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EGO IN DIFFERENT SETTINGS

PROJECT BRIEF

Every person reacts differently in different settings and when they are with different groups of people - although fundamentally they are the same person. In four rows of three squares, create a self portrait based on four different settings. For each of the four rows, use the first column to represent yourself and the second column to represent a setting and the third column to represent an imagined outcome. For example, you (first column) at a family gathering (second column) equals to being the subject of scrutiny by relatives (third column).

As a designer, it is important to understand the importance of colours in design. In particular, an understanding of colour harmonies allow designers to visually manipulate the aesthetics to produce the desired outcome. Apply your understanding of colours and colour theory to visually represent the multifaceted nature of your personality. You may choose to do this digitally or by hand (or mix-media). There are a total of 12 image compositions. Each individual composition measure 200mm x 200mm (square) with a 20mm x 200mm space for text.

DURATION

Suggested duration 4-5 weeks

ASSESSMENT

■ Ideation: 40%

- Ability to formulate idea
- Ability to research
- Ability to explore
- Creative risk taking

■ Realisation & Delivery: 40%

- Ability to apply principles of art and design to result in effective communications
- Ability to apply research
- Coherence
- Craftsmanship

■ Presentation: 20%

- Level of readiness
- Organisation of presentation
- Clarity of voice
- Command of knowledge

AIM

This project allows one the opportunity to touch a truth in oneself and then find the best means of executing that truth, using either a narrative, metaphoric, abstract or symbolic approach. The project also allows you to think deeply about colours, colour theory, and the connotations that come with the association of colours.

SUGGESTIONS

Begin by brainstorming on your personality and traits in various settings. Consider both an inward portrayal of your emotions as well as an the outward portrayal that other people could perceive. Consider how colours could be used to suggest or evoke the feelings in the various representations as well as the cultural context of the various settings. For example, could you take the opportunity to provide an opinion on social gatherings in Singapore or address some stereotypes?

SPECIFICATION

There are no limitations to medium, technique or style. However the colours will have to be selected to represent one or few of the colour harmonies: 1. Monochromes Harmony 2. Analogous Harmony 3. Analogous Harmony Warm and Cool 4. Complementary hues 5. Split complementary.

Print each 200mm x 200mm composition together with 20mm space for text (Ariel, 18pt-24pt) on normal A4 papers. Print a total of 12 pieces. You are strongly encouraged to also print the equation symbols for submission.

DELIVERABLES

- Digital colour print – Twelve squares printable on A4 paper normal paper (200mm x 200mm) with 20mm space for text.
- Creative Process journal – research, sketches, development of ideas, outcomes and reflections

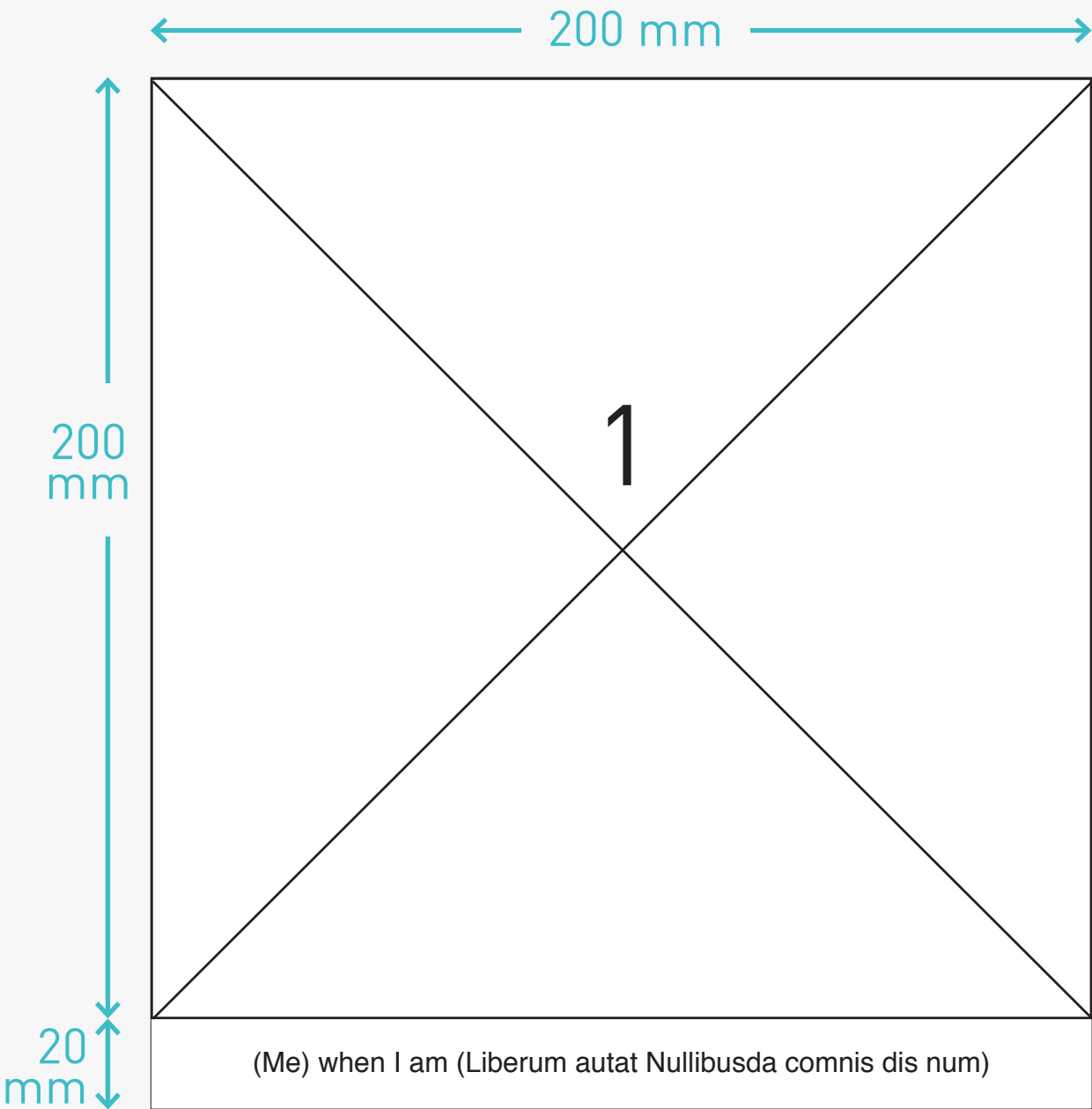
ARTISTS REFERENCE

Refer to Josef Alber's Interaction of Colours, Kelvin: Colour Today, and other references and guides on colour theory

Possible Resource Site: Adobe Kuler - <https://color.adobe.com>

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SUBMISSION



FOUR ROWS OF:

