



## OBJECT AND IT'S SHADOW

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**Research purpose.** Content presentation of the subject "Presentation techniques", which is carried out at the Higher Woodworking School in Maribor, majoring in Material Design.

**Keywords:** background, color, contrast, design, figure, graphic design, poster, product, shape, typography

**Research Methodology.** Visual communications are an important part of our everyday life because we receive and perceive information from the environment through the visual field. A good designer is aware of this and designs products with knowledge of both art theory and the psychological effects of visual perception. In the subject Presentation Techniques, we get to know these laws in practice, raise their awareness and learn how to use them. The process includes the basics of drawing objects in perspective, understanding their structure and placement in space, designing your own product design according to given design guidelines, to a graphically designed poster representing the designed product. In addition to freehand drawing, the exercises we learn in the process are: composition of shapes in square format and object-background relationship in collage and graphic computer programs (Gimp, Photoshop), learning about color and its interrelationships, typography, developing your own logo, computer 3D modeling, integrated poster design.

**Results / Findings.** First exercise: Designing an object of your choice - a bowl or set of salt and pepper. Given starting points are a square and a circle, or a cube and a sphere. Geometric shapes that represent the contrast between sharp and round, inorganic and organic need to be combined into one shape. The ideas should be sketched on paper, and then the chosen idea should be drawn in perspective so that the idea of the object is clearly shown. The product should also be made in the form of a model.

Second exercise: The relationship of object and background. The object is the outer outline in the perspective of the drawn object from the first exercise (as its shadow). The object is drawn and cut out of black paper. The sizes of the cut-out object range from small (as a dot) to large (as a plot). Several objects of the same size are cut out and placed on a white square format (21x21cm) to form a composition. When setting up, the object and the background must be in an equal relationship, and special attention is paid to the background, which forms new shapes in relation to the placed objects. The relations of both a dot and a plot on a given format are observed. Expressed relationships between objects and format must be: small, large, equivalent, difficult, light, static, in motion.

Third exercise: Color. The starting points for creating compositions are the same as for the second exercise, except that the colors are included here in a way that further emphasizes it (e.g. the use of spatial keys: warm-cold, light-dark, aerial perspective). Compositions must contain all types of color contrasts such as: color versus color, light-dark, warm-cold, complementary, simultaneous, qualitative and quantitative contrast. In any case of contrast of your choice, its degree of difference is reduced to the minimum resolution, and a change in the relations between both the elements and the background is observed.

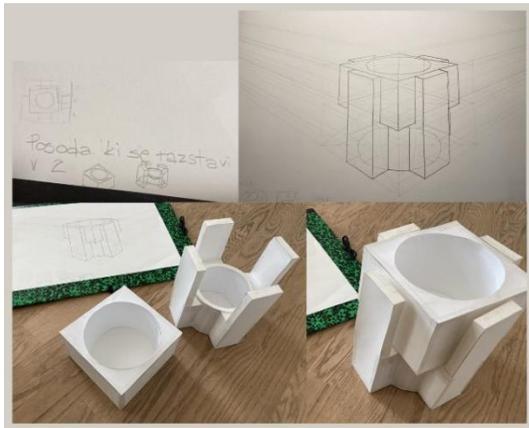
Fourth exercise: Typography. The product is named with one word (noun), or two (adjective and noun). Depending on the character of the product, or the meaning of the word, the font is selected and the source of the origin and characteristic design features are found. From the letters of the name, a composition is formed according to the same principles as in previous exercises. Caps can be exposed and highlighted.

Fifth exercise: Logo. The base is either the initials of the name or the name of the company. The logo can be abstract. Ideas are sketched on a piece of paper with a pen. The base is a construction grid designed in a golden ratio. When designing, both a ruler and a compass are used as needed. Once the idea is conceived, further development is transferred to the computer and further graphically processed. When designing the logo, all the

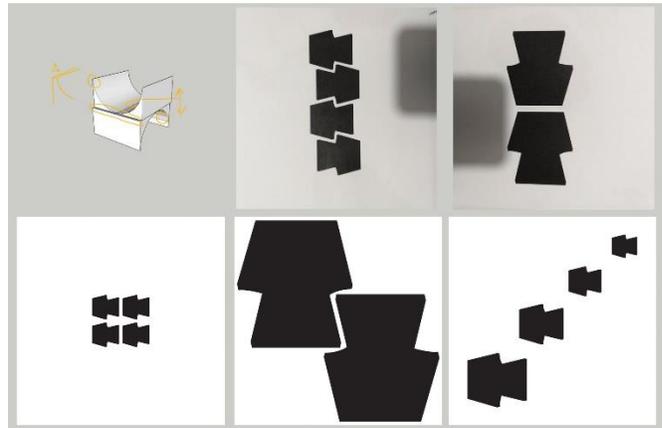
acquired knowledge is used, with an emphasis on the relationship between the character and the background, positively - negatively.

Exercise 6: Poster. The designed product is presented. In addition to the true image of the product, the composition must include its name and logo. The poster is a synthesis of the acquired knowledge of all exercises such as: understanding the compositions in comparison with the background and the use of colors, purpose of typography and meaningful use of it in the context of the composition, the same as the logo.

**Originality / Practical implications.** The results of exercises and products are shown in pictorial material that speaks only for itself.



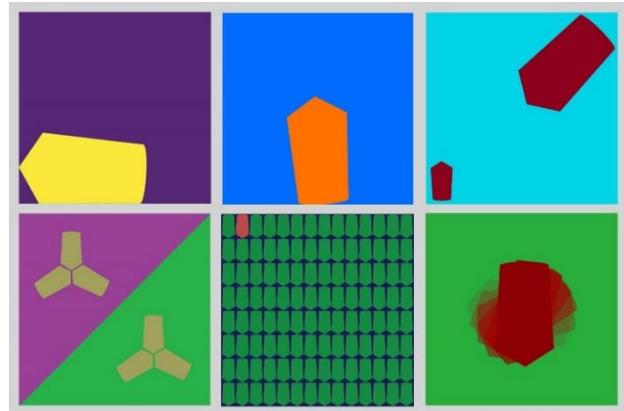
*Figure 1. Sketches, drawings and model  
Author: Hana Kuntič*



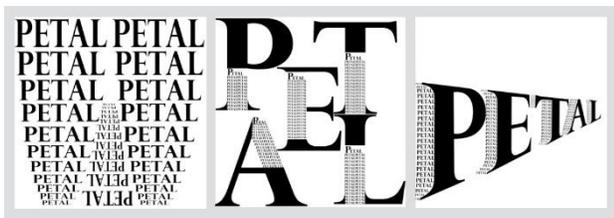
*Figure 2. Compositions of object's shape  
Author: Viktorija Kuplen*



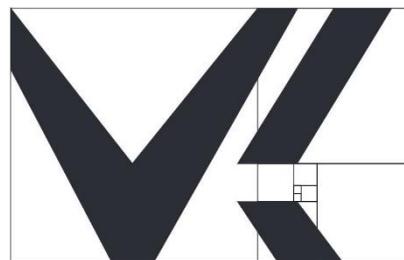
*Figure 3. Compositions of object's shape  
Author: Julija Čerček*



*Figure 4. Compositions using colours contrasts  
Author: Brano Martinovič*



*Figure 5. Compositions with letters  
Author: Katja Kavčič*



*Figure 6. Creation logo  
Author: Viktorija Küplen*