
content follows form

name:

submitted:

checkpoint grade:

final grade:

description

Often the form of a design responds directly to the content of the design. For this poster, we are going to generate form first and then decide what the content could be based on that form. The form will be generated in two different ways. The first will be through abstract photography and the second will be through collage. Both of these will be done through exercises and are explained on the back of this paper.

Once the collages and photographs are created, you will choose a selection of them and come up with content ideas based on their formal and visual aspects. Photographs can be combined together but each collage should initially remain its own base form. When content is decided, start to use the collages and photographs as elements of the poster. The collages and photographs are just a beginning point and can be edited and remade to better fit the design if necessary.

requirements

- 18"x24" portrait format
- your name on poster
- fall 2021 on the poster
- up to two typefaces used
- big type
- medium type
- small type
- uses photos or collages

checkpoints (25 POINTS EACH)

- 09/30/21_#1 - ten photos from e4 and five collages from e5 brought to class. photos and collages added to miro.
- 10/07/21_#2 - four digital sketches (two collage, two photographic) done at the correct proportion, printed in color on letter sized paper, and trimmed to size. drafts added to miro.
- 10/14/21_#3 - one refined draft, tiled in black and white at full size, a color version printed on letter sized paper, both trimmed to size. draft added to miro.
- 10/21/21_#4 - one final draft, printed or tiled in color at half size and trimmed to size. draft added to miro.

final submission (100 POINTS TOTAL)

- turned in on time (10/28/21)
- printed and trimmed with care to correct size
- pdf added to miro
- all requirements met

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submitted:
exercise grade:

e4: new views

Formally speaking, abstract photography is a method of expressing ideas and emotions without the intention of creating a traditional or realistic image. By avoiding and going beyond the usual representations of an object, scene, or any particular element, it reveals details that are normally ignored and triggers the viewer's imagination.

Take at least 50 abstract photographs of the world around you, focusing on things like simplicity, composition, angle of view, lighting, harmony, and mystery. Photograph an array of subjects indoor and out but do not get stuck on a single subject. Remember that these will be used for a portrait poster so don't take every image in a landscape format.

Print the ten images you find most compelling and bring them to class. They can be individual prints or combined (but large enough to see) onto one or two sheets but they do not need to be photographic prints. A laser print is fine.

requirements

- 50 photographs
- 10 images added to miro
- 10 printed for class

due

- 10/21/21
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submitted:
exercise grade:

e5: cut, tear, tape, paste

This exercise is focused on collage as a medium and a process. In its most basic form, collage is cut and torn paper—typically sourced from magazines, advertising, packaging, novels or old textbooks—glued onto a flat substrate.

You will create 10 collages working quickly and intuitively. Vary the way you are working and try different ideas with each collage. If you find yourself getting stuck trying to put too much meaning into one collage, work abstractly in the next one. If you find yourself focusing too much on the images and words you are using, flip the piece over once you cut it out and see what is on the back.

Each collage should be on its own sheet of paper and be 6"x9" when cropped down. The final collages will need to be scanned for documentation.

requirements

- 10 6"x9" collages
- scans added to miro

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