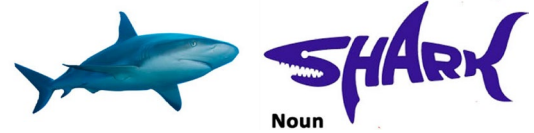




PROJECT: Concrete to Abstract

MEETS FLORIDA STANDARDS:

04.02, 04.05, 05.06, 15.03, 15.06, 13.01, 13.02, 13.03, 07.02, 07.05, 12.01, 12.02, 06.02, 06.05, 11.05,



Introduction

As designers, you have choices in what you use to communicate a message. Sometimes you'll need a real image. Other times you can get away with a very abstract version of an image. Understanding your choices as a designer lets you exhibit a broader range of dynamic and unique design. Mastering these skills makes you a formidable designer.

PICTORIAL EXAMPLES

CONCRETE = Real (The actual object)

PHOTOGRAPH = Picture of the real object

ILLUSTRATION = Your realistic drawing of the real object

GRAPHIC EXAMPLES

IMAGE RELATED = Silhouette of real object (Use Layer Style > Color Overlay or [Google VECTOR SILOUETTE](#))

CONCEPT RELATED = Your own unique visualization of the object

ARBITRARY RELATED = The object visualized in its most basic geometric shapes or forms

VERBAL OR TEXT EXAMPLES

DESCRIPTION = Accurate but simple description of the object

NOUN = The simple word which describes it.

Your job is to pick a simple object to work with. Find an image off Google images.

PROJECT DESCRIPTION – 3 point project

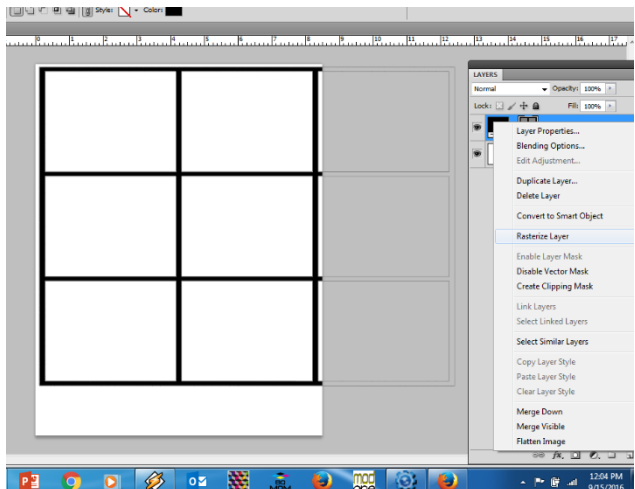
PRE-PRODUCTION

Find a simple object you feel comfortable drawing and working with

Be sure you understand the above descriptions

PRODUCTION

- In Photoshop, create a 14" h x 8.5" w legal paper size page.
- Create 8 Equal size boxes on your page. It's easiest to use the [Custom Shape Tool Grid](#), [Rasterize](#) it, and Reformat to fit the page.
- In the first box, paste the actual photo. Box two will be your illustration of the object. **Do this LAST, AFTER** you print it out on legal sized paper.



- Box 3 is a decorative, original design of yours that could represent the shark. Could be cartoonish, could be 8 bit, could be something you create in Photoshop.
- Box 4 is a **Vector version** of your image. [Search for one online.](#)
- Box 5 is Pictogram or Universal Symbol for your image. [Search online or create one](#)
- Box 6 is an Abstract or Geometric shape of your image. Try creating one yourself
- Box 7 is a Simple Definition of your image. Use an appropriate font.
- Box 8 is a Noun of your image. Use an appropriate font.

POST-PRODUCTION

- **Before you print**, you need to **set up the paper size for LEGAL & check the "Scale To Fit Media" button**
- Go to **Print**. In the dialogue box choose **Advanced**. Change the paper source from **Letter To Legal**
- Print out your final on LEGAL Size paper.

Project Outcome

Students demonstrate their strengths and areas to further study through their own work and self reflection. Accounts for the student not only illustrating but thinking abstractly, working with geometric shapes and sizes. Demonstrating purposefulness of design.

Students evaluate what visual design elements could be incorporated into advertising or artwork besides what is typically expected. Students further their skillset using Photoshop.

Grading Rubric – 3 points

An **A** grade will look like: 3 points

Your attention to detail is self-evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set.

A **B** grade will look like: 2.5 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 2 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.