

## GDT 259

## GRAPHIC COMMUNICATION

## 2

## ASSIGNMENTS

## NATURE



-Title: Element of nature as an icon

-Description:

Create an icon from an element of nature and subject it to a set of transformations in order to create a visual context, qualify and expand it's meaning.

-Introduction:

Because of our experience with computer technology we have become accustomed to seeing and working with icons. Yet the development of those simple forms presents the challenge. How does one represent an object or thing in the simplest of form and still have it recognizable? The icon must visually resemble what it is they represent in an almost inherently predictable manner. Illustrated as a rendering or a photograph, the representation is a "highly charged" image since the attempt is to more accurately represent its form. This means that the image is loaded with information, i.e. detail, color, values, texture, etc. The iconic version removes the non-essential information and only represents the basic form.

-Procedure:

Write a list of elements you associate with nature, that is, things found in nature. You may take personal digital photographs, scan references, or find images on the Internet. Work with Adobe Illustrator to create a black and white vector representation of the object. Strive to make this rendition as aesthetically pleasing an image. Place close attention to the dynamics of figure and ground. Pictographic symbols are generally in black and white. Simplify visual elements to create pictographic representation.

Now, put the icon through seven phases of design:

1. Icon - pictographic representation of an element of nature
2. Cropped Icon- Crop the icon within an 8" x 8" workarea. Explore figure and ground relationships to form a dynamic composition. Give both figure and ground areas color. Add a title and an appropriate phrase to complete the message.
3. Icon and Verbs- To begin to give context to the icon, identify a number of verbs representative of the object. Compose the verbs, icon, title and phrase into a dynamic composition.
4. Develop a composition of the icon within a square. Combine the icon with a key letter. Add a phrase appropriate for the message.
5. Combine the icon with a photograph to expand the content and context. Add a title, phrase or paragraph to complete the message.
6. Combine the icon with another element to expand the content and context. Add a title, phrase or paragraph to complete the message. Compose icons on 11" x 17" pages.
7. Final phase: Create a poster that includes the icon. The subject of the poster is optional but must relate to some aspect of nature. The poster is to be at least tabloid in size, however, you may wish to work larger. Consider a topic of global relevance.