

Scale/Proportion (Text as Image)

OBJECTIVE	Scale and proportion can play large roles in the way we visually communicate information. Using elements of varying sizes the artist or designer can direct the viewer's attention to what is most significant. Using a fortune cookie message you will be tasked with using text to create an image that successfully uses scale and proportion to communicate.
MATERIALS	• drawing paper • painting materials • pencil • eraser • ink pens • collage materials (magazines, newspapers, etc.)
GRADING	10 points. Grade based upon following directions, timely completion and creativity.
INSTRUCTIONS	1) After receiving your fortune cookie create 12 thumbnail sketches that play with the size and style of the words. Think about how different lettering styles (whether they are commercial typefaces or hand drawn letters) affect the way your message will be received by the viewer. NOTE: The text can take the form of a shape but use of images other than text should be limited. 2) Discuss your sketches with the instructor before progressing to Part B.
DUE	

