Image Use In Graphic Design I Project One

Dichotomies
Almost from the beginning of photography, artists and designers have used the medium to combine subjects, explore figure/ground relationships and to affect how the viewer interprets the visual elements in the work. Photoshop further facilitates the manipulation of the image and audience reception. The juxtaposition of subjects can range in complexity—from simple alignment, cropping and repetition, using grids or intuition—to complex manipulations that seamlessly integrate the image elements into a comprehensive illusion. Similarly, minimal changes such as cropping, scale, color, etc. can affect the composition and it's meaning just as much as aggressive doctoring and manipulation.

Process
1. Create a series of photographic compositions (collages/montages) that explore the concept of dichotomy
   -The dictionary defines a dichotomy as "a division into two especially mutually exclusive or contradictory groups or entities; something with seemingly contradictory qualities
   -We can also think of them as opposites or contrasts, like hot/cold or peace/war
   -In visual rhetoric, there are concepts that deal with opposites that are useful to consider
       irony (eye´-run-ee) is a deliberate contrast, presenting the opposite of what would be expected
       antithesis (an-tith´-uh-sis) is the sharp contrast between two opposing ideas or thoughts to intensify their difference.
   -Combine visual elements to create four compositions. Each composition will explore a unique dichotomy, such as winter/summer; love/hate; inside/outside; lazy/energetic

2. Create two photographic compositions using basic tools
   -Your shapes must be geometric (no freeform shapes)
   -you may use cropping, repetition. Consider grids, alignment and other organizational structures
   -Use images as grayscale, duotones and full color. You may adjust contrast and color balance -no other filters or manipulation will be allowed.

3. Create two photographic compositions without any technical restrictions
   -There are no restrictions in method, organization, color, etc.
   -There are no restrictions on the use of filters and effects
   -Take care to apply effects that support the composition and do not distract

4. Research/Project Development
   -Research. Analyze the design problem, research subject and audience, outline methodology
   -Brainstorm. Make lists of contrasting concepts, explore visual analogies, create spider diagrams
   -Sketching. Create thumbnail sketches of potential solutions to the problem
   -Gather visual information to complete project but avoid plagiarism
   -Explore digital imaging techniques. Consult Linda.com, YouTube, conduct Google searches, etc. for tutorials and instructions
   -Create comprehensives, proofing, editing, variations towards final

Final Presentation
Use Photoshop to complete assignment.

    -Final presentation will be of four photographic compositions. Pay close attention to restrictions outlined above.

    -Each composition will be 7x7" and feature a unique "dichotomy"

    -Mount each composition on a separate board with 1" border on the top and sides and 1.5" along the bottom. Cover with a stiff paper cover flap.

    -Label the back of each board with your name; class; dichotomy

    -There are no restriction on source material but images must be photographic in nature. Also, this project is intended for print, so resolution must be at least 300ppi

> Edwin Jager
> Art 336
> Assignment One: Hot/Cold

Schedule

Jan 29   Syllabus. Introduction of Project One.
                Homework: Brainstorm. Draw 50 Thumbnail Sketches. Shoot photographs, research source imagery. Create contact sheets

Jan 31   **Due Today:** Sketches, notes, contact sheets.
                Individual and Group Critiques. Work Day.

Feb 5   Work Day.

Feb 7   Work Day.
                Homework: Complete full-scale, color comps of four dichotomies.

Feb 12   **Due Today:** Four color comprehensives. Group Critique.
                Work Day.

Feb 14   Work Day.
                Homework: Prepare final compositions for submission

Feb 19   **Due Today:** Four compositions due. Submit Workbooks, with clear evidence of source material, process, for grading.