

# Graphic Design Principles 1

Spring 2019 | COMD 1100 | Room 1122

Professor: María Paula Rennis

## Project 3

### Selfiemotion

#### OBJECTIVE

To create a black & white collage composition combining a selfie with black and white magazine images.

To achieve a unified achromatic gray composition with defined visual hierarchy and an area of emphasis, based on photographic portraits.

The composition needs to express a chosen mood, emotion or feeling.

**Materials:** Phone or camera, black and white faces (portraits, images from magazines and newspapers), sketch pad or single pages 9x12", Bristol Board 14x17", double sided tape, black graphite pencils both soft and hard, scissors, exacto knife, metal ruler/t-square, glue, paper cement, studio tack or twin tack, Photoshop. Free Dropbox account or USB flash drive to save your images.

**Concepts:** Value, gray scale, achromatic, emphasis, contrast, shadow, highlight, narrow value, broad value, high key, low key, scale, visual hierarchy, movement, compositional flow.

**Technical Skills:** Thumbnail sketching, digital imaging, drafting with ruler/t-square, working neatly with inking pens. thumbnail sketching, painting techniques, exacto knife and collage, digital tools: rectangle marquee, move, transform, modifier keys.

#### Design Process:

1. Photograph & Choose a Mood
2. Define mood area
3. Create Collage
4. Create 2 Gray Scales
5. Critique & Deliver

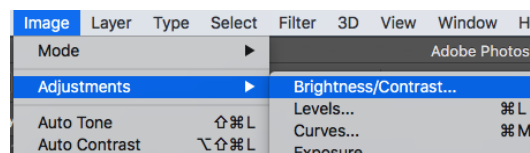


Sample of "Selfie"

#### 1. Photograph & Choose a Mood

##### Photograph

- Take a Selfie in class using a white backdrop as background. Keep a black and white selfie and a color one.
- Use the black and white photo, open it in Photoshop, change the Brightness and Contrast to achieve different tones. Save the different images and print:



- Make at least 4 **letter size black and white print outs** of your selfie.
- Make at least 4 **tabloid size black and white print outs** of your selfie.

##### Choose

- Choose **one mood, emotion or feeling** from the list below that you will achieve in your collage later:

- Happiness
- Anger
- Surprise
- Fear

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#### 2. Define mood area

Define the area of emphasis on your photo to reflect the mood chosen and direct the viewer to that **FOCAL POINT**.

Create a collage composition using a sense of **MOVEMENT**, use of **CONTRAST** and changes in **VALUE** to achieve the desired outcome.

The use of internet images and emojis is **FORBIDDEN**

#### 3. Create Collage

- Determine a focal point where needed to emphasize the mood. The area or element to emphasize the mood chosen through contrast (Value) and movement.
- Using the printouts of the selfies taken in class and the black and white magazine images, cut apart elements and arrange them to achieve the mood in a 9x12in size Bristol Board.
- Use Visual Hierarchy and Movement to clearly direct the viewer's eye to the focal point.
- Use Value steps to support hierarchy and movement from one element to another.
- Examine the composition making sure that it conveys the mood chosen.
- Save all extra paper pieces to use them later in the gray scale collage.
- **DO NOT GLUE THEM DOWN YET!** Use double sided tape and have Paula review your work before continuing.
- Take a picture for your reference and posting later.

• Compose a description, with specific references to the collage, indicating how the value, the movement and the emphasized areas set define the mood of the composition. Report how the forms in the composition create highlight and shadow relationships, gradation of value from light to dark. How does this contribute to the expressive quality (Happiness, Surprise, Anger, Fear) of the composition?

• **OpenLab. Under Categories (on right hand side), choose "Project 3 - Selfiemotion", "Step 3 - Collage". Post photos of your sketches, mood chosen and description.** Comment on at least one student (Did the student achieve the focal point? The mood? The movement? Which one is very clear? Which one needs more work?)



Sample of Paper Collage - Mood chosen: Dreamer  
Size around 9x12 on Bristol Board

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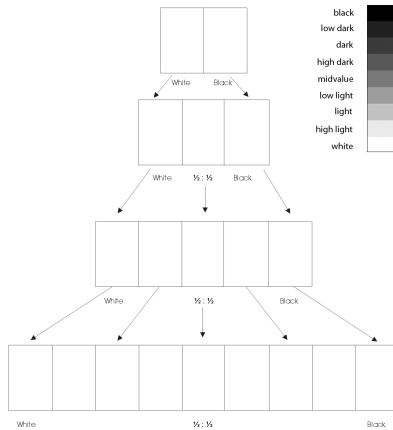
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### 4. Create 2 Gray Scales



Sample of Handout provided to create the pencil Gray Scale

#### 1. Pencil Gray Scale:

- Complete the Achromatic Value Scale given to you using pencils.
- On the handout provided, create 4 scales starting with 2 steps and ending with 9 steps ranging from black to white in even, progressive increments. Label (in good handwriting) your 9-step Value scale with black, low dark, high dark, mid-value, low light, high light, white.



Sample of Paper Collage Gray Scale

#### 2. Paper Collage Gray Scale:

- Now duplicate the Gray Scale using the extra paper from your selfie collage to achieve only a 9 step value like the one you created with pencils.
- If you don't have enough grays from the left over paper images, print selfies and cut the pieces you need to complete the scale.
- The end result -a paper collage gray scale- will be used to place next to your final selfie collage.



Sample of Selfie Collage on Bristol Board 9x12"



Sample of Paper Collage Gray Scale

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#### 5. Critique & Deliver

- Using a Bristol Board 14×17", glue your selfie collage and gray scale paper collage one next to the other, visually centering both elements.
- Protect your work with tracing paper.
- **On the back of your work write your name, the mood chosen and date.**
- Bring all parts of this project to class. Take a photo of the work displayed in the classroom.
- Be prepared to present, discuss and analyze your finished work in terms of concept, craft, what you learned, and the design process.
- State the following: your name, what you are presenting (title and design problem), which parts are successful and why, which parts are unsuccessful and why.
- Your peers and the professor will provide feedback.
- You will have an opportunity to revise your work based on the feedback and improve your grade.

#### Documentation and Feedback

- **OpenLab. Under Categories (on right hand side), choose "Project 3 - Selfiemotion", "Step 5-Deliver".**
  - **Post photos of your finished work and mood chosen.**
  - Comment on at least one student (Did the student achieve the focal point? The mood? The movement?)
  - Which one is very clear? Which one needs more work?)
- In the post, document your thoughts about this project. Think about what you learned, what you could have done better (Planning, material use, craft), and how you will apply what you learned to your next project. Consider and respond to the comments made in class during the critique.

Sample of Finished Work - Bristol Board 14×17"

