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NURSERY RHYME

PROJECT BRIEF

In the areas indicated as on the assignment sheet depict each phrase of the nursery rhymes :"Hey Diddle Diddle," "Humpty Dumpty," and "The Old Woman Who Lived in a Shoe," by creating a narrative that expresses each rhyme using only given dingbats (ornaments), symbols, pictograms, and engravings on Assignment Sheet as your vocabulary for final form, and composition.

*Images are to be in half-tone rather than as gray scale.

SUGGESTIONS

Given the nonsensical nature of each of the nursery rhymes aim is to freely use images in allegorical context. The nursery rhymes are the known, lacking in newness, energy and spontaneity. By reinterpreting time- work images aim is revitalize a prosaic idea and give it power once possessed.

DELIVERABLES

- 4 pieces of b&w 297 x 297 mm print out on normal paper
- Process book
- OSS Process and Portfolio submission

AIM

The aim is to move beyond cliche solutions and habitual reaction to problem solving that leads to predictable results. Here goal is to manipulate, alter and deconstruct the give graphic imagery to transcend its original meaning through the creation of the indicated narratives. It is in the limitation of the given visual vocabulary that would challenge beyond habitual and literal problem solving and embrace the graphic palette where one and play and re-invent new imagery. The old engraving imagery puts the composition into historical context.

SPECIFICATION

The project will be done digitally with photoshop, in black & white (no colour). Students will come up with variations based on chosen rhyme. Each final composition should be 297mm x 297mm (4 pieces). Print and trim each composition on A3 size normal paper. Please note that source files have to be high in resolution with at least 300 dpi in A4 size.

DATELINE

6 October 2015, Tuesday

ASSESSMENT

- Process 40%
  (Creativity. Experimentation+Research. Development of concept. Identifying direction)

- Final Outcome+Presentation 50%
  (Coherence in Choice of media. Craftsmanship. Ability to clearly articulate ideas verbally and visually)

- Timely Submission 10%

REFERENCE

This project is referenced from "The Process: A New Foundation in Art and Design" by Judith Wilde and Richard Wilde; Publisher: Laurence King Publishing (January 6, 2015) ISBN-13: 978-1780672397

REFERENCE ARTISTS

Refer to additional images of students' works provided in resource folder. In Addition recommended are Surrealism Art Movement and Artists Hannah Hoch, DADA and Russian Constructivists.

Possible Resource Site: http://www.digitalartsonline.co.uk/news/illustration/british-library-offers-over-1-million-free-vintage-images-for-download/#6

