

GRA 2111c: VISUAL METHODS AND PROCESSES

PROJECT TWO: REDUCTION

DUE: tuesday, 03 october

ANIMAL AND TOOL ABSTRACTIONS

Every animal has a personality. Often we make comparisons between a person and an animal such as: "proud as a peacock", "brave as a tiger", or "smart as a fox". Truly animals have certain traits that have characterized them or have set them apart from the rest. These traits may consist on attitude or even physical traits such as the stripes on a tiger are not the same as the stripes on a zebra. This project will explore these aspects of animals. This project also will explore the world of tools, when we refer to a tool this could be anything from something in a toolbox to something in a cosmetic bag or the kitchen drawer, the idea is to observe it's function or task.

OBJECTIVES

The idea of this project is to create abstractions which resemble a specific animal and a specific tool, in order to create what might look like a logomark. You will explore figure/ground relationships, develop refinement skills and a critical eye. Students should design both positive and negative shapes within each composition, while considering space, position, and cropping. Strive for variety (geometric vs. curvilinear shape, organic vs. inorganic shape), contrast, an unpredictable solution, and impeccable craft.

ASSIGNMENT

Create 8 compositions. Four from an animal (two recognizable compositions and two unrecognizable compositions) and the other four from a tool (again two recognizable compositions and two unrecognizable compositions). The four compositions should measure five inches by five inches.

Choose one recognizable composition from each subject to render in pen and ink on white hot-pressed illustration board. These two compositions should measure ten inches by ten inches.

PROCESS

1. Decide upon one animal and one tool.
2. Gather at least two photographs of your animal and tool (ideally from different viewpoints). You will be working from these photographs to create the stylized renderings.
3. Complete a series of preliminary sketches, exploring the form of the animal and tool from different viewpoints. Use line only, with no shading.
4. Crop areas of the entire animal/tool (using a five inch by five inch square), and fill in positive areas using black markers.
 - > The tool composition should primarily explore and utilize the inorganic shape, while the animal composition should primarily explore and utilize the organic shape.
 - > Consider relationships between forms within the composition, contrast, scale proximity.
 - > The cropped areas should capture the function of the tool and the personality of the animal.
 - > The recognizable compositions should reveal the least amount of information needed for an accurate identification.
5. Refine the cropped areas to arrive at four, five inch by five inch square "logos" for each subject (you will have eight in all). For each subject, you should have two abstract and two recognizable compositions. The abstraction should convey the meaning and/or function of the tool and the personality of your animal.
6. Choose one recognizable composition from each subject to render in pen and ink on white hot-pressed illustration board.

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FINAL PIECE

Create eight compositions. Four from an animal (two recognizable compositions and two non recognizable compositions) and the other four from a tool (two recognizable compositions and two non recognizable compositions). These compositions should measure 5 inches by 5 inches.

Choose one recognizable composition from each subject to render in pen and ink on white illustration board. These compositions should be 10 inches by 10 inches.

SCHEDULE:

TUESDAY 12 SEPTEMBER

introduce of project and brainstorm ideas

THURSDAY 14 SEPTEMBER

bring picture and photos, start creating thirty rough yet recognizable sketches: fifteen for each. traced any size on sketch or tracing paper

TUESDAY 19 SEPTEMBER

continue working on your 30 animal and tool sketches

THURSDAY 21 SEPTEMBER

CRIT ONE

TUESDAY 26 SEPTEMBER

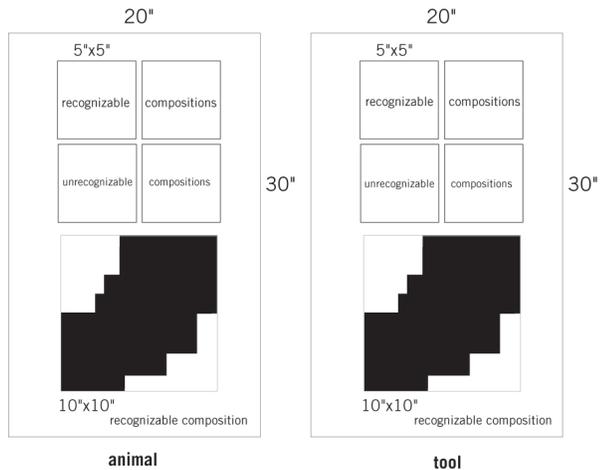
guest speaker

THURSDAY 28 SEPTEMBER

CRIT TWO

TUESDAY 03 OCTOBER

project due > presentations



dates subject to change.