

PROJECT 3: *DICHOTOMY*

Design Problem

The concept of dichotomy describes the relationship between two opposing forces, ideas or groups. Common examples of this would be war/ peace and love/ hate. Select and illustrate two dichotomous ideas using collage techniques. Include at least one scanned three-dimensional object.

Methodology

The first two projects were based on the aesthetic relationships between the visual elements in a design (what the design looks like). This project also includes the element of concept (the idea behind the design). Brainstorm different dichotomies and choose the most original of your ideas to illustrate. This design will be critiqued both on the execution and the creativity of the dichotomy selected to work with.

Technical Specs 8 x 10 inches. Full color. Saved as .pdf. Mounted on 10 x 12 inch black board.

Technology Photoshop and/or Illustrator, scanner, printer.

Timeline

Week eleven	Research and thumbnails due
Week twelve	Paper design due
Week fourteen	Project due/ critique

