TAG - You're It!

1. You will be coming up with 3 designs, each one should be primarily focused on one element and one principle of design. You can review the elements and principles of design in your "Understanding Art" text book, on your class website or in your notes.

2. Sketch out one letter in several different fonts (5-10) Consider: block, script, bubble, serifed, italicized, all capitalized, all lower case, or a combination.

3. With a pencil, write your name, nickname or 3 initials, using large letters, spaced close together. Start by placing the middle letter(s) in the center and then work outward in both directions. Layout a basic pencil sketch plan for three very different designs making sure that you label each one with which element and which principle you were trying to focus upon. There is no graphic component to this plan, just the text. The graphics will come later.

4. Show me your text layout plans and select the one you like the best.

5. Using your chosen text, you will lay out your art work on cold press paper. Work extremely lightly with your pencil HB so you can erase without damaging the paper to get everything just the way you want it!

6. Next, you need to add in some kind of graphic to your graffiti. That means you need to add an image of some sort and integrate it into or around your text. The graphic should work with your lettering and not look like an add-on. It needs to be unified.

7. Now, make outlines around your stick letters. Each letter should be overlapped by the letter to the left of it.

8. Use thick ink line to trace over your outlines. Try to loosen up and draw with your whole arm for a more fluid look. Drawing with confidence and a little flair is more important than staying exactly on the lines.

9. Next, add shadows to make your letters look 3D. Remember to be consistent with where you place your shadows on each letter. Choose one horizontal side, either left or right, and also one vertical side either the top or bottom of your letters for the shadows Draw your shadows with pencil first and then fill them in with your ink brush or pen.

10. Draw an "echo line" around the entire shape that your name makes. Or you can draw a larger cloud shape or shape of your choice around the shape of your name. Then continue adding multiple echo lines or additional shapes or forms to generate a graphic component. Do this in pencil first, then ink your lines.

11. Adjust line weights (thickness) to generate visual interest and variety. Keep all of your lines crisp but they can change or vary in width. Do this in ink and really work at controlling the pen to make sure it is clean and your quality is consistent.

12. Fill in shapes you have created with patterns by applying the pen and ink techniques you have learned. Do this in ink, not pencil – really work on fine detailed marks with the pen as you work. You want to show high control and high quality technique. Work slowly to insure you can get fine lines and small detailed areas.

13. Touch up the edges and corners of your letters and graphic lines where needed to make them crisp and perfect the quality of all edges.

14. Erase all your pencil lines when all ink is dry.

15. Using your "Understanding Art" text book, look up and write down the terms colour/hue, value, intensity. Look up the terms opaque, translucent and transparent. At this point you will be ready to add coloured ink. Use a brush and water to apply coloured translucent ink tones over top of your black ink line work. Be careful not to apply it too darkly as you do not want to cover or tone down the fine detailed ink work you have applied.

16. Put your name on the back of your finished work and write your initials or name with the year in pencil against the edge of your graphic on the front side. This should be very small on the front and legible on the back.

AVI 1O
Urban Art & Design
Pen & Ink Techniques
Colour & Composition

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SJHS 2014-2015

EVALUATION RUBRIC GUIDE

	1	**2**	**3**	**4**
Use of CHOSEN ELEMENT & CHOSEN PRINCIPLE	Lots of empty space no plans.	Lots of empty space or only 1 or 2 plans completed	Good use of space. 3 plans complete and mostly clear reference to a different element and principle in each.	Excellent use of space. All 3 plans accurate and easy to understand in terms of which element and which principle was the main focus for each.
Use of TECHNIQUES	Limited control in demonstration of the pen and ink techniques. Minimal fine detail in pen work.	Some control in demonstration of the pen and ink techniques. Some messy areas or image is lacking fine detail pen work.	Good control in demonstration of the pen and ink techniques. Most areas of image have crisp ink edges and fine detailed pen work.	Excellent control in demonstration of the pen and ink techniques. Images has crisp edges throughout and extensive detailed, fine pen work.
CRAFTSMANSHIP and PLANNING	Minimal quality overall. Planning phases were lacking.	Some quality overall planning needed greater care, time or consideration.	Good quality overall. Planning phases were effective and a good connection is seen between plan and final product.	Strong quality overall. Planning was effective. Strong connection between the planning phases and final product.
Use of TIME	Minimal effort, poor use of class time.	Some effort, poor use of class time.	Most days good effort & use of class time.	Excellent use of class time, high effort.
Use of COLOUR	Limited use of colour	Some colour applied, solid areas mostly used	Good, some solid areas and gradients attempted	Excellent, Solids and gradients used well
Use of VARIETY	Limited variety of colour, line type and/or ink value techniques. Ineffective degree of variety.	Some variety in some areas in terms of colour, line type or ink value techniques. Degree of variety is somewhat effective.	Variety in each of the key areas colour, line type and ink value techniques. Degree of variety is effective.	Strong and effective use of variety in each of the key areas colour, line type and ink value techniques.
INTEGRATION	Graphic component is separate from text or not included.	Some evidence of graphic component included but not effectively integrated or lacks unity.	Graphic and text components both included. A good effort to integrate the two was made and reference to unity is made.	Graphic and text are both included and are integrated in an effective way. Unity is achieved.
CREATIVITY	Little originality or thought put into layout and composition	Some originality, layout and composition had some difficulties	Ideas creative, good composition and layout	Extremely original and strong composition and layout