

EX·PRESS (v.)

1. To manifest or communicate, as by a gesture; show.
2. To make known the feelings or opinions of (oneself), as by statement or art.
3. To convey or suggest a representation of; depict: *The painting expresses the rage of war victims.*
4. To represent by a sign or a symbol; symbolize: *express a fraction as a decimal.*



PROJECT THREE

# expressing an idea

The American Heritage® Dictionary of the English Language,  
Fourth Edition.  
Houghton Mifflin Company, 2004.

## PROBLEM

develop a series of seven photographic images to communicate either the seven (deadly) sins or the seven (holy) virtues.\* compile your images in a series of simple web pages following the specifications below. focus on creating images that clearly express the supplied definition of sin/virtue—not your commentary.

## CONSIDER AND EXHIBIT

- seven images that are appropriate to the objective
- one image per sin (or virtue)
- the specifications (below)
- exceptional (and restrained) typographic form
- impeccable technological craft
- a series of conceptually and formally related images

## SPECIFICATIONS

the form: HTML /CSS pages, one photo per page. images

can be 800 × 600 px (4:3 aspect ratio) or 600 ×400 px (3:2

aspect ratio), position, margins, bg color, etc is up to you.

content: use one image (color or b&w) to communicate each of the 7 sins or 7 virtues

typeface: garamond, franklin gothic, hand (for image-based typesetting). standard web/system fonts for text navigation.

required text: title (either seven sins or seven virtues); the introductory/descriptive text (supplied in this document); colophon; simple navigation elements

output: quality digital

sequence: image order defined by the text

- screen 1 title
- screen 2 introductory text
- screen 3 introductory text (if needed)
- screen 4 virtue/sin 1
- screen 5 virtue/sin 2
- screen 6 virtue/sin 3
- screen 7 virtue/sin 4
- screen 8 virtue/sin 5
- screen 9 virtue/sin 6
- screen 10 virtue/sin 7
- screen 11 colophon including your name/date, typefaces used, camera used.

## PROJECT 3 SCHEDULE

I, 2: F FEB 18

- critique: conclude project 2
- introduce project 3

I: M FEB 21 2: W FEB 23

- progress review: determine sin/virtue; complete initial concept exploration; work in studio

I, 2: F FEB 25

- progress review: further concept refinement

I: M FEB 28 2: W MAR 2

- dreamweaver HTML / CSS demo. work in studio

I, 2: F MAR 4

- critique: present color images on screen

I: M MAR 7 2: W MAR 9

- progress review: present/discuss revisions; work in studio

I, 2: F MAR 11

- reveal: conclude project 3
- introduce project 4

\*[http://en.wikipedia.org/wiki/Seven\\_deadly\\_sins#Catholic\\_virtues](http://en.wikipedia.org/wiki/Seven_deadly_sins#Catholic_virtues)  
[http://en.wikipedia.org/wiki/Seven\\_virtues](http://en.wikipedia.org/wiki/Seven_virtues)

col·o·phon (*n.*)

1. a publisher's or printer's distinctive emblem, used as an identifying device on its books and other works.
2. an inscription at the end of a book or manuscript, used esp. in the 15th and 16th centuries, giving the title or subject of the work, its author, the name of the printer or publisher, and the date and place of publication.



image

*Dictionary.com Unabridged* (v 1.1)  
Based on the Random House Unabridged Dictionary, © Random House, Inc. 2006.

The **seven deadly sins**, also known as the capital vices or cardinal sins, are a classification of vices that were originally used in early Christian teachings to educate and instruct followers concerning (immoral) fallen man's tendency to sin. The Roman Catholic Church divided sin into two principal categories: "venial", which are relatively minor, and could be forgiven through any sacrament of the Church, and the more severe "capital" or mortal sin. Mortal sins destroyed the life of grace, and created the threat of eternal damnation unless either absolved through the sacrament of confession, or forgiven through perfect contrition on the part of the penitent. Beginning in the early 14th century, the popularity of the seven deadly sins as a theme among European artists of the time eventually helped to ingrain them in many areas of Christian culture and Christian consciousness in general throughout the world.

Listed in the same order used by both Pope Gregory the Great in the 6th century ad, and later by Dante Alighieri in his epic poem *The Divine Comedy*, the seven deadly sins are as follows: Luxuria (lust), Gula (gluttony), Avaritia (greed), Acedia (sloth), Ira (wrath), Invidia (envy), and Superbia (pride).

The **seven virtues** were derived from the *Psychomachia* ('Contest of the Soul'), an epic poem written by Aurelius Clemens Prudentius (c. 410 ce) entailing the battle of good virtues and evil vices. The intense popularity of this work in the Middle Ages helped to spread the concept of Holy Virtue throughout Europe. Practicing these virtues is alleged to protect one against temptation from the Seven Deadly Sins, with each one having its counterpart. Due to this they are sometimes referred to as the contrary virtues. There are two distinct variations of the virtues, recognized by different groups.

Ranked in ascending order of sanctity, the seven holy virtues are:

chastity: Embracing of moral wholesomeness and achieving purity of body and thought through education and betterment.

temperance: Practicing self-control, abstinence, and moderation.

charity: Generosity. Willingness to give. A nobility of thought or actions.

diligence: A zealous and careful nature in one's actions and work. Decisive work ethic. Budgeting one's time; monitoring one's own activities to guard against laziness.

patience: Forbearance and endurance through moderation. Resolving conflicts peacefully, as opposed to resorting to violence. The ability to forgive; to show mercy to sinners.

kindness: Charity, compassion, friendship, and sympathy without prejudice and for its own sake.

humility: Modest behavior, selflessness, and the giving of respect. Giving credit where credit is due; not unfairly glorifying one's self.

*there's more information @*

[http://en.wikipedia.org/wiki/Seven\\_deadly\\_sins#Catholic\\_virtues](http://en.wikipedia.org/wiki/Seven_deadly_sins#Catholic_virtues)

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