

PROJECT TWO

due: february 23rd, 2005



SCHEDULE:

WED 02.02

intro project two
hand out
brainstorm ideas

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.

MON 02.07

bring ideas, pictures, photos
inspiration and the questionnaire
adobe photoshop lessons

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.

MON 02.14

work day
group critiques

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.

WED 02.16

group & individual critique
work day

PROCESS

1. Select your metaphors wisely. Try to pick a CLEAR metaphor. This is the hard part.
2. Create the template for the cube, which will measure 6 inches in width, height and depth. I would suggest creating a "dummy" in paper in a scale always in proportion to the original.
3. Work the 12 compositions (6 internal and 6 external) to scale 6"x6" or larger.
4. When you have the compositions to scale, decide which composition 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. Depending on your template place the compositions accordingly.
5. 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.
6. The craft is very important and presentation should be impeccable. THIS IS IMPORTANT.

MON 02.21

work day at the lab, class room
home or where ever.

WED 02.23

project due > presentations

Dates are subject to change.

EVALUATION

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