

## PROJECT ONE:

DUE: wednesday, january 31, 2005

# one

### SCHEDULE:

MON 10 JAN

introduction of project I  
do in-class project 1  
brainstorm ideas

WED 12 JAN

bring picture and photos, create 30 animal and tool roughs recognizable (15 animal & 15 tool) traced roughs any size on sketch / tracingpaper

MON 17 JAN

no class

WED 19 JAN

create 30 animal and tool roughs recognizable (15 animal & 15 tool) traced roughs any size on sketch / tracingpaper

MON 24 JAN

work day

WED 26 JAN

work day

MON 31 JAN

project due > presentations

dates can change.

### 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 an abstraction that resembles a specific animal and a specific tool, in order to create what might look like a logomark. Students 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 non recognizable compositions) and the other Four from a utilitarian tool (two recognizable compositions and two non recognizable compositions). The four compositions should measure 5"x5".

Choose one recognizable composition from each subject to render in pen and ink on white hot-pressed illustration board. These two compositions should measure 10"x10".

# two

## PROCESS

1. Choose one animal and one utilitarian object to work with.
2. Gather at least two photographs of your animal (from different views). You will work with and from these photographs to create stylized animal drawings.
3. Complete a series of preliminary sketches, exploring the form of the utilitarian object from different viewpoints. Use line only, **no shading**.
4. Crop areas of the entire object/animal (using a 5"x 5" square or circle), and fill in positive areas using black markers.
  - > The Utilitarian object 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 section you select should convey the function of the tool/object, or the personality of the animal.
  - > The recognizable compositions should reveal the least amount of information needed for identification.
5. Refine cropped areas to design four 5"x 5" square or circular 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 be based on (convey the meaning of) the function of the object, or personality of the animal and formal characteristics (ie: negative/positive relationships, scale cropping, etc.)
6. Choose one recognizable composition from each subject to render in pen and ink on white hot-pressed illustration board.

# three

## FINALLY

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

Choose one recognizable composition from each subject to render in pen and ink on white hot-pressed illustration board. The compositions should measure 10 inches by 10 inches.

