

## ASSIGNMENT 1

# Element of Surprise

### **HOMEWORK PART 1 INSTANT BOOK**

Visual research: Pick a design element (point, line, scale, texture, frame/crop) and research it. Shoot photographs and try to find it in your environment. Further, gather images from magazines, books, the internet. Prepare at least two horizontal sheets (8.5 x 11) of imagery and notes on your chosen topic.

Design an instant book on the topic you've chosen. Keep it free-flowing and experimental. Consider the sequence of pages, and try to achieve a dynamic relationship of either alternating elements or a sequential progression. Use only black and white.

Treat the back with a nice solid color, which you can apply by spray-painting or by applying paint with a brush or small roller.

Scan the four spreads and reduce them to fit in a grid on a horizontal letter sized format (8.5 x 11). Create a jpg for uploading to Flickr.

Photograph the book on a neutral background with diffused light (cloudy day or indirect sun, to achieve soft shadows).

#### **Upload a total of FOUR images to Flickr by Sunday Sep 6, 6pm:**

Two images of visual research; One image with four small spreads; One image of the photograph of your book

### **HOMEWORK PART 2 MUSIC COMPILATION**

What are you listening to? What is your favorite music nowadays, and why are you drawn to it? In this project, you will act as a music editor, by selecting a compilation of twelve songs — any songs — that you feel make a great set. Write a brief paragraph describing what your music collection is about, who it is intended for, and where do you see it sold or distributed.

Visual research: Assemble a few sheets of sketches, collaged imagery, textures, colors and words that evoke the mood of your collections. This will be part of your process book and will serve to guide you in our upcoming CD package design project.

**Next class, Mon Sep 14: Bring all your Instant Book work, your entire music compilation and your music visual research to class promptly at 9am. If you have it, bring an ipod with speakers to play your music on.**

### **VOCABULARY**

**POINT** A mark in space; a spot, dot, period. When multiplied, it creates lines, planes and textures. In language it creates meaning by separating sentences. In math, it is the intersection of x and y coordinates

**LINE** Connects two dots; In design, it can be used as a conceptual element (e.g. on a diagram or chart), or as a expressive tool. Can be rigid and structured, or soft, organic and flowing

**SCALE** The relative size of an object compared to another. The translation of size to a bigger or smaller system.

**TEXTURE** The unique quality of a surface — smooth, rough, coarse, etc. Texture is created by rapid and purposeful replication of tiny elements, or by applying treatments (distress, coating, etc) to a surface.

**FRAME/CROP** The borders of an image. Changing how an image is cropped can dramatically change how it is viewed.