

Creative Art Project A

Thematic View of Design Components through a Camera Lens

Total Points: 30 maximum

Due Wednesday, September 20th

For this assignment, you will be exploring the world around you through a design application. You will be taking photographic images of the design components listed below. This assignment will further your understanding of the visual elements and principles of design that become inherent in works of art.

Assignment:

1. Create a **SPECIFIC theme** for your book.
2. You may use a digital camera, cellphone camera, a 35mm camera or a disposable camera with photographic prints. Prints should be 4"x6". Prints may be in color, achromatic and/or sepia. You may modify your image. One image cannot count for two design components. **DO NOT use previously taken photographs.**
3. List of design components to achieve through a photograph within your theme. (See study guide 1)
Decide on a portrait (vertical) or landscape (horizontal) layout for your photo-taking or take both directions, so that the layout of your book will be consistent throughout.
 1. Organic line (curved lines)
 2. Rectilinear line (straight lines)
 3. Concentric line
 4. Spiral line
 5. Radial line
 6. Symmetrical balance
 7. Framing
 8. Scale or Proportion
 9. Light and Shadow
 10. Pattern
 11. Texture
 12. Time or motion
 13. Symbolism within your theme
 14. Rhythm
 15. Unity & Variety
 16. Emphasis or Focal Point
 17. Cool feeling
 18. Warm feeling
 19. Bird's-eye view
 20. Atmospheric perspective
 21. Linear perspective
 22. Personal choice
4. Mount these prints on 6" x 8" black, white or a monochromatic color paper, (construction paper or card stock works well).
5. Put the prints in the same order as the list above. One print per page placed on the right-hand page or bottom page, depending on your layout (vertical or horizontal) and on which edge you bind your book.
6. On the left-hand page or top page, place the **typed text**, which includes the design component from the list above and a brief description or statement of the idea behind each image or something interesting about the photograph and/or how it relates to your theme. Make your book enjoyable to read, be humorous, serious or whatever tone you want to convey.
7. Choose an appropriate **font style** and **size of lettering** for your theme/idea. The photos are still the main objective of the book so the text size shouldn't overwhelm the images, yet adds a pleasant aspect to your book.

8. Bind your pages together in a book fashion of your choosing. Make sure the binding is secure and not loosely put together. Add a title, your name, any design, etc. on the outside cover or title page.
9. You may also want to add an extra page to explain the purpose of your book. Embellishments to the book are fine and encouraged, yet should not be overwhelming. **No glitter, please.**
10. **DO NOT use a prefabricated blank book - construct your own binding.**

Note: Depending on your chosen binding and to allow for a proper center placement, remember to take into account the binding so placement of your prints may have to be glued $\frac{3}{4}$ " from the length or width side of the paper. This will make your prints appear to be centered on your pages.

Also, suggest you glue your prints and text onto the paper before you bind your book for a straight placement.

Grading criteria - 30 points maximum

- Creating a specific and unique theme for your book. (3pts)
- Properly identifying each design component within a photographic image. (10pts)
- Imaginative compositional ideas, angles or viewpoint of each design component. (6pts)
- Expressive statements on each design component or image in a font style which compliments your theme. (5pts)
- The presentation of a well-organized book and craftsmanship. (4pts)
- Following directions. (2pts)