

GRA 2111C: VISUAL METHODS AND PROCESSES

PROJECT THREE: METAPHORICAL BOX

THURSDAY OCTOBER 26

INTRODUCTION

The main idea of this project is to learn more about visual composition and the right balance between figure / ground and metaphor / message. The idea is also to become familiar with images and the spaces created by the juxtaposition of image and type. Students will also learn to design visual continuity with their selection of image and type.

ASSIGNMENT

Construct a three dimensional cube consisting of 12 panels or sides (6 outside and 6 inside). Each panel has to have continuity on all the sides in order to create visual unity and harmony. The composition will be inspired by (one or) two metaphors. The outside of the cube is to be inspired by how OTHERS VIEW YOU, while the inside of the cube should be a design based on how YOU VIEW YOURSELF. Select a different metaphor for the inside and outside, or find one that is appropriate for each. The latter would prove to be more challenging.

The cube needs to be MOSTLY composed of two-dimensional images inside and outside of the cube; meaning your use of items such as cotton, plastic figures, metal, hair etc will be very limited. You may color copy textures and three-dimensional objects. You may collage images and text from magazines and newspapers. The final compositions will be color copied (or output however you deem suitable) and pasted neatly on the sides of the cube. Finally, the cube should contain text in some form.

PROCESS

/Select your metaphors wisely. Try to pick a CLEAR metaphor. This is the hard part.

/Create the template for the cube, which will measure six inches in width, height and depth. I would suggest creating a "dummy" in paper in a scale always in proportion to the original.

/Work the 12 compositions (six internal and six external) to scale six inches X six inches or larger.

/When you have the compositions to scale, decide which compositions will go next to each other. The best way to work this project is by cutting each panel and positioning it in order to match all the sides. Place the compositions accordingly.

/When placing one composition next to another, think about ways of generating continuity. Pay attention to the edges, in order to create unity of the whole cube. Search for the most interesting interaction between each panel (look at the way the edges interact). Think of ways to "carry over" the compositions by enlarging and reducing parts or elements of each one and overlapping onto the adjacent panel. No part of the cube should dominate another.

/The craft is very important and presentation should be impeccable. THIS IS IMPORTANT.

EVALUATION

The grading is based on process, idea, creativity, and craft (final realization).

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SCHEDULE:

NOTES:

TUESDAY OCTOBER 03

introduce project
hand out
brainstorm ideas

THURSDAY OCTOBER 05

NO CLASS

TUESDAY OCTOBER 10

bring ideas, pictures, photos

THURSDAY OCTOBER 12

work day / photoshop tutorial

TUESDAY OCTOBER 17

work day / computer lab

THURSDAY OCTOBER 19

work day

TUESDAY OCTOBER 24

mock-up due (needs to be nearly final)
process critique

THURSDAY OCTOBER 26

project due > presentations

Dates are subject to change.