



image

PROJECT TWO

the constructed image

PROBLEM

Develop a construction, to be photographed as a single image, that describes *a non-fictional person who died before 1984*—not a graphic designer. The image will be used as a promotional exhibition banner on the facade of a “hall of fame” museum. Use visual elements that describe *that person* as an individual, demonstrate your imaging capability, and illustrate your knowledge of semiotics.

A successful solution will consider, embrace, and exhibit:

- creative image-making appropriate to the objectives (above)
- manipulation of composition, cropping, color, and lighting to affect image meaning and perception
- the project specifications (below)
- impeccable physical *and* technological craft

PROJECT 2 SCHEDULE

1: M JAN 31 2: W FEB 2

critique: conclude project 1

introduce project 2

determine subject; complete basic bio/research

read “type image message” pp 132–135, 150–153 (on T4 library reserve shelf)

1, 2: F FEB 4

progress review of research, begin conceptualizing

work in studio.

1: M FEB 7 2: W FEB 9

work in studio

1, 2: F FEB 11

critique: present tiled color print

1: M FEB 14 2: W FEB 16

progress review: present/discuss revisions

1, 2: F FEB 18

reveal: conclude project 2

introduce project 3

SPECIFICATIONS

format: single sheet, printed one side, vertical or horizontal orientation, and accurately trimmed to size

size: must be a minimum of 24 × 36 inches

typeface: any appropriate for your person, *or* hand. type must be added physically into the space. no digital type added later.

required text: the person’s name (first/last/or both names) as the exhibit title; a phrase or quote attributed to the person (aka: an index)

images: indexes or symbols only; the photograph may be color-corrected after capturing; use a minimum of 3 elements in your composition in addition to the required text.

output: plotter. check with output center for turnaround times, usually 24–48 hours. plan accordingly.

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image

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