

# IT'S GRAPHIC COMMUNICATION ART & DESIGN @UNIVERSITYofLOUISVILLE

## Supplemental Application: Guaranteed Early Admission, Communication Art & Design

The supplemental application for Guaranteed Early Admission to the Communication Art & Design track consists of three additional elements (detailed in the box at right):

- An essay
- Two design problems

The deadline is January 15. Material may be submitted with the Application to the Department of Fine Arts or sent separately.

Make sure all submissions include your name and address.

Submit your supplemental application material to:

CA&D Admissions  
University of Louisville  
Hite Art Institute  
104 Schneider Hall  
Louisville, KY 40292

### Essay

Write a one page essay discussing the role you feel graphic design plays in contemporary society, why it is important and why it interests you.

### Design Problem One: Graphic icon drawing

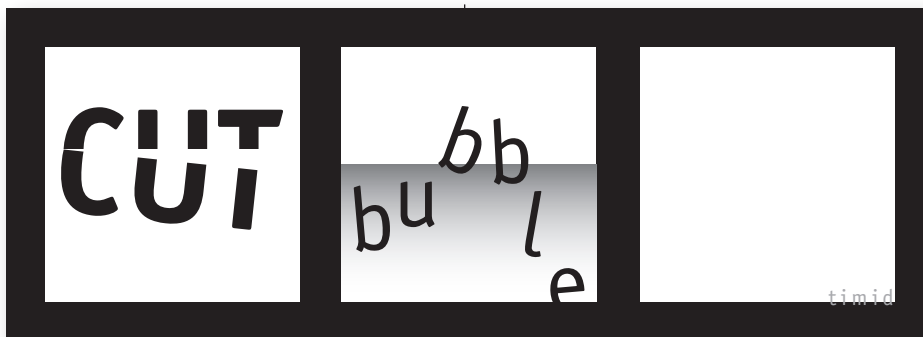
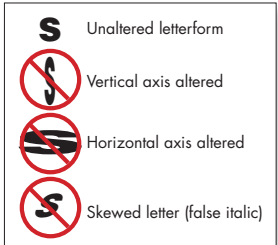
Using only black and white solid areas (no cross hatching, no shades of gray), draw two different views of a teacup so that in each case, someone looking at the image would immediately recognize the subject matter. Size: Present both drawings on a single 8.5" x 11" page. Drawings may be digital or conventional.

### Design Problem Two: Expressive Typography

For this design problem, your goal is to activate the type to make it express the word it represents. All the "action" is to be carried by the treatment of the letters/word **without** using any photography or illustration.

- Choose three words from the list below:  
drag    dance    heavy    hide  
burst    soft    sink    cover  
vibrate    crash    float    disappear
- For each word, create a **5" x 5"** composition (a total of three compositions).
- Use a simple typeface such as Helvetica, Century Gothic, Trebuchet, or Verdana [NOTE: You may hand draw your composition, if you do not have access to a computer or familiarity with programs such as Adobe Creative Suite.]
- You may use any weight or variation of the font, such as bold, italic, condensed. Type may be any size. You can use all capital letters, caps and lowercase, or all lowercase.
- Type may overlap. You may choose to show parts of the letterform, or "cut up" the letters. Letters may be rotated or placed randomly. You may repeat the letters/word. But when the composition is complete, **the word still has to be readable.**
- You may NOT alter the letterforms by changing their horizontal or vertical proportions or skew the type.
- Colors: Black and white; includes gray scale. You may reverse type out of a black field.
- Give thought to the placement of your design within the frame.

Helvetica	ABCDEFGHIJKLM <b>NOQRST</b> uvwxyz
Century Gothic	ABCDEFGHIJKLM <b>NOQRST</b> uvwxyz
Trebuchet	ABCDEFGHIJKLM <b>NOQRST</b> uvwxyz
Verdana	ABCDEFGHIJKLM <b>NOQRST</b> uvwxyz



example of expressive typography problem