COMD1100 Graphic Principles 1 | Desirée Alvarez | dalvarez@citytech.cuny.edu | 917-359-5877

**Imaginary Being: Project exploring texture and value**

Look at Johanna Goodman’s collages from the “Imaginary Beings” series and create your own imaginary being. It might be a cyborg, an animal, a robot, etc. *johannagoodman.com*

Materials: collage materials may include your own homemade from ink printing or marker drawing (you can also photocopy them), printed images of texture from the internet, magazine, or newspaper; gouache paint; ink. You may combine media.

Final project will be on full size Bristol 9 x 12 inches.

**Texture** is the suggestion of surface quality and often involves the use of micro marks. Examples include fur, hair, brick, wood grain, grass, and waves.

**Value** is the use of light and dark to guide us through the design. It often creates volume and the illusion of depth and dimension.

Steps:

1.

* Assemble your collage materials.
* Practice mixing values of light and dark with gouache paint by adding tiny amounts of black to the white paint (tint=adding white; shade=adding black)
* Create a hue gradation of greys from white to black. You can also do this with color.

2.

* Create 10 thumbnail sketches for you Imaginary Being. Consider character, subject, text (collage material), background and texture.
* Also consider how your Being will be perceived against the background in terms of lights and darks. Remember what you learned from doing the portrait collage project in class.
* I will look at your thumbnails for this project before you finalize and move on to Bristol for final project.

3.

* Lightly sketch your design in pencil on Bristol and begin to fill in areas with collaged material.
* You can choose to paint some areas directly with ink texture or gouache, but everything in the design should have a texture and value that is designed to be part of the composition.
* You can also have some color but this design should primarily be about value and grey scale, so if you’re using color it should be used as spot color or have a value gradient (lights and darks of a color).

4.

* Post to your ePortfolio on Open Lab
* Write a 150 word reflection using the design language in your study sheet (List of Design Elements) and post this too.

**Grading Rubric**

Concept & originality: 25%

Demonstration of texture, value & design principles: 50%

Presentation: 25%