

Week 8

Where have we been? Pause and Reflect.

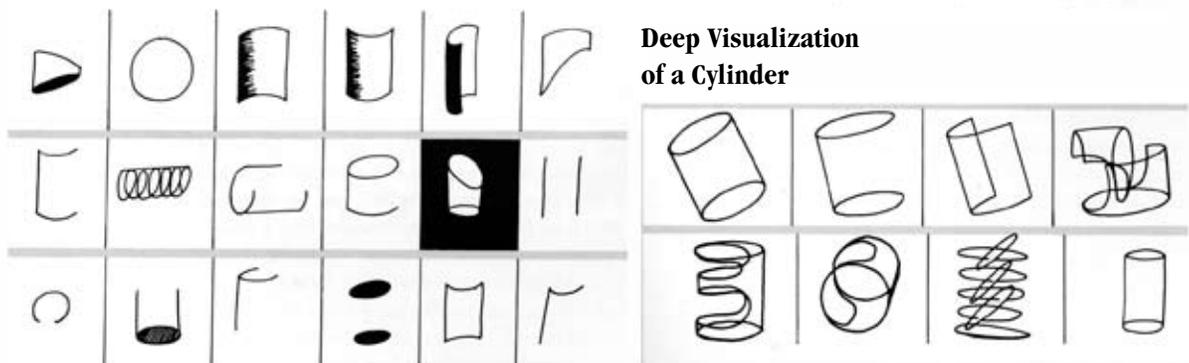
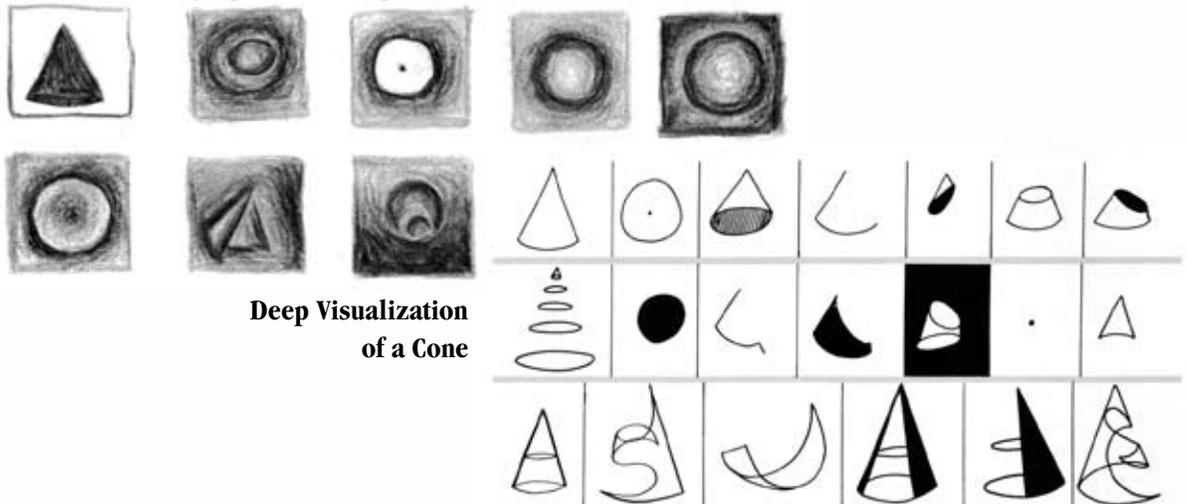
1. We have looked at reality with the intention to practice various methods of drawing and discussed our experience.
2. We have practiced and discussed various methods of communicating visual ideas with purpose.
3. We have discussed and practiced the use of most of the Elements of Design.
4. We have discussed and practiced the use of most of the Principles of Design .
5. We have explored and tested Balance, Symmetry and Asymmetry.
6. We have explored and learned the value of Thumbnails and their use in exploring visual ideas.
7. We have explored the relationship of Figure and Ground as they relate to Space and Distribution.

