

project::text portrait

Text Portrait Collage

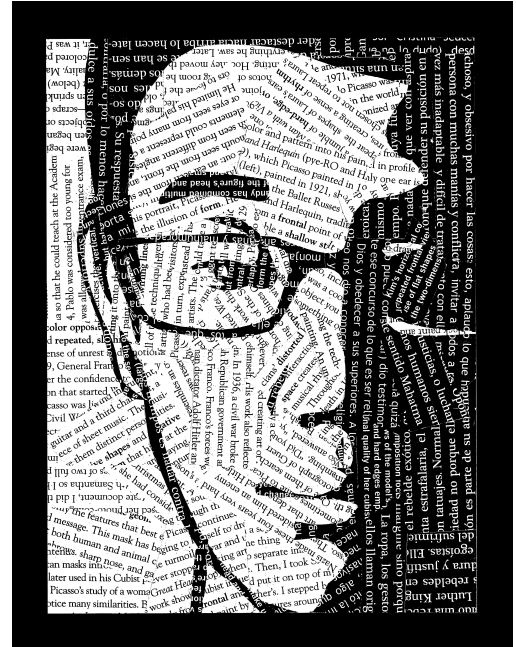
Assignment ::

Using collage and only black or white text clippings, create either a self-portrait or animal portrait. The materials for this exercise are simple: magazine scraps and a glue stick. Use cut or torn shapes for interior shapes. All areas of the surface will be covered with type of different sizes and densities. You are creating a definite form with each collage, not an abstraction. Work to represent yourself or the animal you have selected in a definitive way without being too literal.

Process ::

Neatness counts. All work must be within a **5.5" × 7"** surface, mounted on the provided 7.5" × 9" black mat board. Both horizontal or vertical orientations are allowed.

Use a blank sheet of white paper or cardstock as your canvas, and draw a faint 5.5" × 7" rectangle in the center. Create your collage within this space, using glue stick to adhere your pieces. It's OK to go outside of the lines—trim the edges straight with an Exacto knife and metal ruler near the end of the process so the edges are clean, and the dimensions are precisely 5.5" × 7".



When selecting text to use, focus on the texture it creates and not the actual words and shapes. Body copy (small point sizes) work best for this exercise; avoid headlines and subheads (any large text, really). Do not use any “found” images; just text—black and white only. All of your artwork must be cut or torn text.

After trimming, mount your collage on the provided 7.5" × 9" black matboard (located in the VC Commons) using double-sided tape, centering the work on the board with 1" margins on all sides (this is different than our Scout Book project). Write your name on the back of the mat board.

Objectives ::

As you work your way through this project, concentrate your efforts on the following areas:

- **Challenge Your Creativity**—While the goal is to create a definitive representation—not an abstraction—there are still many ways to put your own creative spin on the design. Did you come up with an interesting or unique take on the subject?
- **Contrast & Texture**—Working with just black-and-white is both freeing and a challenge, with the designing relying on contrast to create the shape, and texture to help fill-out the overall feel. Create an initial sketch and look for key area of transition where contrast can be used to create shape, line and form.
- **Craft & Polish**—Even more than our Scout Books project, this non-digital project keeps us away from the computer and focuses on hand-crafted production. While we do not have the benefit of the precision that a computer brings, adherence to the project guidelines, careful production, crisp trimming, and clean mounting are all important. Consider doing a rough, non-glued layout before committing to a design. If things go badly and mistakes made, be creative in the cover-up or be OK with starting over.

Assessment Rubric ::

Your project will be graded using the following rubric:

ASSESSED OBJECTIVE	4	3	2	1
Form <i>12 points</i>	Appropriate for and enhances content. Size and mounting per instructions.	Messy or did not follow specs	Messy and did not follow specs	Not enough effort
Design Challenge <i>12 points</i>	Interesting exploration within the limits of project. Addresses the problem in an interesting and unique way with graphic appeal. Effective use of positive and negative space, pleasing arrangement of elements	Addresses the problem but not particularly interesting or unique. Adequate use of positive and negative space, adequate arrangement of elements	Fails to address the challenge. Little thought to composition	Incomplete exploration.
Overall Use of Media <i>12 points</i>	Appropriate and innovative use of media	Appropriate use of media	Appropriate use of media with limited success	Inappropriate use of media or little media control
Craft <i>12 points</i>	Appropriate for subject. Edges clean cut and square. No smudges. Neat gluing Appropriate use of media.	Adequate but presentation does not add to value of project. Not square, or smudges or uneven adherence to surfaces or inappropriate use of media	Poor crafting or not appropriate for subject. Inadequate use of adhesives	Poor crafting and use of materials. Little evidence of attention to craft
Content <i>12 points</i>	Content meets or exceeds assignment. Interesting statement or pizzazz beyond a decorative visual	Adequate content but elements missing Pleasing and decorative without a real sense of purpose or design	Partially complete or misses the point of the assignment.	Incomplete. No evidence of thought.

Requirements ::

By the beginning of class on **Thursday, November 21st, 2024** (Week 08), pin your mounted design to the critique wall. We will be doing a brief in-class critique of the project. Be prepared to discuss your artwork with the rest of the class. Participation is important.

This project is worth 60 points.