

Week 10

Discussion / Critique - *Past Due and Deconstruction of the Cube & Confusing Figure and Ground*

Discussion / Critique - *Pattern to Imply Value Shift*

Discussion / Critique - *Value Ruler (Scale)*

Visual
Design
for
Interactive
Multimedia

Studio / Homework Project 25 - 5 Variations on a Theme

A) Choose an “activity” theme which you have actually experienced, enjoy, know about and have a feel for, (examples: eating, travel, fishing, making music, dancing, drawing, photography, cycling, skiing, baking, etc.)

B) Choose 3 or 4 objects used in that activity (Examples: “Eating” = fork, flame, mouth. “Cycling” = road, wheel, foot, compass)

C) Create symbols of the objects you’ve chosen by working out a significant number of thumbnails of possible points of view of each object (as we did with the simple object deep visualization project — this time you’re referring to a mental image of the object). Stretch your creativity to form an interesting, dynamic and well designed symbol of each of the 3 objects. Reach beyond the obvious. Check your solutions with instructor before moving on to D and E.

Due in Class today

D) Choose the most interesting point of view of each symbol from your thumbnail investigations.

E) On newsprint or drawing paper, using pencil, compose within circles, thumbnail possibilities which combine your chosen symbols into an interesting design composition. Again, stretch your creativity. Reach beyond the obvious. Check your solutions with instructor before moving on to F.

Due in Class today

F) Create 5 circles, each the same size, between 5” and 7” in diameter, on Carolina Board (or better). Draw each circle using a pencil (lead), and a compass or container lids, etc..

1) Circle Number 1. When satisfied with your rough idea from (E) - work up a finished line drawing in black marker, pen & ink or rapidograph. Emphasize the use of line variation to enhance form and design.

2) Circle Number 2. Using tracing paper, transfer the drawing from circle 1 to circle number 2 in light pencil. Then using black line, put pattern (implied texture) into the drawing. You will put **pattern into all the areas** created by the line, but **will not outline** the areas.

3) Circle Number 3. Using tracing paper, transfer the drawing from circle 1 to circle number 3 in light pencil. Using paint, add various **gray values to all the areas** created by the line drawing (you can use black or white in a limited amount), but **will not outline** the areas.

4) Circle Number 4. Using tracing paper, transfer the drawing from circle 1 to circle number 4 in light pencil. **Using “Real” texture, paste various textural substances onto all areas of the drawing.** Choose different textured papers, fabrics, foils, sand papers, or what ever your creativity can imagine. Color **must remain consistent** - the **entire design of this circle will** either appear **all black** or **all white**. This means you can use all black or all white real textures; or you can use any colored texture but must then paint the finished circle all white or all black.

5) Circle Number 5. **Leave empty** (we will complete the 5th circle later using colors).

Due: Week 11 - Circle 1, 2, 3 and 4 (We will complete Circle 5 at a later time)

Final Project - Create Your Own Design Concept (anything, any subject matter you wish)- Review and Begin

Remember: This, your final project, will carry more weight, in terms of a grade, than any other individual project. Therefore, you want each of the 5 parts to demonstrate: Thoughtful intention and purpose; consideration of content and context; good research work in terms of visual reference materials whether from life, photographs, art etc.; use of thumbnails to resolve visual problems early; neatness; cleanliness; and your best efforts regarding all that we have discussed and critiqued, as well as what you have practiced and learned. Take your time, and present a crisp, professional, and finished work of art which you will share with pride.

Consider this final project the FINAL EXAM, the TERM PAPER.

This project should demonstrate all you have learned regarding the intentional use of Design Elements:

Line - quality and variation to achieve shape definition and suggestion of form and light

Value - white to black and through all grays (or tints and shades of colors) to achieve form definition, contrast, and sense of light

Shape - geometric, organic, curved, angular, positive, negative, light, heavy, smooth, textured, static, dynamic

Form - volume, depending on light, perspective

Space - surrounding form, positive, negative, flat, deep, shallow, congested, into, around, behind, through, subjective, objective

Texture - real (look and feel), surface, implied (appearance), depends on light

Color - coming soon

and should also demonstrate all you have learned about the intentional use of Design Principles:

Balance - symmetry, asymmetry, approximate symmetry, radial symmetry, composition, arrangement, weight

Unity - harmony, variation, dominance, subordination, proximity, continuation, repetition

Contrast - differences - light/dark, big/small, rough/smooth, warm/cool, many/few,

Pattern - organic, man-made, random, motifs and repeats, grids, moiré, rhythmical

Emphasis - simplicity, placement, subordination, isolation, unexpected, size, proportion, unity,

Movement - real or implied, direction, vertical horizontal, diagonal, radial, curved, straight, chaos,

Rhythm - monotonous, smooth, flowing, staccato, angular, regular (becoming pattern?), irregular (unexpected)

and should also demonstrate your knowledge of how these elements and principles interact to form intentional, purposeful and effective designs with respect to figure/ground relationships, illusions of depth, etc.

