

Art 143

Digital Design and Publishing

Dallal

Type Assignment #2
Negative Shapes of
Letterforms

Name:

Negative Shape:

“The location of shapes in space organizes the space into positive and negative areas.” “It is important to remember that both elements have been designed and planned by the artist. the subject is the focal point, but the negative areas created are just as important in the final pictorial effect.”

Balance:

“Balance—some equal distribution of visual weight—is a universal aim of composition. However, this does not mean there is no place in art for purposeful imbalance.”

David Lauer,
“Design Basics”

Negative Shapes of Letterforms:

“Using type effectively depends on seeing both the black shapes of the letters and the white shapes between, within, and around them. You must pay close attention to the shape of the ground areas, called counters. This rule has direct application in logo and layout design.”

Amy E. Arntson,
“Graphic Design Basics”

Instructions:

For this design, choose either word:

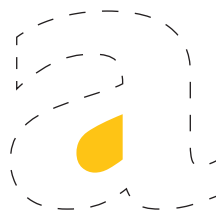
Myriad or Arts

Create a type design in Adobe Illustrator using one of the words above on a 5.5“x8.5” vertical page. You can only use the negative shapes of the letters. Use create outlines, release compound paths, and pathfinders. Explore different fonts and sizes for each letter. Create a balanced composition. It doesn't have to be readable. Consider your color palette. You may rotate and reflect the shapes and use them more than once.

Save the file as a pdf and hand in on artshared.



Positive shape of the letter a is in black



Yellow is the negative shape (counter). To separate it from the rest of the letter use Object--compound path--release, then ungroup. You can use that shape but not the rest of the a.



You can also use the negative space around the letter by placing it on top of a rectangle and then using the divide pathfinder.