

# Symbolic Design Part 1: The Structure

**Introduction:** Symbols and iconography play an important role in our lives. Throughout our daily routine we are bombarded with hundreds of thousands of different images intended to convey specific messages to our conscious and unconscious mind. This imagery is typically conceived and controlled by a select portion of the population but today you are going to take control of your own piece of subversive imagery.

This project is intended to help you view iconography in a new light. Signs and symbols will lose their initial meaning as you develop a new interpretation for them. In this case you will re-envision the alphabet. Letters are no longer visual objects strung together to create words but are rather intended to help build art as bricks build structures.

## **Project Requirements:**

The Structure part of this project will be broken down into 3 segments: The project, the six step self analysis, and the presentation

### **The Project (50%)**

You are to create a U. S. Paper sized document (8.5in x 11in at 300DPI) in photoshop, select one font (subject to approval by Mr. Z), and one color other than black. After this decision is made you have set the parameters for your project.

You will now create a visual structure using only single letters. The structure can take any form you like but must follow the rules below:

- Each letter must be on its own individual layer. Use the folder and rename tools to better organize your layers
- Only two colors should be present within the project. One of them must be black.
- No full words should be visible within the surface of the piece.
- If the viewer can easily determine that the image is comprised of letters you must justify it within your six step analysis
- The final piece must be saved as a .psd file so that your layer patterns are visible.

Your project should demonstrate that you understand how to follow directions and change your perspective on the icons of letters. The best way to do this is **take your time** experimenting with letters (in both size and shape) in order to see what they can become. This will break you away from thinking about them as units to form words and will help you create a more cohesive structure.

It is important to keep in mind that your photoshop document is what I will be grading. This means I will be able to see your layers, image alterations, and process in order to determine that you followed directions.

### **Six Step Self-Analysis (20%)**

Upon completion of the project you are to consider your thought process while you worked on this structure. Reevaluate the decisions you made and think about how you envisioned the project before you started to work on it. Once you have put together some solidified ideas about the process you will put them down on paper.

Write a 1.5 page double spaced paper in 12 point Times New Roman font that explains your journey throughout this project. Consider the six steps of art making and determine how you

viewed each one. You are expected to demonstrate an ability to critically think within this essay. The Idea/Purpose, Idiom, and Structure will require the most amount of explanation within the paper.

Self analysis is always a difficult task; sometimes talking with someone about your work will help generate more concretized ideas. Please don't hesitate to discuss the project with a classmate or me before you finalize this essay.

### **The Presentation (30%)**

Now that your visual structure and self-analysis are completed it is time to share your work with the rest of the class. You will open up your photoshop document and showcase it on the projection screen for the rest of the class to look at. Each student is expected to give a minimum

**10 minute** presentation that accomplishes the following:

- Explain the original goals and aspirations for the piece
- Explain how the six steps of art making apply to the final piece
- Promote and facilitate discussion by asking the class 3 open ended questions (questions that cannot be answered with "yes" or "no")
- Help give the class a better understanding of your working process and what about the project interested you

Keep in mind that your presentation grade is evaluated by your participation as a presenter and an audience member. You must actively participate in class discussion to receive high marks.

**Due Date Will Be Determined After The First Full Day Of Work On The Project**