



Project: Graphic Word Interpretation

MEETS FLORIDA STANDARDS:

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|---|--|
| 01.0 Demonstrate proficiency w elements & principles of design. | 04.0 Demonstrate proficiency in applied design. |
| 02.0 Demonstrate proficiency in art and design skills. | 05.0 Demonstrate proficiency in graphic art computer skills. |
| 03.0 Demonstrate an understanding of type design. | 06.0 Demonstrate proficiency in graphic production. |

TASK:

Create a graphic representation of a Noun, Adjective and a Verb word that represents what it means visually

YOU WILL NEED TO:

- Create 3 thumbnail sketches for each word. Do more if necessary.
- Create a final in Black and White and only one additional color if necessary. Use Photoshop and only one of these three fonts: **ARIAL HELVETICA FRANKLIN**
- Understand what '[Rasterizing](#)' something means.

TIPS:

- Think about your word. Make a list of anything visual that comes to mind in relation to the word and try to include that into your image.
- Use [NEGATIVE SPACE](#) as a design element
- Simplify – Simplify - Simplify
- You are being graded on your attention to detail, how simple your creation is, attention to specifications asked for.

OUTCOME:

Students use their lettering and burgeoning logo and design skills to solve a visual problem. Pre-cursor to branding and genuine logo design

RESOURCES:

- Graphic Word Interpretation examples



Think About: Simplicity | Shape | Specifications | Visual Meaning

PRE-PRODUCTION

Brainstorm around your three words – a noun, an adjective, a verb

1. Make a list of what each reminds you of.

PRODUCTION

Create 3 thumbnails for each word idea (Minimum of nine).

1. Show your values (lights and darks.)
2. Do more if necessary. Doesn't have to be 3 separate ideas. Could be iterations of one idea.
3. Critique your ideas and get feedback with Mr. Juul before you create anything digitally.

Create a Final.

1. Create a final using Photoshop using only one of these 3 fonts
ARIAL HELVETICA FRANKLIN
2. Create one in Photoshop, minimum of 300 dpi. Keep your PSD.
3. Pay attention to Leading (aka Linespacing) [Letterspacing \(aka Tracking\) Kerning](#)
4. [Watch this video on adjusting text.](#)

POST PRODUCTION

1. Neatly arrange your 3 finals onto an 8 1/2" x 11" page. Keep each relatively the same size.
2. Save as a .png file. YOURNAME_3 GRAPHIC WORDS
3. Save a final as a .PNG file into the class folder?

Did You?

___ Finish thumbnails-critique with Mr. Juul?

___ Turn in thumbnails sketches?

___ Finish the finals?

___ Save a final as .PNG file in the class folder

___ Print the finals?

Grading Rubric – 3 points

An **A** grade will look like: 3 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 2.5 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 2 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.