

Shape Project

Experiment with the different way shape can be used to manipulate and distort type and objects.

Create a One page advertisement for any product using shape as your motivation.

1.

Use any of the following techniques:

Illustrator -Perspective, Envelope Distort

Photoshop- Warp, Puppet Warp, Vanishing Point, Displace

2.

Create an advertisement for a **product**, include:

-a high quality image of the product

-name of the product

-at least one sentence describing the product

-information for the website/social media for the company

-at least one of the techniques mentioned above

3.

Use the images and the content above to create a poster.

11x17 300dpi RGB

Backup all your files in the psd/ai format.

Save JPEG version and keep them on you flashdrive and bring them to class.

4.

While working on this project think of the following:

What **shape** is most important in the work, are you using one shape as your main inspiration?

How does the **shape** bring attention to the product?

Are you using organic **shapes**? or geometric **shapes**?

Are you using a variety of **shapes**?

How are you using **distortion** to add emphasis or interest to your work?

Make sure to follow a **hierarchy** with your text and images, make sure the important text is easiest to read.

