

## Positive Negative Image Reversal

### DOCUMENT PREPARATION

go to File > New and open a new document.

type your last name, and "posnegimage" in the New Document dialogue window,  
Ex: "lastnameposnegimage"

verify the following Artboard set up; Profile: Print      Unit: inches      Orientation: vertical  
Size: width 13" x height 14"

Select OK or press Return

with the document open

go to Illustrator > Preferences > General

deselect "use precise cursors"

select "show tool tips"

in the preferences menu window select > Guides and Grids

in "gridline every:" type 1

in "subdivisions:" type 4

Select OK or press Return

go to View > Show Rulers

if necessary, set ruler origin to 0,0 by dragging the two dashed lines from the little white square in the upper left corner of the document window to the upper left corner of the Artboard.

go to View > Show Grid

go to View > Snap to Grid

Make the Fill white and the Stroke black.

Select the Default Fill and Stroke.

It's the small icon looking like and next to the Fill and Stroke tool at the bottom of the Tool window.

In the Toolbox window look for the Rectangle Tool and Draw a 4" x 4" square

while holding the shift key before releasing the mouse. It will constrain the rectangle to a square.

When the square is 4" x 4" on the Width: and Height: of the Control Bar, release the mouse.

Place the square 2" in from the left and 2" from the top. Leave a 1" space and draw another 4" x 4" square and set it 1" horizontally and to the right of the previous one and 2" in from the right edge of the Artboard. Deselect All.

Drag Select the first two squares and Drag Copy by holding the Option key as you drag out to duplicate the designs.

Place them 1" below the top two squares and release the mouse while holding the Option key and the Shift key to keep them aligned.

After placing four squares in two columns and two rows place your printed name, not taller than half an inch,

in the bottom right 2" from the edge, in the vertical middle or Place your previously made signature and scale it down to 2".

Once the layout is completed

go to File > Save and save it.

make sure you have the desktop selected before you click or press Return.

### DESIGN ASSIGNMENT

Make two square format designs with six image shapes, three in each square.

The designs will balance positive and negative space so that shapes are perceived on the same plane and in tension.

Equalizing the dominance of the positive and negative shapes creates a unified picture plane.

Two designs will be made up of black shapes on a white ground and the other two will be reverse with the shapes white on a black ground. Both sets are to be visually ambivalent and all four will be mounted on one panel.

Deselect Snap to Grid

Go to Window > Layers to make sure the Layers Window is open.

In the layers window you can see the layer with the 4" x 4" squares. Open the layer by clicking on the little triangle next to and to the left of the thumbnail image. All the objects in the document should be visible.

A selected layer indicates the space in which one is working.

Go to File > Place

Find one of your combined Silhouette and Sharp Black Fill objects. Select Place.

Repeat the procedure and place all your six combined objects on the Artboard.

Move the object shapes with the Selection Tool.

Put three of the shapes into the top left 4" x 4" format and the other three into the bottom left format.

You can arrange them into any order you like but the compositions must be interesting and meet the following criteria.

## DESIGN CRITERIA

Within each format the shapes cannot visually float. They need to touch what's next to them to a point. The shapes must touch but they cannot overlap or visually merge with each other or with the picture frame. The whole must seem as if under pressure from all sides of the frame. Against the frame or each other the shapes must keep their distinctiveness. They cannot extend beyond the frame or merge with the frame. For the shape to keep its distinctiveness even when against the side of the frame or another shape, there must be space between them and only touching at one point without merging. Tilt them if necessary. They must have the appearance of immobility. They should look as if with a little more pressure from the frame the shapes would collapse. Make decisions about placement, orientation, scale, implied movement, and direction.

To see the objects better use the Zoom Tool  
or the Scale View at the bottom left of the document window.

You can manipulate the shapes with one of the following ways.

To reshape and arrange the shapes you can use the Transformation tools available through the Selection Tool,

or select the shape and go to Object > Transform > and chose a tool,

or use the Transformation Tools available in the Toolbox.

