

PHIL WINFIELD

GRAPHIC DESIGN I

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PROJECT 3: PART 1

OUTLINE

Often the most refreshing and creative ideas come from chance occurrences. You have no knowledge of the end result, or product that you are designing for, no preconceived and clichés ideas about themes. It is common for designers, to begin a project knowing nothing (or having very little information from a client) about the product and/or service. Designers must make the most of available time and limited details in order to proceed with a direction (no matter how strange the direction may seem) before the next client meeting...the success of this project will result from extensive research and experimentation. Have faith and go with your own design intuition, something wonderfully creative will result.

REQUIREMENTS

1. Start with a *thing* (a random object from your own collection – choose an object that could fit in your hand). Look at it carefully, close up, from a distance, in its environment, explore every possible viewpoint.
From your observations, visualize that thing in as many ways as possible (at least 20 variations) using different media and techniques. i.e: photographs, cut paper, ink drawing, printmaking, sculpture or other 2-d/3-d solutions, marker pen, watercolor etc. Even your thing may become the medium itself.
2. Present all work professionally on illustration board or card stock for group discussion (see handout).

CONSIDERATIONS

1. Exploration of media. What technique creates a unique illustration style?
2. This is not only an object observation exercise, it is experimental visual communication.
3. Be creative and conceptual in your exploration.
4. No computers at this stage please.

This exercise should take between 3 and 5hrs. You must come to class with your presentation boards, there will be no time to change your mind or object after this date.

You will lock in and proceed with a direction after the presentation. 15" x 20" dimensions please.

DEADLINE

10.31.11 Mon: Discussion and presentation of boards. Part 2 hand out.

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PROJECT 3 PART 1 – *not to scale*

PRESENTATION BOARD – 12 ILLUSTRATIONS PER BOARD

X2 PRESENTATION BOARDS FOR A TOTAL OF 24 ILLUSTRATIONS

