

Studio Professor
Henri T. de HAHN

Studio: Cowgill Hall 4th Floor (402) Burchard lot
 side
 MWF 1:00 – 4:50pm
 Seminars: TBD
 Office hours: MWF 11:00 – 12:00 or by appointment
 Contact: Office: 540-231-2680
 Email: hdehahn@vt.edu



Ex-libris of the Secessionist movement
 Henri T. de Hahn, family ex-libris

Charrette 1: **How do you see and express yourself? The design of an ex-libris (brand)**

Assignment given: Monday August 24, 2020
 Assignment due: Wednesday, August 26, 2020 1:00pm
 Review in studio or online

Introduction:

As a rapid warm up assignment, you are invited to design an ex-libris (a bookplate - meaning *from the book of...* or *from the library of...*) that will be affixed to the inside of the cover of your design studio sketchbook(s). Additional sketchbooks needed during the AY 2019-20 will all include the same bookmark or a revised ex-libris if you wish to improve on the first iteration.

Featuring an ex-libris in a book is a traditional art form that showed ownership of what was at that time something rare and precious. For many centuries, owning books was reserved for either the clergy and nobility. Beginning in the 19th century the rising bourgeoisie joined this group, all using books as a way to mark their status as intellectuals who had an affinity for the arts, culture, and all matters related to the humanities. Your sketchbook will become perhaps your most valuable book during the entire year as it reflects your thoughts through writing and drawings and you should claim proprietorship of this invaluable artifact. Over my years in teaching, I have seldomly seen a student lose their sketchbook, but when it did happen it was devastating. I know that for me, losing a sketchbook would be like erasing part of my memory forever. You can never retrieve those thoughts and sketches!

Task:

As you think about initial sketches for your ex-libris, think of your first-year design experiences. Remember some of the important concepts that you learned including (in alphabetical order): color, craft, hierarchy, implied space, iteration, line-weight, parts to whole relationships, ordering systems, pattern, point-line-plane, proportion, ratio of effort to effect, scale, structure, typography, volume. Each of these should lead towards a strong graphic and iconographical statement. Don't forget that an ex-libris is something very personal and can express your personality in a realistic, abstract, or metaphorical manner. Finally, you might want to include a space for your signature or simply sign next to, or over your ex-libris. And what about an address or brief contact information that would allow your sketchbook to be returned in case it was lost?

Mode of presentation:

- All sketches pertaining to this exercise shall be conducted solely in your sketchbook (11 x 17 inch)
- Size of your ex-libris may be either vertical or horizontal, although the scale should be no larger than 3 inches in either direction
- Presentation shall be rendered in color and printed on a vertical 8 ½ x 11-inch white sheet of paper
- Please include author's name and signature at bottom of presentation page, even if this information is included in the ex-libris design.