Imagery in Design

Project 1a: Musical postage stamp design using Visual Interpretation

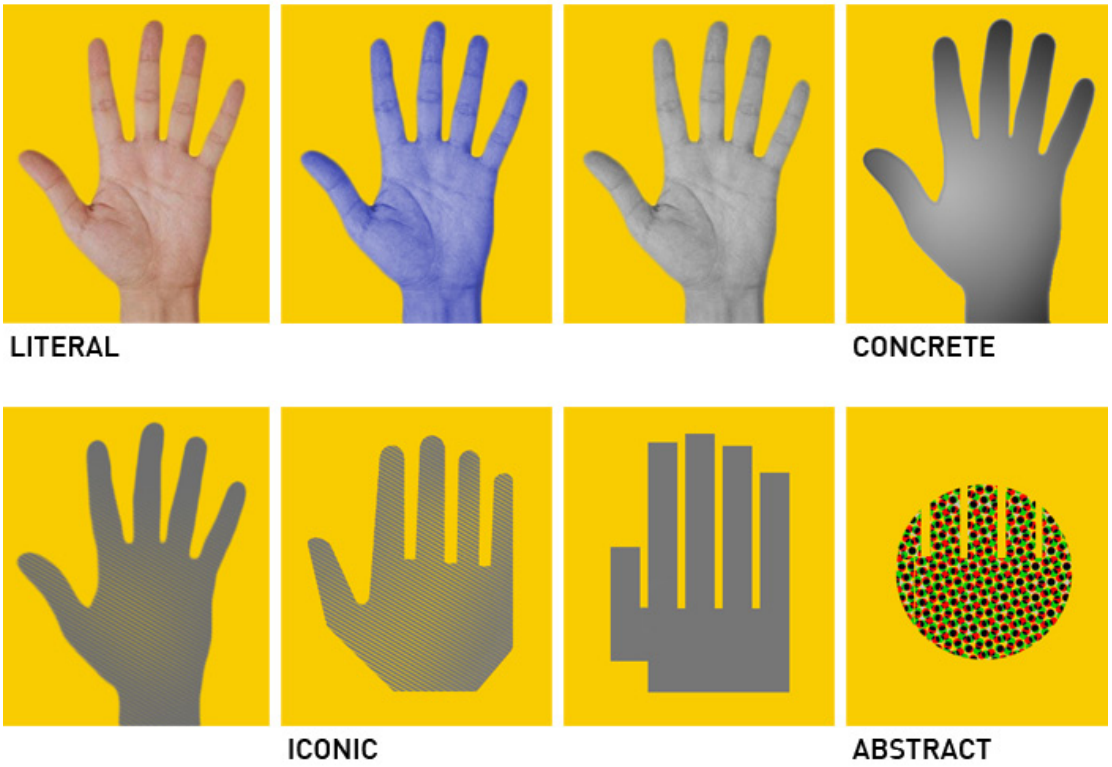
Assignment

- You are to design a series of three postage stamp design using a visual interpretation.
- You will visualize a genre of your music. ex) Jazz, Rock, Punk, Classical, Techno, Disco, Blues…etc
- **Choose three objects** from your music genre and visually interpret them **4 very different ways**. "Literal, Concrete, Iconic, Abstract" (see diagram below)
- Consider all techniques and approaches in solving this problem. There are no limitations on the use of color or media.
- As you work, carefully consider the language of graphic design and the various graphic design principles, including cropping, touching, overlapping, and intersecting of forms, positive and negative relationships, composition, texture, scale, space, and color.

Objectives

- To better understand the process of abstraction through selective simplification.
- To develop ability to perceive and execute a graphic interpretation or symbol of an object.
- To develop ability to generate or select appropriate, effective and aesthetically sound imagery

From the literal to the abstract.
Literal - actual object
Concrete - actual shape but different texture
Iconic - simplified shape of the object
Abstract - removing most of the actual shape and texture



Project 1: Musical postage stamp design using Visual Interpretation

Process *Stage 1 - Visual Translation*

1. Begin by choosing your music genre and three subjects from it.
2. Research and use brainstorming techniques – mind maps, word lists, use a matrix, etc – to help generate as many ideas as possible.

