COMPUTER GENERATED DESIGNS AND HANDLETTERING IN MASVINGO URBAN

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A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT

OF THE REQUIREMENT FOR THE DEGREE OF

TECHNICAL EDUCATION HONOURS IN APPLIED ART.

TTE: 3020

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF INDUSTRIAL TECHNOLOGY

DEPARTMENT OF TECHNICAL EDUCATION

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DUE DATE   26 APRIL 2007

ABSTRACT

The key to success is through understanding the theoretical terms of layout. A true and a thorough knowledge of the basic principles are necessary because if you ignore the elements of design you will get ineffective signs.

The purpose of this study is to examine the development of handdrawn and computer generated signage. Factors leading to poor design layout will be identified. Signs should tell people immediately, without confusion what they want to hear and need to know. One of the most common problem sign designers have in design is monotony of line value and integration of parts. Master painters and designers have long realized that aesthetic is the product of good order and good proportion.

The study is important to the signpanters in that it will reveal design awareness and layout capabilities in the following areas: copy interpretation, line value, colour, image appropriateness, positive and negative space. The study will also emphasize the necessity of approaching layout with optical view other than rigid and mechanical.

The research is a descriptive one because the researcher will describe what he will observe and witness through the use of standardized instruments such as interview. The researcher will concentrate on displayed on installed signage indoors and outside by other designers.