

DN1004 I Foundation 4D (I)

Project 1: *A day without me*

Objectives for this project:

- Explore the use of semiotics when creating images.
- Practice the use of composition and picture-making.

Project Brief / Task:

Imagine if one day you were to disappear suddenly, without a trace, in the midst of doing your everyday chores. How would the world, in that moment, look like without you? What will you leave behind?

Use photography to tell us something about yourself using the elements used in your photo. At the same time, practice the fundamentals taught in class about composition and picture-making.

Grades will be awarded for content of the images and the arrangement of elements in the picture.

Deadline:

- Class Review & Discussion in Week 3
- Final Submission for Project 1 - **Week 4, Fri 4th September 2015, 1pm**

Deliverable:

Please have your work printed out before the Class Review & Discussion and have it set up by 8.40am on time for the review. The teaching studio will be open 20 minutes before the critique session to facilitate the setting up of your work. All images should be mounted on board in the order you wish to present it in.

Evaluation Criteria:

Criteria	Weightage	Key Assessment Points
Ideation	40%	Ability to formulate idea, Evidence of exploration, Evidence of research
Realisation	40%	Ability to apply principles of art and design to result in effective communication. Ability to contextualise research, Coherence, Technical proficiency, Craftmanship.
Presentation	20%	Level of Readiness, Organization of presentation, Clarity of Voice, Command of Knowledge