



## exercise 1: figure/ground ambiguity

the next several exercise will all deal with figure–ground and gestalt principles as applied to type. your first set of exercises will deal with creating figure/ground ambiguity where the letterform hovers between familiar and unfamiliar and works to compositionally activate the space.

### design problem

to properly employ gestalt principles to create active/passive space interest

### parameters

- > you may use a maximum of three letterforms, but each must retain some significant individual identity
- > you may use any typeface at any scale—but remember, this is not an exercise in type choice, this is using the right typeface for a specific outcome
- > you will create a total of 5 compositions; each 8x8 inches with a 6x6 inch “window”
- > you should put each composition centered on an 8.5x11 sheet

### considerations

- > your best solutions will simultaneously obscure and highlight the type characters you are using. they should not be just shape nor should the letterform clearly remain the figure. finding that balance point is what you are striving for.

**due at the beginning of class wednesday 08/23**