

TYPE AS IMAGE

The conceptual and creative puzzle here is to bring together letter forms, glyphs, numbers, and/or punctuation to design 3 compositions that implement the key principles of Gestalt design: emergence, reification, multi-stability, or invariance.

This project is focused on type and composition - two of the main foundational aspects to design. We will focus on figure/ground (positive/negative) relationships, some key gestalt principles of design and consider how all of the forms relate to one another.

Begin the process by developing 12 thumbnail drawings, 3 in each of the 4 principles of Gestalt:

3 invariance,

3 reification,

3 multi-stability and

3 emergence for a total of 12 thumbnails.

In small groups critique and select your 3 strongest compositions and build those out in illustrator. We will digitally critique your drafts and then revise for a final critique on Instagram. Your composition size should be one of the provided Instagram proportions and at a resolution of 300dpi.

