Visual Studies II: Arch 1291
Assignment Number: 4
Computer Program(s): Adobe Illustrator, InDesign

Student Learning Objectives:

To practice the creation of complex curvilinear forms in 2D.
To practice techniques for tracing and analyzing raster images in vector drawing software
To continue discussions of hierarchy, color, and form.
To practice diagramming and analysis.
To practice proper layer management.

Assessment:
To evaluate the student's achievement of the learning objectives, the professor will do the following:
1. Evaluate the student's understanding of creating drawn objects in Illustrator
2. Evaluate the students ability to use Illustrator as a tool for the analysis of a drawing
3. Evaluate the digital layout produced in InDesign

Project Description:
You will take an image and evaluate it for composition, color, hierarchy and contrast. Using Illustrator, you will formulate diagramming strategies to create 3 analysis drawings. The first diagram should analyze the natural motion of the eye as it is lead around an image by the internal geometries and hierarchies. The second diagram will use a grid to analyze the color passages in the image, where they are located, what they are, and how they are being used to set up hierarchy and organize space. The last diagram will be a new interpretation that you create: a simplified version that uses the basic strategies of the image to create something new. You can change the colors, the hierarchies, and the geometries, but you must show that you are utilizing the same strategies (eye flow, color combination strategies, ie split complimentary, etc.) to create your image. Lay out each image in an 8.5x11 layout in InDesign with a title block.

Process
1. Review the manual pages listed in the process below to re-familiarize yourself with the commands before beginning the assignment. **Read the complete assignment before beginning!**
2. Create a new Illustrator file using the "Print" preset. Make sure your paper size is set to letter (8.5x11), and under Advanced, make sure that your document is set for RGB.
3. Please use the correct NAMING convention for your file, i.e. Valdez_S12_First-Last (P04.0) each following page (P04.1), etc.
4. Copy and paste your chosen image into Illustrator and resize it to fit within the area of your document. This may be an image that your professor has provided or one that you've located online. If you've located your image online, be sure that you've chosen an image that is at least 1600x1200. Smaller images may need to be scaled up which will cause pixilation when printing at 100%. Place the background image on a layer called "Background," position it, and lock the layer. If you need to rotate your page (landscape) to better accommodate your image, do so now.
5. Now write a short description of the natural motion of your eye as you look at the image. Notice how objects or color harmonies move your eye. Notice how quickly you are directed around the image, how forcefully elements in the image push or pull your eye. Notice where your eye comes to rest (this point is sometimes referred to as the fulcrum or punctum of the image). Include all this in your description. Now, use the drawing tools in Illustrator to create a diagram that explains what you have written. You can either use the image as an underlay and use drawing tools on top of it, or simply use the drawing tools by themselves. Try to show flow, major and minor directionalities, and speed. Be as descriptive as possible using the drawing tools. Think about line weights, line types, color, arrows, and shapes. Hold on to your description for use in your final layout. **Remember to place drawing objects on separate layers when appropriate, and name layers consistently.**
6. Now perform the same analysis process to analyze the color of the image. Write a short description and discuss primary colors, secondary colors, how the colors create passages (sections of the images that "hang together"),

blocks of uniform color, color harmonies, color discordances, small areas that contain a large number of colors, note how the colors create complexity in certain parts of the image and simplicity in others, etc. Place a 10x10 grid over your image and use it to create an analysis of the image's colors. Fill in the grid with colors sampled from the original image. You can subdivide sections of the grid to create more specificity for your analysis, if you need to. Additionally, use drawing tools, if they will help you to create a more descriptive diagram. Hold on to your description for use in your final layout. **Remember to place drawing objects on separate layers when appropriate, and name layers consistently.**

7. Finally, it is time for you to create your own image from the diagrams that you have made. Think about the strategies that you mapped out in your diagrams. Write a short description of the strategies you are going to employ in your image making. Then, using the drawing tools, create a new image that follows the same strategies as the image you analyzed in steps 5 and 6. Again, hold on to your description for use in your final layout. **Remember to place drawing objects on separate layers when appropriate, and name layers consistently.**

8. Create a new InDesign file, 8.5x11, no facing pages with a total of 4 pages. Create a titleblock on your master page, and lay out the original image, your diagrams, and original interpretation in the file. Make small text boxes for each diagram and your original image and place the descriptions you wrote inside them. Save, then *File>Package* the document.

Submittal
Please submit to the project folder, within the first fifteen minutes of next week's class, the following:

P04.0: Illustrator file showing eye motion through the original image
P04.1: Illustrator file showing color analysis
P04.2: Illustrator file with your reinterpretation of the strategies from your original image
P04.2: InDesign Package Folder with your layout