

3-D Form Project

Experiment with the different way 3D form and space can be used to create volume and dimension with your type and images.

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

1.

Use any of the following techniques:

Illustrator - 3D Extrude & Bevel, 3D Revolve

Photoshop- 3D Extrusion, 3D Mesh (may not work on all Lab Computers)

Sketchup- 3d Text, 3d Shapes and Warehouse objects

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 project

-information for the website/social media for the company

-at least one of the techniques mentioned above

3.

Use the 3D images you create 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:

How can you use **3D forms and shapes** to create an effective design?

How can you create the illusion of depth and volume in your work?

Which software has the best 3D tools?

How do shading and light add to the depth of your 3D form?

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

