

[P1] Dots & Dashes-phase two

due at 6pm on Wednesday 1.30

Challenge completed *during studio*:

Spread out all thumbnails. Your table team will spend 15 minutes analyzing your thumbnails & noting your habits/patterns of problem solving.

Take detailed notes on the habits your team discussed in your VJ.

Listen while your for is being critiqued by going through the topics below. You will participate in the analysis of your rest of your team.

Investigate Thumbnail Habits:

1. Craft {cutting/measurements & sharpie/pen work}
2. Project guidelines {review handout}
3. Line {observe variety, unity, clarity of visual communication}
4. Balance {observe variety, unity, clarity of visual communication}
5. Value {observe variety, unity, clarity of visual communication}
6. Shape/Form {organic, geometric, variety}
7. Focal Point & Emphasis {placement, composition}
8. Space {within the page, negative/positive & proximity, overlapping, cropping}
9. Time {evidence of commitment & how long it took for the team to assess visual communication}
- 10 Proportion/Scale/Size {variety, unity, how can adjustments help design}
11. Consider which solutions are the most successful in emphasizing each design concept {line, balance & value}
12. Following design guidelines for assignment {review phase one handout}
- 13 Creativity & Uniqueness in solutions {what is unique, what would you like to see more of}
14. Style {non-representational, elegant, busy, etc. how does style impact project goals}
15. Overall strengths & weaknesses {be kind & be specific}

You will discover you have formal and conceptual habits as well as work/process habits that should be paid attention to & pushed/stretched throughout the semester. Watch for them. You are to record in your VJ the team's analysis of your work & apparent artistic habits.

Rethink+Revise:

Your goal is to have unique, clearly communicated designs that are very well crafted. Based on your table teams feedback, you may need to revise your solutions and/or create completely new solutions.

This will take time. You will need to edit out your weak solutions.

Render+Expand:

After rethinking your work, render with black sharpies the top THREE strongest solutions that each emphasize LINE, BALANCE, VALUE.

Your goal is to have NINE clearly communicated designs.

You must use between 3 to 9 shapes in each design solution.

Limited to use only: rectangles, squares, circles & ovals

Grade Evaluation:
Design Concept
Craft Critique/ Presentation
Artistic Process

1. Habit Investigation
 2. Rethink & Revise
 3. Render & Expand
NINE TOTAL:
 [3] line [3] balance [3] value
 5"x5" white bristol mounted inside 7"x7" black paper; label name on back

[p1]

Materials:

Visual Journal & Bristol pad

variety of Black Sharpies &/ or black liquid pens {no ballpoint pens}

metal ruler

pencil to measure/then erase

scissors/X-acto knife/paper cutter

You might find it helpful to use a circle/square template, or simply trace shapes you desire in your designs

clear drying glue

black construction/black card stock paper will be provided, however you may need to purchase additional sheets.

[p1]

Key terms:

DO play with placement, scale & distance between shapes; explore/pay attention to the composition, relative to the square format. DO think about variety, unity & pattern.

DO explore cropping shapes off the edge of compositions.

DO explore overlapping & tension within the composition.

DO NOT use less than three shapes per composition OR more than nine shapes

Keep in mind that CRAFTSMANSHIP MATTERS ALWAYS & in ALL ways.

CUT out nine 5"x 5" squares of white bristol paper or card stock.

RENDER + EXPAND. You will refine solutions & replicate while scaling up your NINE chosen most successful thumbnail solutions onto 5" x 5" squares, **by using the same project guidelines from phase one and by creating cohesive meaning(s) between the nine pieces.**

Remember the goal: Clearly communicate MEANING and either LINE, PROPORTION/SCALE or VALUE with each well crafted design solution.

Cut out nine 7" x 7" squares of black card stock or black construction paper or black poster board.

MOUNT each design evenly & in the center of black square surface, this will create an even black border around your design.

LABEL with your name, design concept & your table team number on the BACK of each of your NINE squares, using blue painters tape. Craft matters here too!

You must use between 3 to 9 shapes in each design solution while being limited to any combination of:

rectangles, squares, circles, ovals

You can NOT use any other shapes in your designs.

DO consider craftsmanship...always, in ALL ways.

DO play with placement, scale & distance between shapes; explore/pay attention to the composition, relative to the square format.

DO think about variety, unity & pattern.

DO explore cropping shapes off the edge of compositions.

DO explore overlapping & tension within the composition.

DO NOT use less than three shapes per composition.

DO NOT use more than nine shapes per composition.

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