

Image Use in Graphic Design II Project Two

Visual Explanations

“People only understand something relative to something they already understand.” In this quotation, Richard Saul Wurman points towards the potential that imagery has in clarifying and enhancing information. Especially in contemporary society, well-crafted visual analogies for typographic information serve to convey information that may be difficult to comprehend. Quality illustrations also make the content more enjoyable for the reader and help to cut through the information clutter.

Process

1. Create visual explanations of data/statistics/facts
 - Choose ten “facts” from the provided website. Choose only facts that are numerical or rely on comparison, proportion, etc.
 - Use illustration to clarify difficult to understand concepts and/or make them more engaging for the viewer.
 - Explore means of communicating comparison, contrast, scale, proportion, etc.
 - Your composition will have the title, “10 Amazing Facts You Didn’t Know You Needed to Know!”. It will also contain the text of the facts.
 - Incorporate the text into the overall design of your posters, however the emphasis will be on the illustrations

2. Apply visual rhetoric to communicate the facts in a persuasive way
 - Irony* is a deliberate contrast, presenting the opposite of what would be expected
 - antithesis* is the sharp contrast between two opposing ideas or thoughts to intensify their difference.
 - Simile* a comparison or parallel between two unlike things
 - Metaphor* a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them (as in drowning in money)
 - Personification* the attribution of a personal nature or human characteristics to something nonhuman, or the representation of an abstract quality in human form (cupid signifies love)
 - Anthropomorphism* is the attribution of human traits, emotions, or intentions to non-human entities. (white rabbit in Alice in Wonderland)
 - Metonymy* the substitution of the name of an attribute or adjunct for that of the thing meant (the pen is mightier than the sword)
 - Synecdoche* is the use of a part to represent the whole or vice versa (America in place of USA; wheels in reference to a car)
 - Hyperbole* exaggerated statements or claims not meant to be taken literally (I had a ton of homework)
 - Allegory* a story, poem, or picture that can be interpreted to reveal a hidden meaning, typically a moral or political one

3. Explore illustration styles, media and practices
 - Take many pictures of interesting things. Shoot multiple angles, change lighting,
 - Explore image making. Try out different styles, materials, approaches.
 - Experiment with painting, collage, etc.
 - Consider unusual images/objects you can incorporate into your illustration
 - Do something you haven’t done before!

4. Research/Project Development

- Research. Analyze the design problem, research “facts” and seek out additional information. Look for illustration exemplars (don’t limit yourself to looking only at “infographics”)
- 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. Take care that image research doesn’t lead to plagiarism
- Create comprehensives, proofing, editing, variations towards final

Final Presentation

- Final presentation will be of a unified illustration that spans two posters (diptych)
- Composition must include the title, “10 Amazing Facts You Didn’t Know You Needed to Know”
- Diptych will visually present at least ten facts from the web page: “155 Interesting and Weird Fun Facts that you should know!” (link on course homepage)
- Each poster will measure 10x16"
- Flush-mount posters on black foamcore. Properly label the back of each poster.

Schedule

- Feb 19 Project Introduction.
Homework: Research. Brainstorm. Create Thumbnail Sketches. Explore illustration styles, seek out exemplars.
- Feb 21 **Due Today:** Sketches, notes, exemplars
Individual Critiques. Work Day.
- Feb 26 Work Day.
- Feb 28 Work Day.
Homework: Complete full-scale, digital color comps of two posters, trimmed, and ready for critique at the start of class.
- Mar 5 **Due Today:** Color Comprehensives. Group Critique.
Work Day.
- Mar 7 Work Day.
Homework: Prepare final compositions for submission
- Mar 12 **Due Today:** Two posters. Submit Workbooks, with clear evidence of source material, process, for grading.

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Assignment Two/Right