2. Choose your subject on the basis of shape, line, figure/ground relationships, etc, as well as interest and possibilities of content.

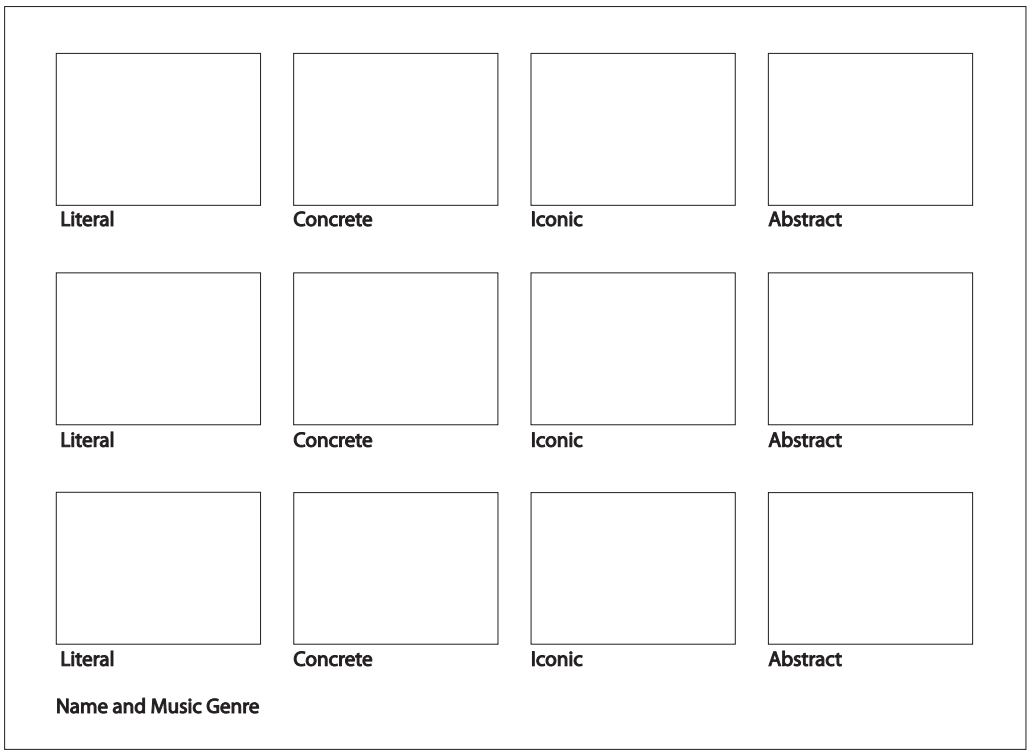
3. Create a "Literal, Concrete, Iconic, Abstract" representation of your objects (one object per row).

- Investigate visually through numerous sketches from most interesting points of view. You must explore several different points of view while working on your sketches.
- Simplify and reduce—in other words—abstract to a symbolic interpretation maintaining elements of recognizability and aesthetic considerations.
- Sketches should follow a logical development from thumbnails through roughs to final finished sketches to final black translation (no gray scale).
- Use Adobe Illustrator for your final translation.

Due Next Tuesday

Project 1a Format

- Black&White Print. DO NOT mount these.
- Overall dimensions = 17" w X 11" h, Each picture frame size = 3" w X 2.25" h
- Add your name/ class & section number / music genre
- Under each frame add the labels (see below)



Imagery in Design

Project 1b: Musical postage stamp design using Visual Interpretation

Assignment

- You will explore different media to generate imagery for a genre of your music.
- You can use P1a as your starting point for this process or come up with completely new point of view.
- Consider all techniques and approaches in solving this problem. There are no limitations on the use of color or media.
- As you work, carefully consider the language of graphic design and the various graphic design principles, including cropping, touching, overlapping, and intersecting of forms, positive and negative relationships, composition, texture, scale, space, and color.
- This problem encourages experimentation and risk taking. At the same time, this problem teaches endurance and resourcefulness. As a graphic design practitioner you will have clients who will expect you to re-invent them time and time again. Assignments such as this one will help to prepare you for what lies ahead.

Process

Visual Interpretation

1. Research about your music to help generate as many ideas as possible for visual directions. For example, concert poster, album cover, magazines, websites, etc. Also look for inspiration from other designers, illustrators and fine artists.
2. In the preliminary stages of this project, experiment with different media. You may want to try marker, paint, ink, torn paper, pencil / colored pencil, crayons, etc. Experiment using different illustration techniques.
3. From your many explorations select your best 4 explorations for each 3 subjects (total 12 explorations) scan, manipulate and place them on layout to print hand in (same specs as P1a). You will submit your digital files at the end of quarter. Don't disregard any of your exploration, you may use them later.

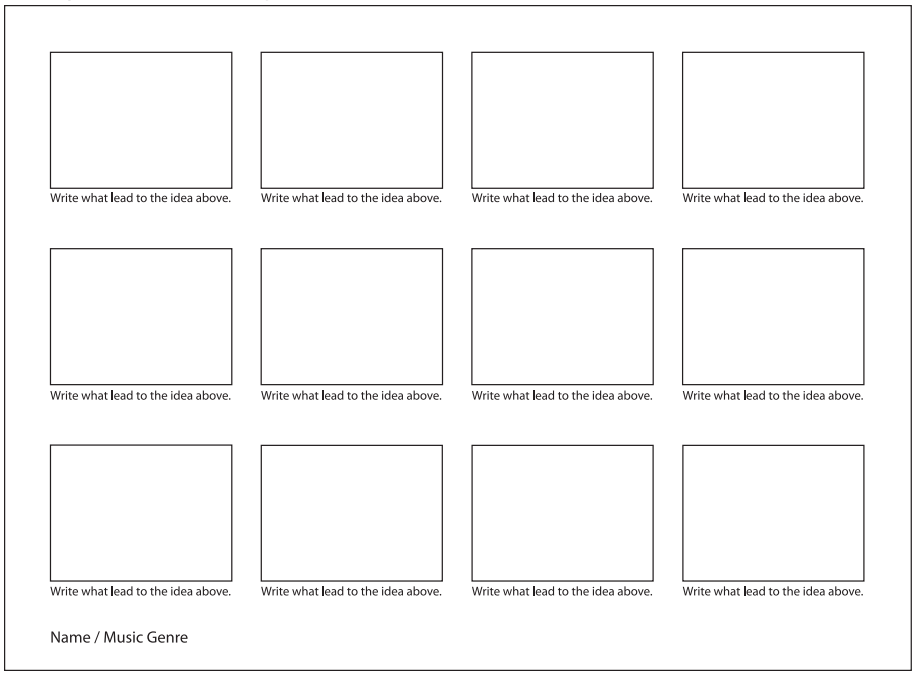
* Remember: this is a hand-on in design problem – be prepared every studio and lab session with all supplies to work.

Due

Next Week Studio Class (Bring all of your sketches, process, P1a print out, P1b print out for discussion)

Project 1b Format

- Color Print. DO NOT mount these.
- Overall dimensions = 17w X 11h, Each picture frame size = 3w X 2.25h
- Under each frame add the labels (short description "what lead/use to the idea")
- Add your name /music genre



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- You will visualize a genre of your music. ex) Jazz, Rock, Punk, Classical, Techno, Disco, Blues…etc
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- As you work, carefully consider the language of graphic design and the various graphic design principles, including cropping, touching, overlapping, and intersecting of forms, positive and negative relationships, composition, texture, scale, space, and color.
- Make sure your design works on both big (4"x 6" or 6"x4") and smaller scale (1.3"x2" or 2"x1.3").

