

WORKING WITH VALUES

Value: the degree of lightness or darkness of a surface, sometimes called "tone."

Value contrast: the degree of difference between light and dark areas.

Value gradations: gradual stages between light and dark.

A highlight of color on a page draws the eye immediately. When you are limited to black and white, you must be resourceful in gaining and retaining the viewer's attention. Contrast - the juxtaposition of dissimilar elements - is one of the most effective ways of doing this. Examples of contrasting elements are: White type in a black box as a title for bode text that is traditional black on white paper or the use of large bold type for a headline near smaller plain text type.

Since this is a semester of black and white, the more comfortable you become with the numerous possibilities for variation and interested created with black and white as well as the wide value range possible, the more exciting your finished pieces will be. An understanding of values will later enhance your color of work.

DEVELOPING YOUR OWN GRAY SCALE

You will begin by developing your own gray scales in two different mediums. You will use the *Gray Scale and Value Finder* tool to assist you in developing these scales. Black, white and all values between take on different looks depending on the medium used to create them. This is a problem in seeing. There are many gray values between white and black, and it is not easy to see and reproduce them in logical steps that vary only slightly from one stage to another. Alas- a problem in sequencing.

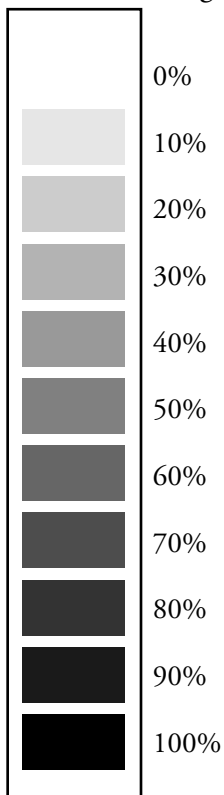
These two gray scales are the first part of this project on working with values. The two different mediums you will work in are: Found Type and Pencil or Tech Pen (your choice). Each finished gray scale will have a total of 11 values. Beginning with White on the Top, followed by 9 equal gradation of gray with Black on the bottom. *You must also to create a black and a white for each of your mediums.* This will become your benchmark to judge your range from. These end pieces will reflect the medium used. A solid white or black paper is not acceptable. In type, your black will be your largest, heaviest blackest found type specimen, in pencil/tech pen the darkest you can make the paper. White is just the opposite.

GENERAL STEPS TO BEGIN:

- For the **Found Type** follow these simple guidelines to start: Choose between newspaper or glossy magazines to select you type. Do not mix you type from these two sources. Most newspapers can be mixed, except for those that print on colored paper. Select only black type on a plain background. No gray type. No white type inside a black, gray or colored box. Do not select type that is a mixture or plain and bold or something like this, unless the overall color is a single shade of gray. Select areas of type that are at least 1.5" x 2.5". you will later cut them down to 1" x 2" usually trimming off uneven areas of type or color. You final type swatches will need all the type to be going the same direction. If you find areas of type that seem to be a shade you might need, but are longer and not as tall, keep them knowing that you may end up cutting and pasting together pieces to create a swatch the size and color you need. I suggest you choose at least 50 different colors of swatches before you start to try to organize them in a value sequence. Many of your swatches will end up being very similar in tone not giving you really as many

different values as you may initially think.

- For the **Pencil or Tech Pen** follow these simple guidelines to start: Work in either your sketch book or on the grid pages kept outside my office door. Again, whatever you start with, continue throughout. You need to have as much consistence in the background color as possible. You have a variety of pencils and pens. This is a project that will push you to use these tools to their max. Work over and over to get as dark as you can from each of your pencils or pens. Working the other direction how light can you make a mark on the page. With the pencils, you have 5/6B, 2/3B, HB, 2/3H and 5/6H. these five pencils worked over and over to give many different values will start you with a good selection of swatches to choose from. Again, you need to begin with far more than the needed 11. Each of these swatches should be also about 1.5" x 2.5" to start. When you cut them down you should have even color all the way to the edge.



- With a good variety of swatches to select from, begin to order them from light to dark. Use the *Gray Scale and Value Finder* to help you determine where in the tonal range each swatch may lie. Move around and remove extras swatches until you have created what seems to be a sequence of 11 equal steps from one value to another, beginning with your white and ending in your black.
- Once you have your sequence, cut the value swatches into 2" x 1" blocks. It is best to measure your blocks on the back and cut with an X-acto knife.
- Both **Mat boards** needs to be cut: 3" x 14.5".
- Mark mat boards first with 5/6H pencil, giving you all the placement lines you need. Once all your swatches are in place and dried, erase the pencil lines. Your measurements are as follows:
 - All margins 0.5" (Top, Bottom, Left & Right).
 - Swatches are to be 1" x 2"
 - Swatches are to be placed .25" apart
- Place your swatches on board, beginning with white at the top descending to black.

When both scales are finished, they will need to be mounted together on a third piece of mat board. This board should measure 9" x 18". the layout for it is as follows:

Top and both Sides Margins: 1"

Bottom Margin: 2.5"

1" from the bottom of each scale you need to draw a line and label the medium(found type, pencil, tech pen).

