Word Design



<u>Task</u>: Using a lettering style of your choice, create a design using your name or another word of personal meaning in coloured pencil on 9 x 12" drawing paper. Within your design, include at least <u>3 objects that are personally symbolic</u> and convey your personality/interests or the meaning of your chosen word. Employ a <u>major colour scheme</u> we have studied and use <u>layering</u> and <u>at least 2</u> <u>other coloured pencil techniques</u> in your design. Lastly, be sure to create a unified design by using the <u>principles of design in your work</u>: emphasis, contrast, balance, movement, repetition and variety.

Follow these steps.....

1. Create a few possible designs in your sketchbook before making your final choice. ******Use www.dafont.com to test out your word using thousands of font styles!!!!!

2. Draw your <u>best design on 9 x 12" newsprint</u>. Your design needs to be <u>centered</u> and your word should <u>fill</u> <u>about 2/3 - 3/4 of the 9 x 12" paper</u>.

3. Once your design is complete, transfer LIGHTLY to white drawing paper with an HB pencil.

4. Test out your colour scheme on the newsprint first and then apply coloured pencil to your final design. Use a <u>major colour scheme</u> we have studied, use the <u>techniques</u> listed above, <u>layer</u> your colours <u>light to</u> <u>dark</u> and <u>LAYER</u>, <u>LAYER</u>.