



ANALYSIS: \_\_\_\_\_

In the professional world of Graphic Design, challenging problems often call for unique imagery. The problem of graphic design 101 encourages playing, risk taking and experimentation. At the same time, the problem teaches endurance and resourcefulness—the requirement of trying to find so many preliminary ideas can be exhausting. This is the critical point in the assignment when attention tends to wander and impatience begins to set in. By simply completing this demanding assignment, the designer begins to believe in his or her own possibilities.

NOTE:

Selecting a successful solution from a large number of choices is in itself a very important aspect of the design process, and consequently appears in many of the assignments throughout this program. Editing—especially self editing—is a critical skill that requires an inner sense or understanding of what attracts one's own attention (the most obvious barometer for assessing impact on viewer's attention) while keeping in mind the precise intent of the problem. Good editing skills reinforce good problem-solving skills, and vis versa.

OBJECTIVE: \_\_\_\_\_

- Create 100 **different** images of one subject
- Utilize problem solving skills
- Use a wide variety design elements
- Use a wide variety of mediums

DETAILS: \_\_\_\_\_

Choose one of the following subjects and visually interpret it one hundred different ways: rotary dial phone, frog, a clock, sneaker, manhole cover, sun, dragonfly, sunflower, lemon. As you work, carefully consider the language of graphic design and the various graphic design principles and elements. Such as; cropping, touching, overlapping, and intersecting forms, negative and positive relationship, composition, texture, line, scale, formal reference, illusory space, and colour.

Select what you consider your best solutions and execute at full size (2.475). Consider all techniques and approaches in solving this problem. There are no limitations on the use of colour or media.



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### SPECIFICATIONS:

- final document size—28 by 28 inches
  - make each image 2.475 inches square
  - place images on a 1/4 grid ten across and ten down
  - margins on all sides are .5 inches
  - all computer based images created must be printed on a coated stock.
- You should have lots of variety in how you render each image, some must be hand rendered, computer rendered (20 maximum only may be done on the computer), B/W, use a wide variety of styles, mediums and textures to achieve the objective of 100 different ways to render the chosen subject.

### SUBMISSION REQUIREMENTS:

All hand-rendered images and computer printouts must be trimmed to the 2.475 (inch) size and glued to black bainbridge board flush mounted. You will then attach each 2.475 square to a black foam core board with double sided tape, according to the grid template provided. Cover with a tissue overlay. Attach a trimmed completed label on the lower right hand corner on the back of the board.

