

Homework 03: Monogram Collage

Combine botanical illustration depicting your favorite flower or fruit and typographic elements for a collage layout. Merge botanical illustration with a monogram by layering the leaves, flower stems, and petals around the letter, creating a sense of depth and movement in the composition. **Note:** Botanical illustration accurately depicts plants and plant traits for a scientific purpose (Rix 2012), unlike flower painting, which has no other purpose than to be admired. Aim for Creative Commons or Public domain image. **Typeface suggestions:** Georgia, Palatino, Garamond, New York, Bodoni, Minion, Cochin.

Goal: learn how emphasis, unity, direction, and simultaneous contrast work together to produce a harmonious layout. Explore composition principles. Reinforce understanding of gestalt. Master background isolation and layer masks.

Software: Photoshop for image adjustments, and masking. Software of your choice for the package organization.

Elements: botanical illustration (source image width: 1200px or more), typography. Text: capital letter (monogram), Latin name, symbolic meaning. For example, capital letter P (for Plum, favorite fruit) - Prunus Salicina (Latin name) - Youthfulness (symbolism). Optional element: background texture, frame.

Deliverables

Page 1: submission checklist

Page 2: collage layout (4:5 ratio)

Page 3-4: comp of the image with the dimensions in pixels and image credits, RYB color wheel and color palette with CMYK values; symbolic meaning excerpt and source; comments.

Page 5: at least three sketches for layout experimenting with a variety of composition/balance
Digital submission only (Canvas).

Concept & Ideation:	%
The image, typography and the meaning of a plant choice are coordinated. Composition supports the message.	10
Botanical illustration is used. Monogram, Latin name, and symbolic meaning are included in the collage.	15
Design principles:	
Background and foreground elements are in the harmonious agreement. Simultaneous contrast.	10
Effective use of free space, balance, movement, depth, mass, emphasis, gestalts for the whole layout and for the typographic part. The emphasis is on the monogram letter. The layer effects are in agreement with the layout.	15
Meaningful comments on composition principles, balance, movement, emphasis, gestalt and contrast provided. Dominating color harmony and feel are properly defined (account for the contrast of extension).	15
Technical skills:	
Image brightness, hue and saturation parameters are adjusted with Photoshop if needed. No raster or blur is visible. The image dimensions correspond with the specifications (minimal width - 1200px)	10
Quality isolation, effective use of layer masking. There are at least 5 top layer elements (overlaps). The overlaps should be "natural" - crate the effect of layering rather than "piercing."	15
The monogram has visible layer effect(s) applied.	5
Background is adjusted/cleaned up/filled effectively.	5
Total	100

Incomplete submission (points are reduced based on the number of deliverables missed).

Assignments completed by less than 50% will be marked "Late"

Discussion comments are missed or are not meaningful (-5%) or Late submission (-10%)



MALUS PUMILA
LOVE & WISDOM



MALUS PUMILA

The Common Apple

Symbolism - Love & Wisdom

The apple is symbolic of love in many cultures. In Greek mythology, Gaia presented an apple to Zeus on their wedding day to show her love. Similar stories exist within other cultures as well. The apple also symbolizes wisdom. In the Christian Bible, the Garden of Eden contained the tree of life and wisdom -- the apple tree. Taking a bite of the apple is said to give the gifts of wisdom and immortality.

Composition

This composition has asymmetrical elements with the different items, leading to symmetry that exists with the connection of these elements. The apple blossom is asymmetric, with a majority of it's weight to to the left hand side. The A is traditionally a symmetrical element, but with the typeface, much more weight is on the right side. The mixing of these creates a somewhat symmetrical compositions, in terms of the weight.

There is an emphasis with color, as the most important element is the full blossom, which is also the brightest color. There is also an emphasis with size, as the blossom is also the largest item (outside of the monogram).

There is movement upwards and to the left, showing energy of the blossom. One of the flowers has bloomed and the rest are about to. There is stored energy ready to be released.

Details

Typeface: Big Caslon, 30pt, All-caps

Color Harmony: Complementary

Image details: "[Our State Flowers: The Floral Emblems Chosen by the Commonwealths](#)", National Geographic Magazine, [XXXI](#) (June 1917), p. 501.

Sources: [North Carolina Historic Sites](#) & [National Park Service](#)



