

Intro to Art
 Unit 1- 2D Design Creative Thinking
 Project: Typographic Lettering

Art Journal Assignments

VAHSVAPR.6 Keeps a visual/verbal sketchbook journal, consistently throughout the course, to collect, develop, and preserve ideas in order to produce works of art around themes of personal meaning.

*All art journal pages require the use of grounds and the layering of additional design elements to create interest. As always, include your personal voice to everything you make. 😊

What is Design?

	Use a creative font to label the page: What is Design?
	Definition of Terms: Design (from presentation), Rhythm, Emphasis, and Variety
	Create a design with interesting lines and shapes for each principle of design: Rhythm, Unity, Variety (at least 3x3 inches)
	Label each design with the Principle

Graphic Design for Meaning (spread)

	Use a font to label the spread: Graphic Design
	Definition of Terms: Graphic Design, Typography, and Font
	Look in magazines for 3 interesting uses of graphic design to help the narrative (meaning) of the page. Cut out each neatly. Paste onto the spread.
	Describe how each sample is being used by the graphic designer to create meaning with the rest of the page. (How does the design match the article or advertisement?)

Project Planning (spread)

	Use a font to label the spread: Typographic Lettering
	Definition of Terms: Roman, Gothic, Text, Serif
	<p>Create 2 thumbnail sketches to plan your final drawing. (at least 3x 4 inches) Each thumbnail must be different and contain:</p> <ol style="list-style-type: none"> 1. Your whole name once 2. Your name 5-7 more times. 3. A point of emphasis 4. One font from each form of typography (Roman, Gothic, Text) 5. Equal amounts of positive and negative space used 6. Engage the 4 edges of the page 7. Apply design to make the lettering interesting (pattern, line quality, changes in size)

Typographic Lettering

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		Points	Earned
What is Design?	Use a creative font to label the spread. What is Design?	5	
	Definition of Design, Rhythm, Emphasis, Variety	20	
	Design using interesting lines and shapes for: Rhythm, Emphasis, Variety (at least 3x3 inches)	15	
	Labeled each design with the Principle	15	
	Uses additional design elements for interest.	10	
	Level of Craftsmanship.	10	
		75	
Graphic Design for meaning	Use a font to label the spread. Graphic Design	5	
	Definition of Terms: Graphic Design, Typography, Font	15	
	3 examples for interesting uses of Graphic Design. Pasted onto spread.	15	
	Describe how each sample of graphic design was used by the graphic designer to create meaning with the rest of the page.	15	
	Uses additional design elements for interest.	10	
	Level of Craftsmanship.	10	
		70	
Project planning	Use a font to label the spread: Typographic Lettering	5	
	Definition of terms: Roman, Gothic, Text, Serif	20	
	2 thumbnail sketches to plan your final drawing according to parameters (at least 3x 4 inches) 10 pts each	20	
	Uses additional design elements for interest.	10	
	Level of Craftsmanship.	10	
		65	

Final Grades:

What is Design?

Graphic Design

Project Planning

Name _____

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Standards:

VAHSVAMC.3 Cultivates critical thinking and logical argumentation in aesthetics.

VAHSVAPR.1 Uses formal qualities of art (elements and principles) to create unified composition and communicate meaning.

VAHSVAPR.2 Understands and applies media, techniques, and processes in drawing.

VAHSVAC.1 Applies information from other disciplines to enhance the understanding and production of artworks.

VAHSVAC.2 Develops 21st century life and work skills and habits of mind for success through the study and production of art.

Parameters:

1. Complete all Art Journal pages for this assignment.
2. Practice drawing your name using 3 different font styles on large lined handout.
3. Plan a compositional layout for your fonts. Create 2 thumbnails on Project Planning AJP.
 - a. Your whole name should be used once.
 - b. Your name 5-7 more times.
 - c. A clear point of emphasis.
 - d. Engage the 4 edges of the page: overlap, and apply rhythm, variety, and unity.
 - e. Use a font from each form of typography (Roman, Gothic, Text) and your own font designs.
 - f. Equal amounts of positive and negative space used.
 - g. Apply design to make the lettering interesting (pattern, line quality, changes in size)
4. Complete the design with a high level of craftsmanship using ink pens, sharpies, and/or color pencil.



Typographic Lettering

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	Advanced (20 pts)	Proficient (18 pts)	Emerging (15 pts)	Not Evident (12 pts)
VAHSVAMC.3 VAHSVAPR.1 Point of Emphasis	Emphasis is very obvious to viewer. Student used element and media fluidly for emphasis.	Emphasis is obvious to viewer. Student used element and/or media for emphasis.	Emphasis needs more clarity. Student use of element or media does not create enough emphasis.	Emphasis not evident. Student use of element or media does not create emphasis.
VAHSVAPR.1 VAHSVAPR.2 Composition planning.	Excellent planning of composition is evident. Use of space, placement, and principles creates interest.	Planning of composition is evident. Use of space, placement, and principles creates interest.	More planning of composition is needed. Use of space, placement, and principles is lacking.	Planning of composition is poor. Planning of space, placement, and principles is not evident.
VAHSVAC.1 Use of Typography	Clearly used each form of typography and included personal designs that show personal connection.	Used each form of typography and included personal designs.	Use of each form of typography is not included or did not include personal designs.	Used only personal designs or used only one form of typography.
VAHSVAC.2 Craftsmanship	Work is very neat. No stray marks or areas that need cleaning.	Work is neat. Few stray marks or areas that need cleaning.	Work could be neater. Several stray marks or areas that need cleaning.	Work is very messy. Lots of marks and areas that need attention.
VAHSVAC.2 Completion	Work is finished and turned in on time.		Work is finished but late.	Work is incomplete.

Final Grade: