
Scale/Proportion (Text as Image)

OBJECTIVE	Proportion plays a large role in the way we visually communicate information. Using varying size elements 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	• 11" x 14" paper or illustration board • painting materials • pencil • eraser • ink pens • collage materials (magazines, newspapers, etc.)
GRADING	20 points. (5 points for legibility + 5 points for balance/imbalance + 5 points for visual connection with message + 5 points for neatness in execution)
INSTRUCTIONS	1) Develop three ideas from the 12 thumbnail sketches from Part A. Draw at least 4 versions for each (3 ideas x 4 versions = 12 new sketches). Discuss your results with the instructor before proceeding to do the final version. Color may play an important role in your design. You should use color in your development sketches. 2) Once you have decided upon a single idea you will then need to create the text you will use in the final version of your project. Text may be created by hand or cut from a printed source. You may also use light tables and/or collage materials to reproduce type.
DUE	



examples of student work (you are only required to create one design)