Process

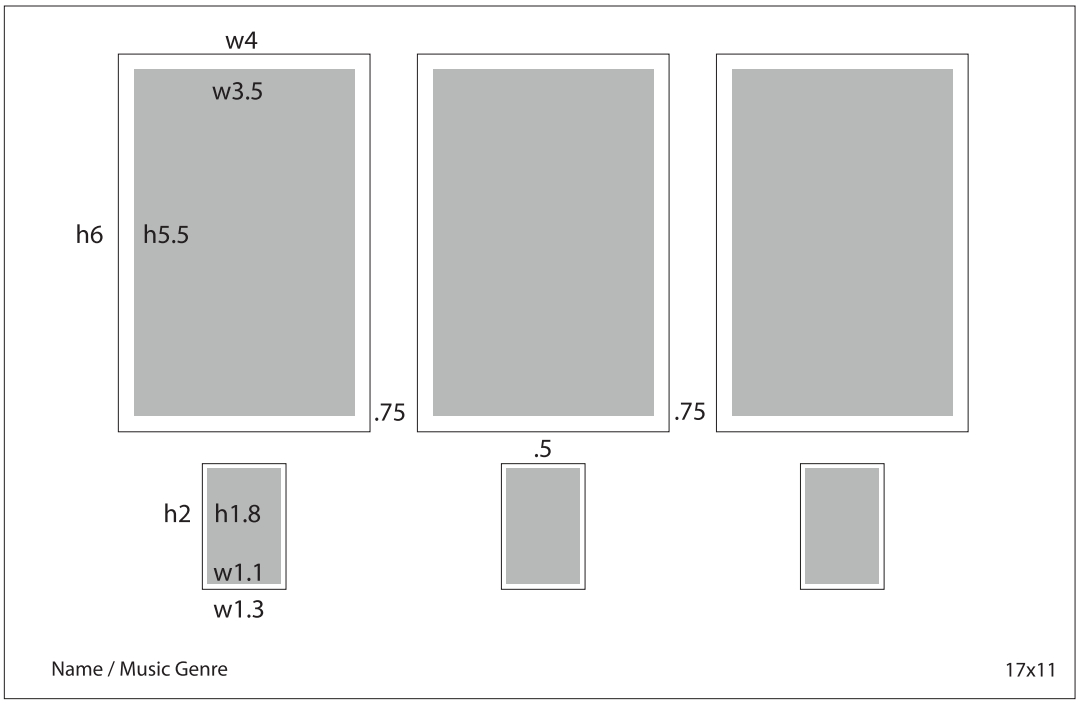
Working on Stamp Design

1. Keep looking for your inspiration. Research on stamp format such as how they identify the price, year or place. It is open for your design solution.
2. You can select your best visual direction from your P1a and P1b exploration or come up with new direction based on your progress. Design process can be always changing for the better so you should keep your options and mind open.
3. Save your digital file as "Project1.jpg" and upload to mycourse "Project 1 Final-stamp" dropbox.

*Keep saving and organizing your working files(ai, psd, indd) for submission at the end of quarter.

Due

Week 4 Studio
Final Project 1- Stamp / Critique
Submit the **process notebook**.
Upload the **"project 1.jpg" file to mycourses** folder "Project 1 Final-Stamp" before the class.

Project 1 Final Format

- Color Print. DO NOT mount these. **Print on heavy stock paper.**
- Paper dimension = 17"w X 11"h or 11"w X 17"h
- Each stamp frame size = 4"w X 6'h or 6"w X4"h (big Scale)
  1.3"w X 2"h or 2"w X1.3"h (small Scale)
- Hairline stroke for stamp frame = 0.2pt
- All three stamp should have the same orientation. DO NOT mix orientation.
- Add your name /music genre