The Rotate Tool, The Scale Tool, The Free Transform Tool

Complete the two 4" x 4" compositions of black shapes on a white ground.

Once completed Drag Select the top left 4 x 4 composition and go to Object > Group so as to keep all the parts together.

Repeat the process for the bottom left composition.

Save the document before continuing.

Next, you will now reverse the color in the negative and positive shapes in copies of the first two designs.

Go to View > and Select Snap to Grid.

Select and delete the two empty right 4" x 4" squares.

Drag and Select both square designs on the left with the Selection tool. Click and while holding the Option key drag out a copy of the two square designs and put them in place of the deleted squares. Deselect before releasing the Option key.

Once copied, reselect the originals and lock them

by clicking on their corresponding empty space next to their eye in the Layers window.

On one of the copies, Direct Select one of the black fill shapes,

verify that only a black fill has been selected by looking at the Fill and Stroke icon at the bottom of the tool box.

The Fill should be black and the Stroke none.

With the black fill shape selected go to Select > Same > Fill Color.

All the black filled shapes that are not locked should be selected.

Alternatively, select the new black shapes one by one by Direct Selecting while pressing the Shift key.

When all the positive shapes are selected go to the Toolbox and change the Fill and Stroke color to white.

Click on the Default Fill and Stroke icon, a small version next to the Fill and Stroke icon.

Or

click on the Fill tool and go to Window > Color, to make sure the Color Window is open.

select the small white square in the color window or in the color swatches window.

click on the Stroke tool and change the color to white by selecting the small white square.

Chose the Direct Selection Tool and select the background shape in the square format and change the color to black by selecting the small black square in the color window. Click outside the objects and deselect all.

Repeat for the second design.

Visually verify that all the designs meet the assignment criteria. The two white on black should look like negatives of the black on white but otherwise exact duplicates. Pay particular attention to the role of the Stroke in changing the relationship between shapes and with the frame. Don't forget to unlock the original black on white compositions if you need to adjust them. Verify that your name is on the project lay out.  
Save the document before continuing.

Make four new layers

Click on the Create New Layer at the bottom of the layers palette.

Each new layer will appear numbered at the top of the Layers palette.

Put each 4 x 4 design in its own layer by dragging them on the Layers window.

Select each one at a time by either Drag Selecting them or,

in the Layers window, click on its Radial button next to its name and you will directly select that object.

See how the object is selected on the Artboard once you click its radial button in the Layers palette.

Notice the little blue square in the Layers window indicating the selection and a smaller blue square in its layer.

Click and hold on the blue square and drag it up to the first of the new layers.

This is the best way to move objects between layers. It keeps it in the same position on the Artboard.

Repeat the procedure for each 4" x 4" square on the Artboard

by dragging its blue selection square up to the next empty layer.

Notice that each layer has its own color to help identify location.

Save the document before continuing.

To save a document for the Class Projects Dropbox

Go to File > Save As

In the Save As window and verify the document name as "lastnameposnegimage" and

Chose the desktop as a destination for the saved document.

From the Format pull down menu at the bottom of the Save As window,

Chose Adobe PDF (pdf)

In the Save Adobe PDF window

Chose **[Smallest File Size]** from the Adobe PDF Preset pull down menu

This preset creates an optimized file and is best for digital submission.

Click Save PDF or press Return.

Dropping the document file into the Class Projects dropbox

Once the optimized PDF file has been created and saved to the desktop

Open the Class Projects Server on the Dock of an Art & Design Department computer.

You will be asked for your Password

Once logged in, click on the Class Projects Server

and look for and open the folder Andreu.

Look for and click open your class folder.

Find the folder with your name and drag and drop your file into it.

You will not be able to open the folder to verify that the file is in there so be careful and make sure the folder is selected before releasing the mouse. You will see an outline around the text and a green plus sign.

If you're not sure, you can verify with the teacher the next time.

Save the document on your desktop to your Network Locker and to your Flash Drive.

Close or click the red button at the top left of the document.