



image

PROJECT FIVE

expressing a condition

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

con-di-tion (*n.*)

1. A mode or state of being
2. A state of health.
3. A state of readiness or physical fitness.
4. A disease or physical ailment: *a heart condition.*

REMAINING SCHEDULE

I: M APRIL 11 2: W APRIL 13
introduce project 5 and team assignments

I, 2: F APRIL 15
view film and concept generation in groups

I: M APRIL 18 2: W APRIL 20
progress review: full range of concepts, determine directions

I, 2: F APRIL 22
final concept (rough pencil sketch) due for group crit
work in studio: concept refinement

I: M APRIL 25 2: W APRIL 27
work in studio

I, 2: F APRIL 29
group crit: work in progress

I: M MAY 2 2: W MAY 4
work in studio: class evaluations

I, 2: F MAY 6
reveal project 5

MAY 9–13
end of semester reviews
cd of project work due at your review.

PROBLEM

Design a series of objects to support the documentary film *Six Degrees: Could Change the World* and the companion book *Six Degrees: Our Future on a Hotter Planet*. The project deliverables include DVD packaging/disk/DVD menu, promotional poster for the DVD, and the dust jacket for a companion hardcover book.

this is a team project. Each team will form a creative strategy, design a visually consistent system, and present the work in photographic (projected) presentation. Each team is responsible for creating the DVD package, and choosing at least one of the other two items – the poster or dust jacket. Emphasis should be placed (like our previous project) on developing imagery that supports, enriches, and aids in the understanding of the content. All deliverables should be consistent with the National Geographic (aka: NG) graphic identity.

Consider how the concepts may best be represented (icon, symbol, metaphor, index, or analogy); how the actual content may be shown in a two-dimensional graphic representation.

CONSIDER AND EXHIBIT

- images that creatively satisfy predetermined communication needs
- conceptually and formally related still and moving images
- composited/montaged images that manipulate/create new meaning
- images used thoughtfully in relation to text & other design elements
- impeccable physical *and* technological craft
- a visual system that complements the NG style
- the specifications (below)

SPECIFICATIONS

images: consistent with NG quality standards; may be your own or from other sources including scans from books, magazines, online, and other

DVD package/disk/menu: use the example to determine size and the required content; the disk most contain program title and the NG logo; the menu must have at least one moving image

film promotional poster: standard film poster size of 27" × 41"; must include one of the paragraphs from dvd cover in addition to the supplied logos, and copyright information

dust jacket: vertical format 7" × 10"; include title, author, and descriptive text for flaps; spine should be a minimum of ½" wide

typeface: garamond (stempel) or chaparral

presentation images: portfolio quality images of your series to be projected and reviewed in class