COLLAGE

For this assignment we will, using **NON-DESTRUCTIVE** techniques, create a collage about subject matter of your own choosing.

Document Size:

11.7" x 16.5' – Orientation is your choice.
Resolution 200 pixels/inch
RGB Color

Process:

First, decide on a **Person, Place or Thing** to be your subject.

Next, develop a **simple statement** about that subject and write it down. (It is helpful to choose something that you like and know something about, but not essential).

For example:

Subject – Horses

Statement – Horses are beautiful, intelligent and can run fast.

Then, collect images to use in this collage. (Having a thumbnail sketch, or better yet several sketches is very helpful. It can provide a road map towards your end result).

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You must use at least **4** images, and **2** of these images must be scans, which must be saved as tif's.

The sources of your scanned images may be Photographs (personal or otherwise), Newspaper images, Magazine images, Book images and so on.

Web Images are also allowed in the artwork, but not in place of the 2 required scans. Additionally, every effort should be made to obtain high quality images, since we will be using this assignment to begin understanding printing, and printing out a copy.

Remember that when appropriating images there are two things to keep in mind. One is to be aware of copyright infringement issues. For more information on this please use the links below. The other is to be conscious of choosing pre-loaded images. Using highly recognizable images can alter our intended meaning by referencing the original's meaning, it's historical context, purpose, and so on. It is best to create new meaning from insignificant or innocuous images rather than relying on pre-determined content.

In thinking about your collage bear in mind that the images you choose can be of the subject (i.e. a horse) or more tangentially related.

For example:

Horses are fast

Race Cars are fast

Race Car graphics are applied to a running horse, inferring speed.

The Collage will make use of the **principles** we have covered thus far to express **in visual terms the essence of your subject and the statement about it**. Consider the overall layout, or design, of your composition, as well as the individual elements. Creating visual flow and hierarchal structure can contribute much towards expressing the meaning and creating visual interest.

Color Terms – (Hue, Saturation, Value, Tint & Shade)

Focal Point & Hierarchy

Figure/Ground

Repetition

Grouping

Proximity

You may scan your images here or with another scanner, but be sure you can operate that scanner to produce the desired results.

▲ CLICK FOR GRADING RUBRIC ▼

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digital collage

You may use any of the tools we have covered so far, plus all the additional techniques covered at the beginning of this project.

And again, remember that it is **extremely** helpful to have a sketch of what you are building. Think of it as a blueprint to your goal. Without it you may find yourself lost and without direction.

All compositing must be done using non-destructive techniques. No merging of layers is allowed. Documents must be submitted as a .psd with all construction visible. You also must include in you assignment folder a word document that credits your image sources.

IMAGE SITES
http://www.morguefile.com/
http://www.sxc.hu/
http://www.freefoto.com/index.jsp
http://free-stock-photos.com/
http://www.pixelperfectdigital.com/
http://www.catswhocode.com/blog/50-sites-to-find-free-stock-images
http://en.wikipedia.org/wiki/Main_Page
http://commons.wikimedia.org/wiki/Main_Page

For more investigation into collage art visit:
http://www.collageart.org/links/
http://www.the-artists.org/MovementView.cfm?id=952EDA57-CDA5-4B15-
http://www.google.com/search?q=collage+artists&hl=en&hs=MXs&lr=&client=fire

Copyright Law
http://www.whatiscopyright.org/

Fair use or fair practice is utilization of a portion of a copyrighted work "as is" for purposes of parody, news reporting, research and education **about such copyrighted work** without the permission of the author. Use of copyrighted works, or portions thereof, **for any other purpose** is not deemed fair use, so be careful! That includes copying text or scanning pictures from postcards, magazines, books or any other work. Scanning a photo of the Amazon Forest printed in National Geographic and using it without permission on your personal web site about your family trip to South America will most likely not be considered as fair use. However, if you republished the photo on your site to comment on the photo as it was published in National Geographic, this would most likely be considered fair use. You still have to credit your source by naming the author of the work on the same page. In any event, it is always safer to take the time and effort to contact the owner and request permission to use the owner's work, and more likely than not the owner will be very appreciative and give you a favorable response.

Another good copyright information sight (with additional links).
http://www.funnystrange.com/copyright/

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ART 171

PROJECT 5
TOTAL POSSIBLE POINTS – 40
FINAL GRADE = TECHNICAL + CREATIVE

TECHNICAL – 20 POINTS MAXIUM

	Excellent	Skilled	Acceptable	Poor	Unacceptable
Document Size	4	3	2	1	0
Appropriate Document Layout & Layers	4	3	2	1	0
Text Document	4	3	2	1	0
Appropriate Image Resolution & Scans	4	3	2	1	0
Appropriate Non-Destructive Tool Use	4	3	2	1	0
TOTAL POSSIBLE	20	15	10	5	0

ARTISTIC CREATIVITY AND COMMITMENT – 20 POINTS MAXIUM

	Excellent	Skilled	Acceptable	Poor	Unacceptable
Demonstrates Understanding Of The Principle Involved & The Projects Goals	4	3	2	1	0
Complexity Of Project	4	3	2	1	0
Depth Of Investigation	4	3	2	1	0
TOTAL POSSIBLE	20	15	10	5	0

TOTAL = SUM((TECHNICAL) + (CREATIVE x 1.667))

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MAGAZINE LAYOUT

For this project we will be creating a layout for an imaginary magazine called **TODAYS ISSUES**. This is imagined as a fairly hip, intellectually savvy magazine targeted toward successful, comparatively liberal professionals that focuses it articles on a variety of contemporary topics. Real world examples would be journals such as The Utne Reader, Mother Jones, Harpers or the Atlantic Monthly.

Begin by choosing one of the several articles provided. You may explore more than one to find the story that resonates with you the most. After you have made a choice...*READ THIS ARTICLE in its entirety*. It is suggested that you read it more than once to fully grasp its content.

Next, using the grid provided develop the layout for the **lead-in double-page spread and an additional interior two-page spread**. This layout should be based on based ideas developed through sketches, associative word lists and additional research into the articles topics.

REQUIREMENTS:
On the first spread, in addition to any imagery you develop you must include the following:
The title of the article
The sub-head (if necessary)
The Author
A minimum of 2 paragraphs from the beginning of the article
One callout from the article
On the second spread you must include:
A minimum of two images
An second callout
Page numbers
The 'Today's Issues' identifier and date (you will need to create this)
The grid provided has many possibilities. In addition to its built-in flexibility, you may add additional elements, such as flow lines and markers to enhance your layout. You may also break from the grid for accent or highlight. Use such techniques sparingly as you explore the **power of the grid**.
You may use both Photoshop and Illustrator for this assignment, however the layout itself is an .ai file, so work with the grid provided. *You must use the bleed for any images extending off the page*. Photoshop images **must** have a resolution of 150 ppi or better for the size used. Though not recommended, if necessary you may upsize images using Bicubic Smoother. Be aware of the quality results when upsizing, as it will be considered in the evaulation. If they are larger than needed, downsize them without resampling to achieve the desired resolution. In either applications you should use the **Pantone Process Coated Swatches** for selecting colors. This is a 4-color only layout so *no spot colors* are allowed. As always, work in RGB mode.
We will be printing out this assignment to the HP Color LaserJet, and assembling our finished spreads for critique.

GRADING CATEGORIES

Creative (100)	Technical (100)	Printout (4)	Total (100)

((creative+technical)/2)+printout = total

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magazine layout