GRAPHIC DESIGN FUNDAMENTALS I
Random Object

OBJECTIVE

To use words and images to verbally and visually communicate a story.

IN-CLASS GROUP WORK

1. **Qualify your object.** Present your two random objects to the group. Discuss. Select one object to use for your project.
2. **Develop a story about the object**. Brainstorm and create a story about your object. Name it. Be inventive and creative.
3. **Select images to support the "mood" and "style" of your story**. Shoot or compose images or find stock imagery that visually communicates your story.
4. **Choose colors that communicate the "attributes" of your story.** Select a primary and secondary palette of colors that communicates your story.

HOMEWORK

1. **Write your story.** Write a story about your selected object that is concise and well developed. Make sure your story is grammatically correct, well written, and with no spelling errors.

   - **Word count**: 500–700
   - **Program**: Google doc
   - **Naming**: LastNameFirstInitial_Random (e.g.; AndersonD_Random)
   - **Writing Services**: https://libguides.kean.edu/writing-center

2. **Create a mood board.** Compose images and colors on one running page. Quality of content and aesthetics of the page layout are important. Be mindful of the page grid and margins.

   - **Page size**: To be determined (you select)
   - **File size**: 10MB or less
   - **Program**: Adobe InDesign or Illustrator; save as a PDF
   - **Naming**: LastNameFirstInitial_[ProjectName].pdf (e.g.; AndersonD_Ebot.pdf)