

Contrast Project

Create an 11"x 17" document (horizontal or vertical) in Adobe Illustrator.

Within this document, create an interesting and dynamic design with solid geometric shapes and simple lines using solid colors. Be sure your shapes are solid without outlines or strokes. Do not use textures, gradients, or other "special effects" in your design. This project is about visual organization.

You are encouraged to keep your design fairly simple. **Less is more.**

Visually show CONTRAST in shape, color, scale.

Establish a clear VISUAL HIERARCHY. #1, #2, #3. The order of objects should be obvious to everyone.

Key things to remember

Asymmetry shows tension, Symmetry is predictable

Top heavy designs show more tension than bottom heavy designs

This process is complex, and not quick. It takes time!

You will be given multiple class periods to complete this first part of the project.

Place your final piece in the linked Google drive drop box.



