- Depth of Exploration > 20 points
- Presentation aesthetics > 10 points
- Meeting Deadline requirements > 5 points