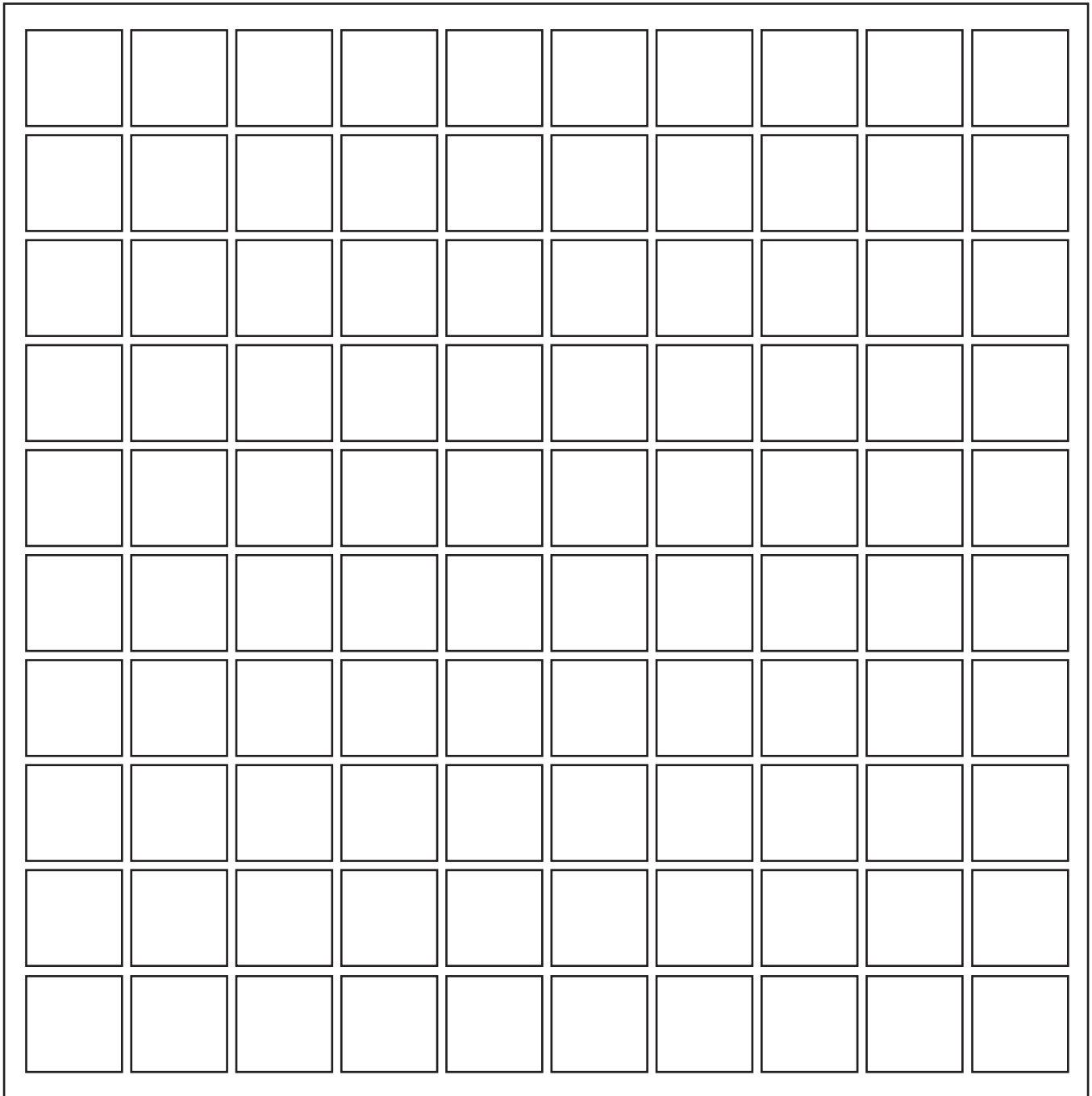
Put all prep-work and research in a plastic envelope, put a trimmed, completed label on the lower right hand corner on the flap side of the envelope.

Do not TAPE the envelope to the back of the board.



Each box should be 2.475 square inches, place on a grid with 1/4 inch between each box  
Margins are Top .5, Bottom .5, Rt side .5, Lt side .5 inches

Poster is 28 inches high



Poster is 28 inches wide



## PROJECT SCHEDULE:

### **Week 1:**

Introduction of Project #3

Date: March 15th

### **Week 2:**

Present the first 33 images to be evaluated in class

Date: March 22nd - worth 10% each of final grade

### **Week 3:**

Present the second 33 images to be evaluated in class

Date: March 29th - worth 10% of final grade

### **Week 4:**

Present the last 34 images to be evaluated in class

Date: April 5th - worth 10% of final grade

### **Week 5:**

Project will be due by the **end of hour 1 of class**, we will then have a Final exam review of all material covered. Make sure you stay for the review so you will know what to expect for the final exam it is worth 15% of your final course grade.

Date: April 12th

### **Grading breakdown:**

- Prep-work is worth 30% of final mark
  - Level of exploration 20% of final mark
  - Layout & Grid worth 10% of final mark
  - Creativity worth 30% of final mark
  - Presentation worth 10% of final mark
- Make sure you meet all due dates and deadlines for the project, complete all steps as fully specified to get all marks.