



# Visual Communication Studio

De Angela Duff • Fall 2006

## HOMEWORK EXERCISES Wk 12 • DUE NEXT WEEK

### ASSIGNED SHOW & TELLS:

- Chip Kidd
- Art Chantry
- Aleksander Rodchenko (design & photo)
- Josef Muller-Brockman

### READ:

#### BOOK: Design Basics Index by Jim Krause

- p. 78-95: alignment and the grid
- p. 242-269: components: typography

### DO:

#### IN ILLUSTRATOR

#### Type Alignment, Visual Hierarchy and the Grid

- 8" x 8" stroked, square picture plane on 8 1/2" x 11" paper
- **Use the grayscale (remember this includes black and white) and one highlight color**
- Copy and Paste the text from the PDF
- Convert type to outlines
- Digital File for Class Crit
- Color Printout for Portfolio
- You should **sketch thumbnails** first.

Create 3 compositions, each distinctively different:

1. In the **1st comp**, make the **symbol** the most prominent element. The symbol can be reproduced in its entirety, duplicated, abstracted, or shown in detail as long as it is vector art and not bitmapped. Create the symbol in illustrator by hand or use a font that contains symbols.
2. In the **2nd**, make the **display type** the most prominent element.
3. In the **3rd**, make the **text type** the most prominent element.

**The symbol:**

should represent time

**The display text:**

The Way to Wealth  
by Benjamin Franklin

**The text:**

If time is of all things the most precious, wasting time must be the greatest prodigality; since lost time is never found again, and what we call time enough, always proves too little. Let us then be up and doing, and doing to a purpose, so by diligence we should do more with less perplexity. Sloth makes all things difficult, but industry all things easy. He that riseth late must trot all day, and shall scarce overtake his business at night; while laziness travels so slowly that poverty soon overtakes him. Sloth, like rust, consumes faster than labor wears, while the used key is always bright. Do not squander time, for that's the stuff life is made of; how much more than is necessary do we spend in sleep, forgetting that the sleeping fox catches no poultry, and that there will be sleeping enough in the grave.

So what signifies wishing and hoping for better times? We may make these times better, if we bestir ourselves. Industry need not wish, and he that lives upon hope will die fasting. There are no gains without pains, and he that has a trade has an estate, and, he that has a calling, has an office of profit and honor. But then the trade must be worked at, and the calling well followed. Though you have found no treasure, nor has any rich relation left you a legacy, diligence is the mother of good luck, and all things are given to industry. Plow deep while sluggards sleep, and you will have corn to sell and to keep; work while it is called today or you know not how much you may be hindered tomorrow: one today is worth two tomorrows, and farther: have you something to do tomorrow, do it today.

Be ashamed to catch yourself idle. When you have so much to do, be up by the peep of day. Let not the sun look down and say: "Inglorious here he lays." Handle your tools without mittens; remember, that the cat in gloves catches no mice. It is true there is much to be done, and perhaps you are weak-handed, but stick to it steadily, and you will see great effects, for constant dropping wears away stones.