Critique / Discussion: *Homework Project 19 - Space and Distribution Exercises*

Lecture / Discussion: *Visualization - Viewing, Drawing, Exploring and Dissecting as a Means to Achieve a Deep Visual Understanding and Meaningful Abstraction of a Subject - Symbols and Icons.*

In order to leave the all too common point of view and enter the realm of the unique point of view, we must work through the obvious and discover new possibilities. To truly learn what people, places and things in our world really and totally look like we must examine EVERY CONCEIVABLE POINT OF VIEW. In the case of a cube, cylinder, cone or other simple shapes; we can examine and draw them from many points of view, arriving at ever deeper visual understanding of their "structure," "appearance," or "look."

Altering our Point of View (POV) means changing our angle, distance, lens focal length, filter, lighting, and/or drawing technique; it means dissecting our subject, de constructing it, re imagining it, explore every aspect of it. Only then can we truly understand and thereby express the visual possibilities.

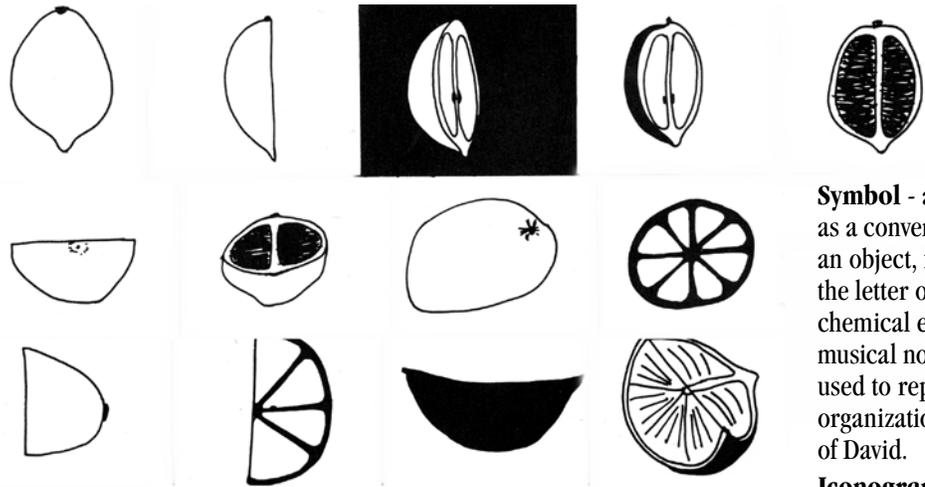


Studio Project 21a — *Deep Visual Exploration of a Subject*

Choose an object, organic or man-made, and draw thumbnails to illustrate as many points of view as you can actually see. Use different media to achieve different effects.

Using the same object, draw thumbnails to illustrate as many points of view as you can imagine of the structure - mentally dissect the subject. Again, use different media to achieve different effects.

