



exercise 2: figure/ground harmony

the next variation on this theme will be to combine a single white and black letter (the white letter will be "reversed-out" of the black one). in effect, the black letter becomes the ground for the white one. While any letter combination can achieve this, the best versions will look for natural harmonies between shapes.

design problem

to properly employ gestalt principles to create harmonious figure/ground relationships

parameters

- > you may use a maximum of two letterforms, but each must retain some significant individual identity
- > the characters should maintain their standard orientation
- > your main character should be large enough and heavy enough to activate the white letter
- > your compositions will be like the last project, centered on an 8x8 sheet.
- > try for 3 solid pieces

considerations

> unlike the first exercise, it is not important that we stop seeing either character. in this one, the power comes from perceiving both simultaneously. it is therefore important that both characters maintain the maximum individual identity. the best solutions will look for harmonies through points of natural connection and reciprocal shapes. using a variety of typefaces will also help. this is a balance between contrast and connection.

due at the beginning of class tuesday 09/06