

Final Project: Say what?

Questions? Email AWDsgn@sbcglobal.net

Think about visual communication and what part it plays in your life. Talk about this in a short, personal essay (500-1000 words). Try to include examples of specific things that have happened where visual communication played a role and connect this with other incidents/aspects of your life.

Once you have written a clear, interesting personal essay, express it visually using any medium, concept, technique or process. Use your own visual language to express your words. There are no restrictions as to size, shape, color or medium. The words of your essay, however, **MUST** be part of the visual expression.

Part 1 **WORDS** (*due Dec. 3rd*)

Write your 500-1000 word essay. Spell-check and proofread it. Have a friend or family member double-check it. You will be graded on the quality of the writing and the presentation. Must be typed/printed: hand-written essays are NOT acceptable.

IDEAS (*due Dec. 3rd*) Brainstorm ideas about how you might express your thoughts. Bring ideas and sketches to share in class.

Part 2 **WORDS + IMAGES** (*due Dec. 10th*)

Express, illustrate, embellish your idea using words (typography) and images. You must use **six or more words from your essay** (use all of it, if you wish). Draw, paint, stencil, rubber-stamp, carve, sculpt, or use the computer to create the words.

Images must be your own creation. They can be photos you've taken, drawings, abstract shapes, cut paper, found objects, etc. **No photos or art from books, magazines or internet!**

Format: **Must use both words and images.** You must use six (6) or more words from your essay. Otherwise, anything goes: any size, shape, color and/or material. Can be 2D, 3D, video, web, performance, as long as it communicates using both words (typography) and images.

DUE DATES:

Dec. 3 Typed essay to hand in, plus ideas and sketches for your final project to discuss in class.

NOTEBOOK DUE TODAY!

Dec. 10 Final project due.

GRADING:

Words	points:	4
500-1000 words, clearly written with no spelling/grammar errors. Must be neatly typed and printed.		
Images/type/graphics	points:	4
Style and content of graphics relate to written content in an interesting and understandable way.		
Images are of high quality. Choice and use of images relates well to words.		
Typography/lettering of words is appropriate to what they say.		
Format/medium	points:	4
Choice of format works effectively with the ideas you are expressing.		
Medium used appropriately & effectively.		
Craft	points:	4
Regardless of medium everything is well-executed & presented, top-notch!		
Overall impact (gestalt)	points:	4
How unique, powerful, memorable is it?		
TOTAL POINTS POSSIBLE:		20