Visual
Design
for
Interactive
Multimedia



Deep Visualization
of a Lemon

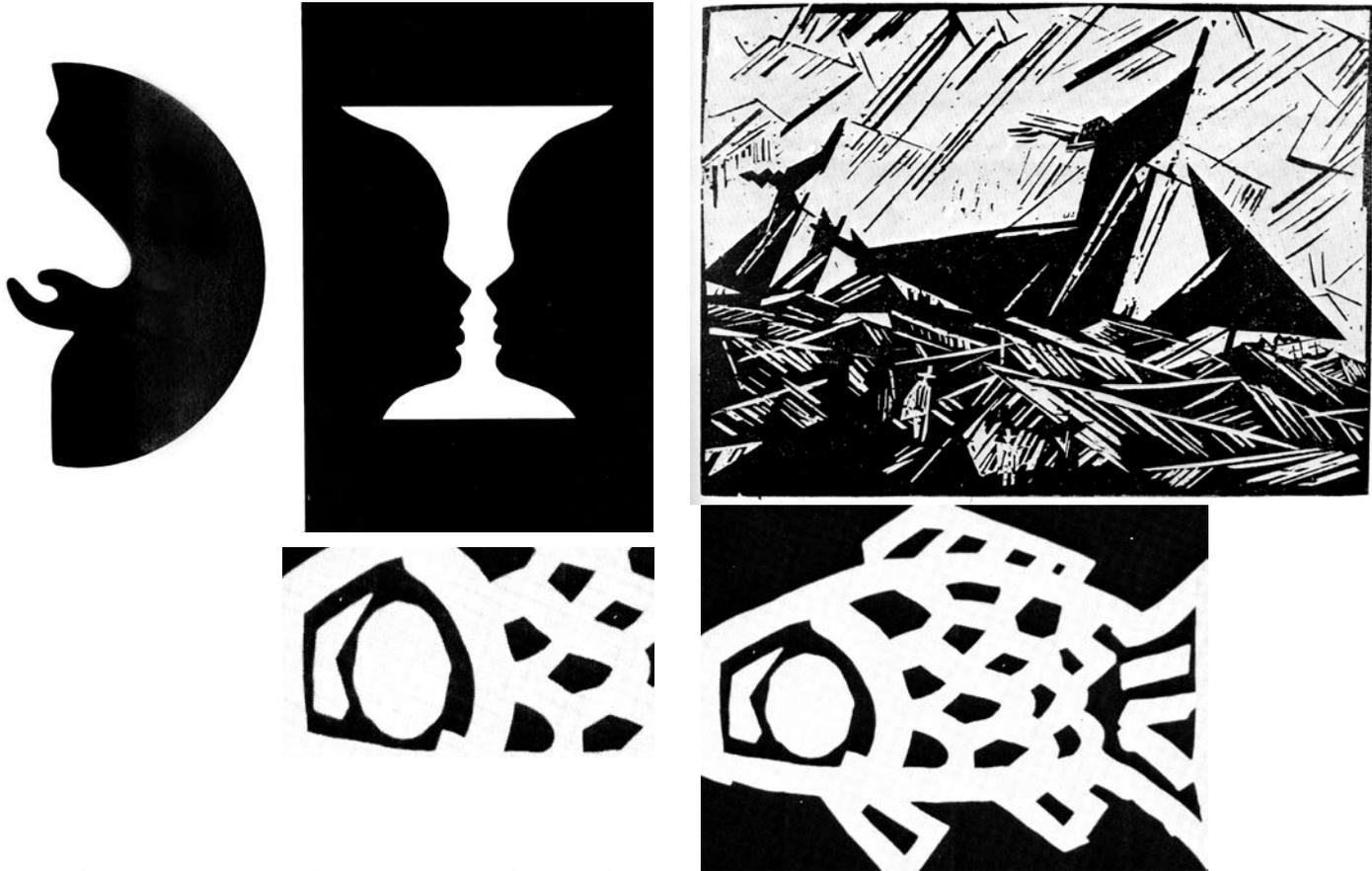
Symbol - a mark or character used as a conventional representation of an object, function, or process, e.g., the letter or letters standing for a chemical element or a character in musical notation. • a shape or sign used to represent something such as an organization, e.g., a red cross or a Star of David.

Iconography - the use or study of images or symbols in visual arts. • the illustration of a subject by drawings or figures.

Studio Project 21b — Iconography - Meaningful Abstraction — Symbolize

Viewing the work the work you just did in 21a - you see a large variety of possibilities which could serve as a symbol for the object (subject), or a corporation which produces or sells it. From this visual research, develop a symbol which has: visual beauty, asymmetry, visual interest, and could serve as a simple graphic in promotion and packaging of your subject.

Lecture / Discussion — A Bit more on Space /Distribution and Figure / Ground — and the Confusing of Figure and Ground



Homework Project 22 — Confusing Figure and Ground

In a 10" square, create a composition, using the reference material which you created in project 21 above, wherein the arrangement of black and white makes it impossible to determine what is figure and what is ground. Work out your ideas in thumbnails. Use the design element **Shape**. Do not use the design elements **Line, Value (other than black and white), Form, Space, Texture, Color (other than black and white)**. You can, and should of course, consider and implement the design principles of **Balance (asymmetrical only please), Unity, Contrast, Movement, Rhythm** — **Hint** — **DO NOT implement the principles of Emphasis**. At this point we expect that the finished composition will demonstrate: 1) Fine asymmetrical balance. 2) Improved painting technique (indicating practice). 2a) Craftsmanship. 2a) Lack of real or implied texture.

Due: Week 9

Visual
Design
for
Interactive
Multimedia