The Final Project has 6 Parts - Due according to the schedule below.

While you have total freedom to explore any theme, and or subject matter for your final project design, the **minimum size for Final Project parts 1 through 4 = 11" x 14" image area, on Carolina board or better quality.**

Part 1 - Preliminary thumbnails, sketches, and statements of intention, purpose, content and context of various possibilities you're considering.

You can create these thumbnails in your sketch book, Carolina board, newsprint or whatever you like. Create these sketches in pencil. They can be rough. Create a lot of variations. I recommend that you choose themes and subject matter which you have some knowledge of, experience with, and visual access to. I want to see the evolution of how you eventually arrived at your final concept. At this stage of the project, remember and apply the elements and principals of design which will enhance your concepts.

Due in Class today. Must discuss ideas with instructor before moving on to Part 2 - final drawing.

Part 2 - Final drawing. Minimum size = 11" x 14" image area on good quality paper or board.

This should be done on a good substrate, minimally Carolina board (back), in pencil and shaded. At this state of the project, remember and use the drawing techniques we talked about and practiced. Please consider this as finished art, a portfolio quality drawing demonstrating your highest skill with pencil, using line and shading (this could mean graphite tone, cross hatch tone, stipple tone, etc.), suitable for framing.

Due Week 12 (or 11 if short semester) - Finished Drawing with graphite on fine substrate (carolina board or better)

Part 3 - "Pen and ink" (or marker of various widths) drawing based on Part 2. Minimum size 11" x 14" image area.

You will transfer drawing #2 to a new substrate, and then render this new version in "pen and ink". Emphasize line quality. Simplify and stylize the drawing you did in #2. Remember and use the line, high contrast contour, cross hatch, stipple and pattern techniques we discussed and practiced. You do not have to use all of these techniques. However, your choice of technique should be considered with regard to your content, context and intentions.

Due Week 13 (or 12 if short semester) - Finished Pen & Ink (or marker) on fine substrate (carolina board or better)

MUST HAVE COLORED PAINTS by Next Class - Week 11: Paints - Acrylic (2 oz. tubes) Cadmium Yellow Medium, Cadmium Red Medium, Dioxazine Purple, Ultramarine Blue, Green - either Winsor & Newton "Galleria" brand Permanent Dark, or Liquitex Green Deep Permanent.

All past due work required by week 15 (or 14 if short semester). No exceptions. No incomplete. No excuses. Thanks.

Part 4 - Render your design using ONLY the Primary and Secondary Colors. Minimum size 11" x 14" image area.

You will transfer drawing #2 to a new substrate (as you did in #3) and use the mid-range, "straight" value as seen on a color wheel. **DO NOT USE BLACK OUTLINE IN THIS COLOR VERSION.** I want to see one color butting up against the other without black outline between color areas. You may wish to consider using illustration board, canvas board, or other higher quality substrate. I encourage you to use "color thumbnails" to work out your color composition ideas, before committing them to the final version.

Due Week 14 (or 13 if short semester) - Finished Painting on fine substrate (carolina board or better)

Part 5 - Creative Expansion. Minimum size 11" x 14" image area.

You will transfer drawing #2 to a new substrate (as you did in #3). Exactly the same thing as #4, but now render the drawing in full color. You can use any palette (range of colors) you choose, as appropriate to the concept, your intentions and purposes regarding depth, color balance, lighting and other effects. Once again, however, **DO NOT USE BLACK OUTLINE IN THIS COLOR VERSION.** Remember and use all the skills, elements, principals and techniques we've discussed and practiced. Again, I encourage you to use color thumbnails to work out your color palette and compositional ideas before committing them to the final version.

Due Week 15 (or 14 if short semester) - NO EXCEPTIONS - This is the last day of class. FINAL.

Part 6 - Oral Exam.

At this point you should have a working knowledge of the basic language of design. You will use this language of design principles and elements to critique a fellow student's Final Project. Your ability to critically discuss the merits and failures of your own and others professional, visual communication may be the most important aspect of all the hard work you've put into this course.

Due Week 15 (or 14 if short semester) - NO EXCEPTIONS - This is the last day of class. FINAL.