

## In-class Exercise

04.19.07

**Equipment:** Tracing paper, #2 pencil, Sharpie ®.

Due end of lab 04.19.07, 9:45 PM.

*Creativity has no boundaries nor rules. Self expression as a graphic designer likewise should follow the same path: break out of the box.*

Use the various letterforms supplied to generate a series of mockups for a poster, based on the word "ART". Utilize as many different representations for the definition of the word.

You are also provided quotations to embellish the page.

Create multiple typographic designs using the dimensions provided on the right. You have no limits, no restrictions.

Additional graphics or embellishments are encouraged. Handwriting can be a useful tool as well.

As with other exercises: feel free to overlap shapes, crop type anatomy, or repeat selected forms.

Ask yourself:

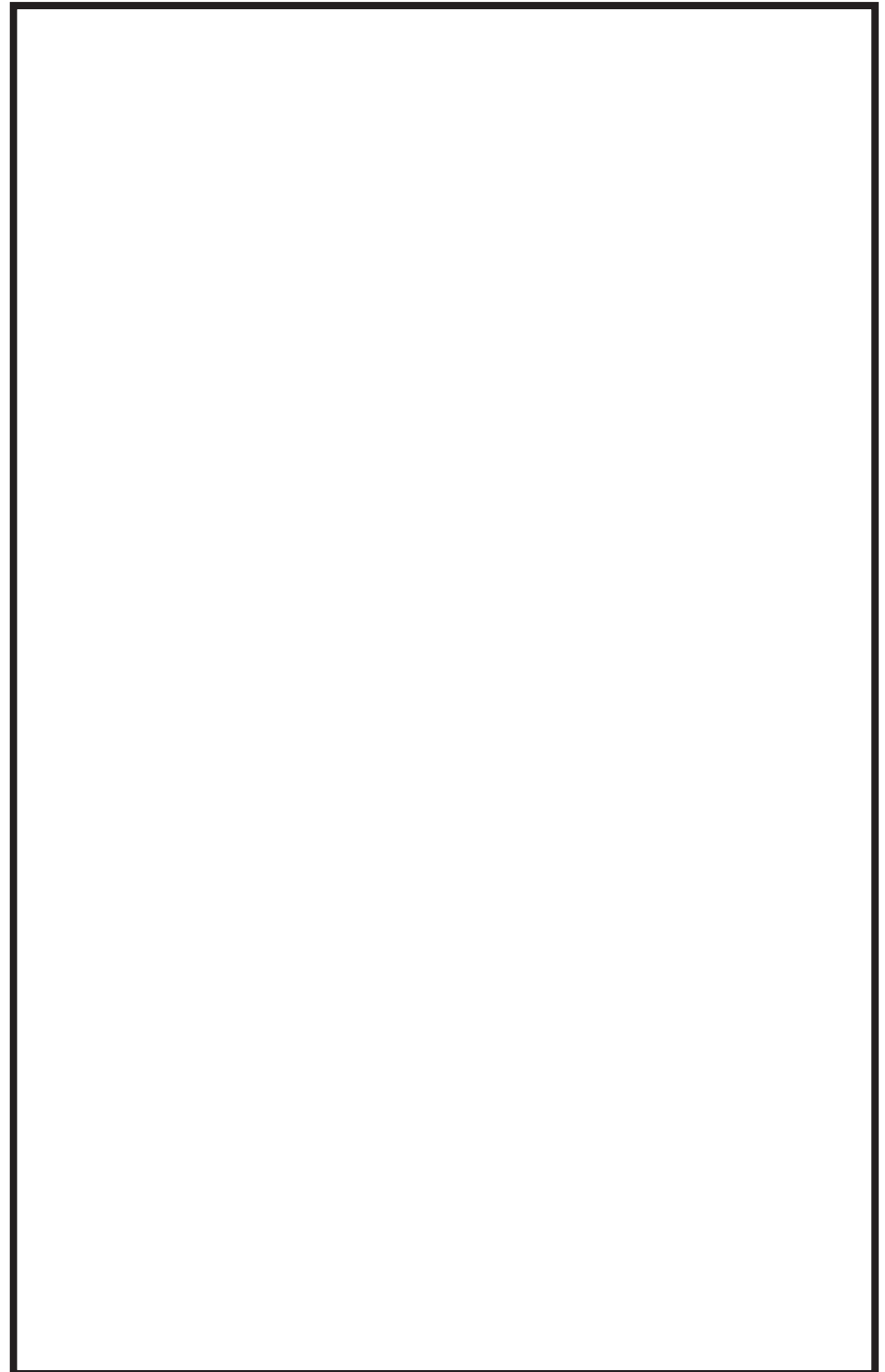
What is the aim of art?

What forms of expression make up the term "art"?

1 sketch = C

3 sketches = B

5 or more concepts = A.



Art is the desire of a man to express himself, to record the reactions of his personality to the world he lives in.

-Amy Lowell 1874 - 1925

Art is making something out of nothing and selling it.

-Frank Zappa 1940 - 1993

Let each man exercise the art he knows.

-Aristophanes 450 BC - 388 BC

I merely took the energy it takes to pout and wrote some blues.

-Duke Ellington 1899 - 1974

Works of art, in my opinion, are the only objects in the material universe to possess internal order, and that is why, though I don't believe that only art matters, I do believe in Art for Art's sake.

-E.M. Forster 1879 - 1970

Another unsettling element in modern art is that common symptom of immaturity, the dread of doing what has been done before.

-Edith Wharton 1862 - 1937

Artists who seek perfection in everything are those who cannot attain it in anything.

-Eugene Delacroix 1798 - 1863

I paint my own reality. The only thing I know is that I paint because I need to, and I paint whatever passes through my head without any other consideration.

-Frida Kahlo 1907 - 1954

Painting is an attempt to come to terms with life. There are as many solutions as there are human beings.

-George Tooker

The painting has a life of its own. I try to let it come through.

-Jackson Pollock 1912 - 1956

What I dream of is an art of balance.

-Henri Matisse 1869 - 1954

I say that good painters imitated nature; but that bad ones vomited it.

-Miguel de Cervantes 1547 - 1616

Every child is an artist. The problem is how to remain an artist once he grows up.

-Pablo Picasso 1881 - 1973

All art is an imitation of nature.

-Seneca 5 BC - 65 AD

Nothing is easy to the unwilling.

-Nikki Giovanni

Imagination is more important than knowledge...

-Albert Einstein

With every experience, you alone are painting your own canvas, thought by thought, choice by choice.

-Oprah Winfrey

Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.

-George Bernard Shaw 1856 - 1950

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