Project 3
Part 2: Form and Structure

Objectives
• To see the underlying structure within a composition
• To learn how to create flexible systems using grids
• To continue to explore the potential of letterforms to communicate

Assignment
Using the basic grid as a template, explore the variety of ways your letterform(s) can be used within that structural grid. Design two 10 x 10" compositions through experimentation with the following different structures and grid systems. Either composition may include more than one form of structure. Both final compositions should demonstrate experiments with one of the grid systems.

Using one or more than one letterform (of either the uppercase or lowercase) in each of the formats, study how the position, rotation, shape, rhythm, repetition and size of the letterform can effect the visual flow and composition from one grid to another. Consider qualities of line, contrast, pattern, repetition, and the positive and negative relationships. Continue to reference your explorations from part 1 to this project. It is important to note that while the grid provides you with an underlying organizational tool, the structure can be manipulated to create a variety of solutions where the structure can be visible or invisible.

Read

Research
How grids used to organize information in magazine, newspaper, and web site layouts.

Method
Begin by sketching 15 thumbnail sketches. Then proceed with sketching within a 6 x 6" square divided into 9 equal squares (2" each). Start by drawing, and using, a Basic grid. As you continue to sketch, experiment with more complex grid structures.

IMPORTANT!
Refrain from using the grid structures c, d, e, f, and i introduced in Principles of From and Design.

Structure
Inactive Structure: The space is divided into subdivisions which do not interfere with the forms they contain. (Also an example of invisible structure.)
Active Structure: In this example, the space is divided into subdivisions which interact with the forms they contain. (Another example of invisible structure.)
Invisible Structure: The lines that divide the space into subdivisions are not visible, but conceptual or implied. (Also an example of active structure.)
Visible Structure: The lines that divide the space into subdivisions are visible. They have thickness and can be either positive or negative. (Also an example of active structure.)

Grid
Basic grid
Change of proportion
Change of direction and further dividing

Schedule
Tuesday – Feb 23
due: project 3 part 1
Discuss project 3 part 2
Work in class: sketch 15 thumbnail sketches, work on 6x6 inch sketches
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Thursday – Feb 25
No class meeting. Develop at least 10 sketches.
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Tuesday – March 1
crit first 10 sketches of part 3.2
(work in class
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Thursday – March 3
crit 10 sketches part 2/work in class
(5 sketches for each comp)
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Tuesday – March 8
crit 10 refined sketches part 2/work in class
(5 sketches for each comp)
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Thursday – March 10
due: project 3 part 2
due: two 10 x 10" black, white and gray compositions of grid structure + sketchbook
Assign project 4

Format
Render the final two 10 x 10" compositions on white Letra Max 2000 board or smooth bristol board using black cut paper (higher quality art paper), alternatively the compositions can be rendered in black pen and ink, black plaka or gouache. Mount the completed compositions on 14 x 14", black Letra Max 2000 board. Grays may be created either through the use of gray gouache, or gray pantone paper.

Sketches
Organize and place all sketches for this project in either a 3-ring binder or bind them with a wire-O binding. In addition to 15 thumbnail sketches, you need to turn in a minimum of 30 sketches.
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Composition Examples