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Art 251

PROJECT 2

WORD ASSIGNMENTS

GUIDLINE:

Your current two assignments combine graphic design's raw elements: type and image. And though the physical appearances of your two assignments are nearly identical, that's all they actually have in common. Once you look beyond proportions and elements, you'll see that they are both completely different.

PART 1

Illustrated Word, is simple: the word is acting out its meaning—"mud" looks muddy, "smoke" looks smoky, etc. But your biggest challenges are in a) choosing a word that has the capability of being visually depicted, and b) employing the appropriate techniques necessary to graphically communicate your word (choosing a word that is unique is a big plus—in the several years I've given this assignment, I've seen little that is exceptional).

PART 2

Character Substitution, combines the meaning of a word with the meaning of an image to create (get ready...) a new meaning. This is accomplished by replacing a letter

in a word with an image that is visually suitable to replace that letter (or is it even relevant that the image be structured like the letter?). This assignment's greatest challenges are in a) finding and developing a concept that is capable of being conveyed with two elements and then b) selecting a word and an image that contain mutually exclusive meanings to create a new one.

With regards to concept and execution, the assignments are broken down like this:

- 1) Illustrated Word
Conceptual challenges: low to medium
Execution challenges: medium to high
- 2) Character Substitution
Conceptual challenges: high
Execution challenges: low

Nearly all subjects present opportunities for creative solutions.

project 2

