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

**Gordon Parks Project: exploring texture, value, social justice**

**Homework: Thumbnails sketches & texture studies due**

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 hairy, fuzzy, crosshatched, 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.

**Project Design**:

The Comunication Design Department is organizing an upcoming celebration of the life and work of Gordon Parks, photographer, photojournalist and filmmaker, with an online exhibition of work relating to him. Our next project will focus on him with the goal to create work to submit to the exhibition’s curator for possible inclusion in the show.

For this project you will have a visual dialogue/conversation with a single photograph or series of photographs in order to create a design using value and texture that relates to his work. You might choose to address themes related to Gordon Parks’ work, such as poverty, racism, and discrimination, or focus on one of his films (Shaft, The Learning Tree, etc.)

**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. 2.
* Create 10 thumbnail sketches for your design. Consider character, subject, text (collage material), background and texture.
* Also consider how your design will be perceived against the background in terms of lights and darks.
* 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.
* Most of the elements in your design should have a texture and value that is designed to be part of the composition.
* You can also have some accents of color if essential to your concept, but this design should primarily be about value and grey scale, so if you’re using color it should be used as spot color minimally or have a value gradient. For example, use only one color with lights and darks of the same color.

4.

* Post to Open Lab in Projects 2 with tag [Gordon Parks Project](https://openlab.citytech.cuny.edu/comd1100-fall2020/category/student-work/project-posts/project-2-posts/)
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* Write a 150 word reflection discussing how your design relates to Gordon Parks using the Vocabulary language on Open Lab and post this too.

**Grading Rubric**

Concept & originality: 30%

Design: demonstration of texture, value & design elements: 50%

Presentation: 20%

Total: 100%

**This design will be a significant part of your midterm grade for the course.**

**Note: A separate assignment will contain information for submitting your work to the Grace Gallery Exhibition Committee (it’s also in the Gordon Parks info link I gave you).**