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SUBMISSION REQUIREMENT

Trim size 297 x 297 mm

Image size 287 x 287 mm

5mm white margin
all around with no bleed.
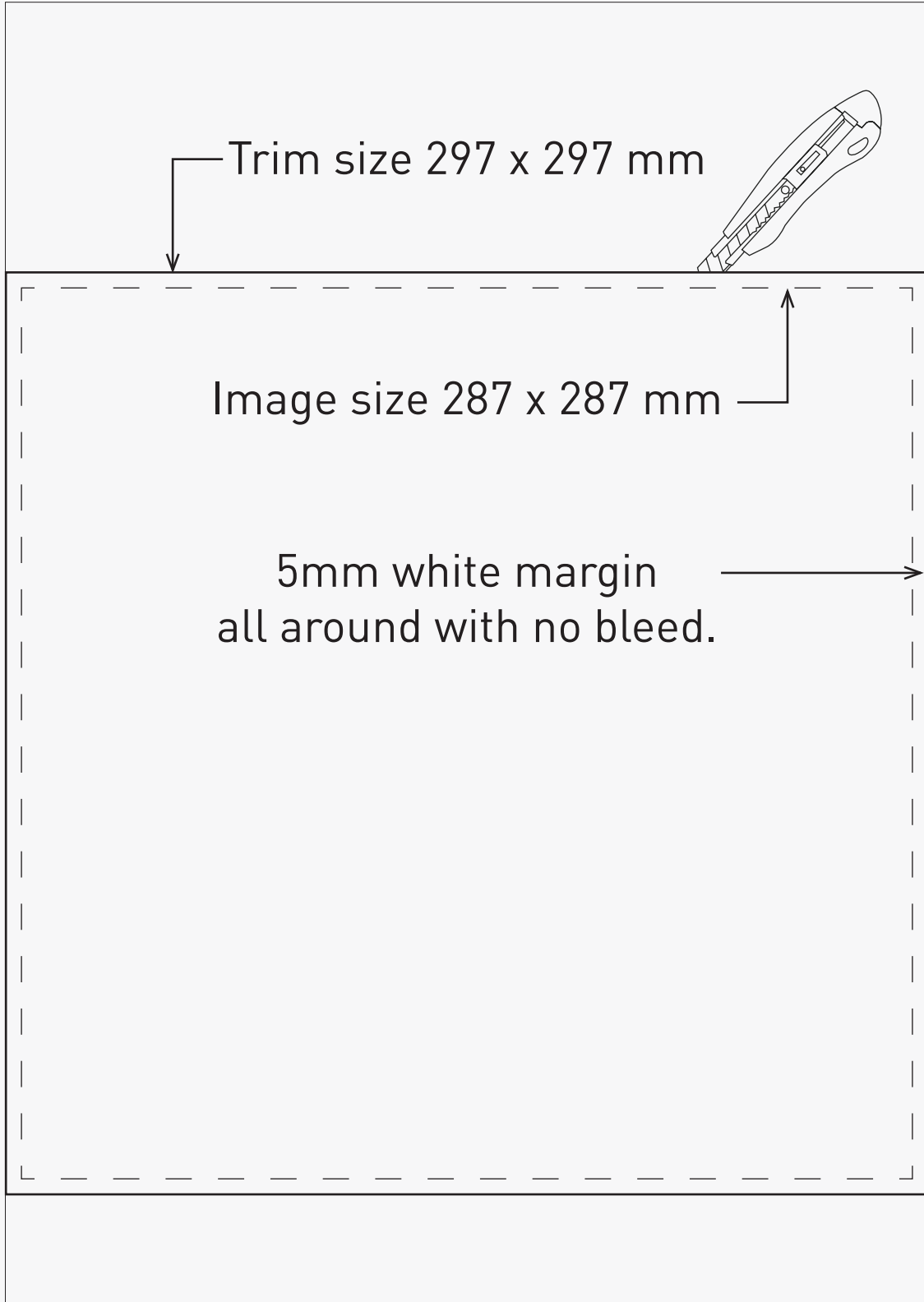
A3 Paper 297 x 420 mm (4 copies)

Step-by-step guide
Google search images in high resolution
300 dpi, A4 size, 20+MB

1

Google | flower

Web | **Images** | Videos

Size ▾ | Color ▾ | Type ▾

5

Open in PS.

Photoshop dit **Image** **Layer** **Type** Sele

Feather: 0 px | Anti-alias | Style: Norma

× Flower-Images-and-Wallpapers.jpg @ 33.3% (RGB/8)

50 | 0 | 50 | 100 | 150 | 200 | 250 | 300

2

flower

Web | Images | Videos | Maps | News | More ▾ | Search tools

Size ▾ | Color ▾ | Type ▾ | Time ▾ | Usage rights ▾ | M

✓ Any size
Large
Medium
Icon
Larger than... ▸
Exactly...

Wallpaper | Clipart

6

>20+ MB

25% | Doc: 23.5M/23.5M

3

Web | Images | Videos | Maps | News | More ▾ | Sear

Size ▾ | Color ▾ | Type ▾ | Time ▾ | Usage rights ▾ | More

✓ Any size
Large
Medium
Icon
Larger than... ▸

Wallpaper

7

Photoshop **File** Edit **Image** Layer **Type** **Select** F

Mode ▸

Feather:

× Flower-Images-and-Wallpapers

50 | 0 | 50 | 100 | 350

Adjustments ▸

Auto Tone ⇧⌘L
Auto Contrast ⌥⇧⌘L
Auto Color ⇧⌘B

Image Size... ⌥⌘I
Canvas Size... ⌥⌘C
Image Rotation ▸
Crop
Trim

4

✓ Any size
Large
Medium
Icon
Larger than... ▸
Exactly...

maps | News

400×300
640×480
800×600
1024×768
2 MP (1600×1200)
4 MP (2272×1704)

8

Image Size

Pixel Dimensions: 23.5M
Width: 3508 pixels
Height: 2338 pixels

OK
Cancel
Auto...

Document Size:
Width: 297.01 Millimeters
Height: 197.95 Millimeters
Resolution: 300 Pixels/Inch

Scale Styles
✓ Constrain Proportions
Resample Image