

Telling the Verbal and Visual Story

Graphic Designers put words and images to tell a _____.

Word Choice _____: Use a verb to evoke response

Word Choice Tone: _____ behind words

Font Choice: different kinds of articulations of the _____

Serif: added _____

Sans Serif: _____ added tails

Think about how font can add another _____ of meaning to a story

Visual Choices: Subject

Visual Choice: Point of View- How does the point of view _____ with the story one is telling

Visual Choice: Emotion- How does the _____ want the viewer to feel?

Visual Choice: Positive and Negative Space: Where does the artist have room to add words.

Negative Space is _____ space to add words.

Positive Space is space _____ with an image.

Putting it together: Color Mood

Red

1. Warmth
2. Energy
- 3.

Green

1. Natural
2. Ethical
3. Affluence

Pink

1. Feminine
2. Tranquil
- 3.

Blue

1. Integrity
2. Professional
3. Success

Yellow

1. Intellect
2. Optimism
- 3.

Orange

1. Community
2. Social
- 3.

Purple

1. Intuitive
2. Creative
3. Imaginative

Black

- 1.
2. Formal
3. Sophisticated

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Visual Choice: Color Combinations- Colors have _____ with one another

Think about: How does the _____ of your font color interact with other colors on your artwork?

Visual Choice: Contrast- how things change in their _____

Understanding color theory will really help a graphic designer make good choices.

Visual Choice: Placement- Where a graphic designer wants to put their _____.

Tip: Do not place the message _____ top of the subject because it negates the purpose of the object in the photo itself.

Tip: Try not to place the message when there is negative _____ to place the message.

_____ the Design: Ask yourself and others what is the first item that you see about this image.

Key: Telling a Verbal and Visual Story

1. story
2. goal
3. attitude
4. letters
5. tails
6. without
7. layer
8. connect
9. artist
10. open
11. filled
12. aggression (redd)
13. cheer (yellow)
14. adventure (orange)
15. Loving (pink)
16. strong (black)
17. relationships
18. choice
19. value
20. message
21. over
22. space
23. review