Graphic Design 2

Warhol meets Thompson
graphic photography,continuous line illustration + illustrated page design using spot color and cmyk

Description

Through class lecture and discussion, we introduce the color work of two iconic creatives, pop artist Andy Warhol and graphic designer Bradbury Thompson, who both employed repetition in their work. We will study the compositional effects of color in their work, including spatial effects, balance, unity, variety, harmony, contrast and emphasis.

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Step 1: Warhol Pop Art Portrait (using spot color)

Part A:
"Everybody is famous for fifty minutes" - Andy Warhol

Take a 15-20 photos of your classmate sitting directly across from you against a white background in various lighting conditions. Encourage your classmate to create different poses. You will be working with 2 different shots.

Version 1:

Print out a few of your favorite photos in gray scale (with a original, slightly higher contrast photo) then make a copy on a copier machine. Experiment with the toner settings, scaling up or down, and so on. You will be left with a black and white image, with no grey tones.

Scan your favorite(s) into photoshop and save as a bitmap, then take into Illustrator to apply 3-5 spot colors in the style of Warhol. Image size should be approx. 2100 pixels tall and wide (7 x7 inches).

Version 2:

Bring a couple of your favorite options into Photoshop and turn them into a grayscale image. Adjust contrast and save image as a bitmap tif.

You will be left with a black and white image, and with no gray tones. Image size should be approx. 2100 pixels tall and wide (7 x7 inches).

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Place the image in <u>Adobe Illustrator</u>, add 3-5 flat "spot" colors in the style of Warhol. Remember to work in layers and keep your colors "flat" (no transparency).

Part B:

Continuous line illustration is an adaptable and fun style to work in, resulting in clean, clear designs that are suitable for print or animation.

Take one of your photos and following a class demo, make a continuos line illustration by using the photo of your table mate as a guide. Do not take your pen off the paper. (I like working with a large sharpie, you might have a different preference.) Do several iterations, then pick your favorite to finish.

Scan your continuous line drawing into Illustrator, and apply up to 3 spot colors. Image size should be whatever feels comfortable within an 8.5" x 11" page.

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Step 2: Thompson Graphic Illustration Page Layout (using cmyk)

From a random drawing, you will create a one word layout using the cmyk color palette in the transparecny style of legendary designer, Bradbury Thompson.

You will incorporate at least one high contrast image of your choice (see examples on following page) and create at least one new color via a transparency overlay process using two of the cmyk channels. Study Thompson's typography choices and pick accordingly.

See more of his work: http://www.famousgraphicdesigners.org/bradbury-thompson

Single Page Size: 7.75 x 10.5, incorporate random "Word" and quote "Type can be a toy, a tool and a teacher." - Bradbury Thompson

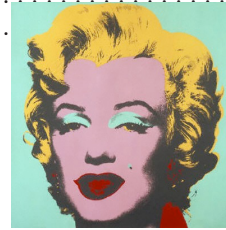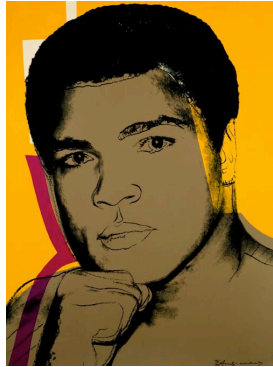+ +

<u>Time Frame:</u> 2 weeks

<u>Deliverables include:</u>
   + Mount each project step (for Warhol portion, pick the best of the from Part A) onto a black board with minimum ,5 inch border:
      Warhol High Contrast Portrait
      Continuous Line Illustration
      Thompson Page Layout

   + Print out each step of the project (4 total). keep copies in your notebook.
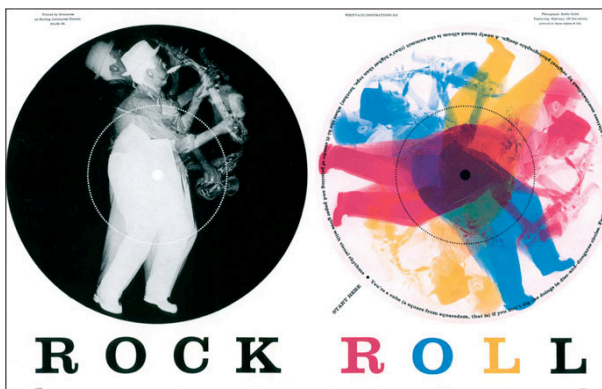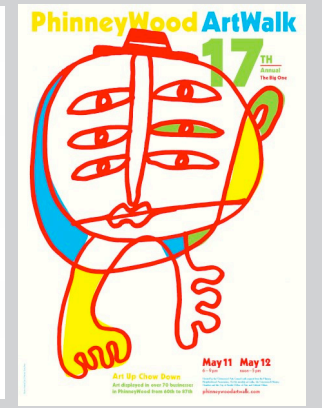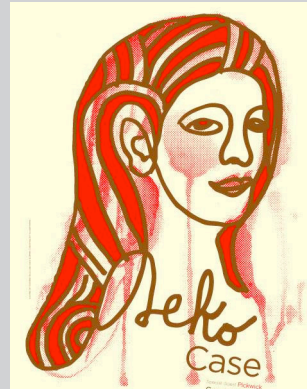
15% of final grade

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Warhol's revolutionary style, including his unique process of mass-producing artwork and his break from traditional use of color, led him to be both praised and criticized for his experimentation.

Below: Images composed of a single continuous line with spot color applied.

Thompson's style was simplistic and colorful, using the CMYK of the printing press to achieve unique results with repetition. His approach to magazine spreads used transparency and high contrast silhouettes, making the design interesting and appealing.