Illustrator Landscape Project

For this assignment, you are a landscape architect. Using Adobe Illustrator, you will design a space of your choice, a backyard, a park, or a public area, for example.

Choose your space—it doesn't have to be a square or rectangle—and then create shapes to represent the different parts of the landscape: Trees, bushes, flower beds, walkways, patios, pools, etc., and arrange them to create your design.

Don't be overly concerned with the functionality of your space, or in using natural colors, i.e., green for plants. The goal is to make a good design using gestalt and general design principles, and that will be the main grading criterion.

You should also apply different blending modes to some of the shapes in your design.

Project requirements
- CMYK color space
- Any shape frame you want
- Use a different blending mode on at least one shape

Principles to follow
- **Repetition vs Variety:** Is it too boring, or too chaotic? Find the balance.
- **Dominance:** what do we see first? Avoid an overly intense background.
- **Balance:** symmetrical/asymmetrical.
- **Economy:** only as complicated as necessary. Take out unnecessary or distracting elements.
- **Consistent color model.** Try using a split-complement scheme.
- **Implied motion:** Diagonals and curves can be more exciting than horizontal/vertical structure.
- **Contrast** in value levels: Light areas and dark areas. Avoid having everything at the same value level.
- **Gestalt principles:** proximity, similarity, continuation—do all the parts look like they belong together? Will the audience see the whole before the parts?

Submit an Illustrator document (.ai suffix). Name it with your last name first (Loubere.ai-project). You don't need to submit a publication package.

Evaluation criteria:

1. Proximity: Are there groups and clusters of overlapping shapes? If they're all spaced apart from each other, they're less likely to come together into a unified image.

2. Similarity: Do shapes and areas share common colors, textures and contours? This will also contribute to unity.

3. Continuation: Is there some implied motion through the use of diagonals and/or curves? That will add more interest to your design.

4. Too much negative space: Is there a lot of empty background compared to the amount of foreground shapes? That will probably result in the foreground shapes being isolated from each other.

6. Dominance: What do you want people to see first? Are your background colors as intense or more intense than the colors of the foreground shapes? That makes it harder for the foreground shapes to stand out, that is, to be dominant.

7. Contrast: Is there a good range of values, that is, lighter and darker areas? If not, the overall image will appear flat and dull. Are the light and dark areas evenly distributed? If not, that could make the image appear unbalanced.

8. Variety vs repetition: Is there enough variety to add interest? If things are predictably arranged in rows and grids, that's not very interesting. Try to find the right balance by creating variety without breaking unity.

9. Color: Is the color palette balanced and harmonious? That is, do the colors work together well and provide the right level of contrast, and contribute to a sense of unity?

10. Focal point: What is the most interesting thing going on in your design? If it's not the dominant part, maybe consider making it that.