

Project #1 - Graphic Translation (Infographic)

PROJECT DESCRIPTION:

Create a simplified, black and white graphical-translation for 3 sets of provided words (6 words in total)

PROJECT OBJECTIVES:

Create a basic, simplified graphical-representation of provided words (words to be chosen by student from the list provided on 2nd page of this handout)

Objective is to understand how to translate words into a simple, basic graphical solution. No words are to be used in the final project; simple shapes, lines and fills only.

No color—black and white only.

You are to sketch out several possible solutions for each set of words to discover what is the best solution to graphically represent the chosen words. No computer work will be done on these solutions until the sketches are created AND approved. There will be a group critique on the sketches to exchange ideas and to assess the viability of your solutions.

Final solutions are to be created in Adobe Illustrator as vector artwork.

No images, no type, just the basic graphic elements.

Colors are to be black and white only, no other colors are to be used.

No, you cannot make up your own sets of words.

DIMENSIONS:

Each icon will be represented at 2.5" in size for the final presentation.

The solutions will be grouped together as the words are.

DELIVERABLES:

Sketches for the first critique

Digital files created in Adobe Illustrator saved as both an .AI file and a .PDF file.

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CHOOSE 3 SET OF WORDS: (THAT IS THREE SETS IN TOTAL)

- Hard / Soft
- Smooth / Rough
- Bright / Dull
- Heavy / Light
- Dark / Light
- Loud / Soft
- Construct / Deconstruct
- Unity / Division
- Wrinkled / Smooth
- Wet / Dry
- Fast / Slow
- Old / New
- Spicy / Bland
- Easy / Hard
- Hot / Cold
- Excited / Calm
- Beauty / Ugly
- Enter / Exit
- Liquid / Solid
- Natural / Artificial
- Before / After
- Best / Worst
- Exact / Approximate
- Past / Present

