

ART 115: 2D Design

PROJECT I

9 weekly Idea Collages

DIRECTIONS:

IDEA collages will be assigned each week during lecture and are due for critique and discussion the first day of LAB the following week. IDEA Collages are collected weekly.

IDEA collages are a non-representational (abstract) reaction to a weekly title. IDEA titles are supplied to you. Titles could be color systems, nouns, adjectives, verbs etc.

IDEA collages are completed on a supplied sheet.

Collage material must be collected from magazines. You must use colors, shapes, textures, patterns and etc... Avoid using representational imagery. For example: cutting out a hat so that it is still recognizable and reads as a hat is a representational use. Cutting out the brim of a hat so it reads as an abstract plane of space or shape (not a hat) is a non-representational use. Please stay within the lines of the designated IDEA collage square on the sheet provided.

IDEA collages are a way for students to quickly generate artworks that can be used to enter into weekly discussions on dynamic composition, content, unorthodox design solutions and visual communication.

Each week these assignments will undergo the scrutiny of a group critique. Participation in these critiques is important and mandatory. Students are expected to contribute and talk about their own work and their intentions as well as express their own opinion of classmates work, successes and failures.

All of your IDEA collages are collected each week whereupon they are evaluated based on their (1) COMPOSITIONAL and (2) THEMATIC success, (3) INNOVATION as well as (4) NEATNESS. Please keep them flat and protected in a folder. Cumulatively the IDEA collages you hand in at the end of the semester constitute one full project grade.

PROMPTS:

1. *Ferocious*
2. *Subtle Tension*
3. *Rhythmically Triadic*
4. *Near/Far*
5. *Mysterious Juxtaposition*
6. *Collapse*
7. *Rapidity*
8. *Sensation of Breathing*
9. *Approaching a Precipice*



