

2D Design (AR-131)

Project Rubric:

Emphasis/Scale



Claes Oldenburg and Coosje van Bruggen. Plantoir. 2001

Deliverable:

9"x12" minimum Collage on 11" x 14" Paper.

You will create a collage created from different imagery collected from various sources. You must establish a **hierarchy**, choosing one image to **emphasize** while **subordinating** others.

This can be accomplished by placing an object in a scene that is larger than expected, then hide something in the scene that is much smaller than expected. But don't allow your emphasized object to overtake the scene, nor let the smaller object get lost. Draw the viewers attention to all elements, the image must have an overall sense of **unity**.

Consider using contrasts in **Value, Hue, and Content**, but don't feel limited to those elements. As always, be creative.

Requirements:

Create **Collage** incorporating the following:

- At least 3 distinct images taken from different sources.
- Objects chosen keeping the Visual Elements in mind: **Scale, Emphasis, & Subordination**.
- A clear **Hierarchy** and visual **Unity**.

Required Materials:

Magazines

Glue Stick

11"x14" Sketchbook

What's the Point?

To learn about **Scale, Emphasis, and Subordination**. To purposefully create **hierarchy** which draws the viewer's attention and move their eye through the work.

What you will be graded on:

33.333% Completion of *all* above requirements (11.11% each).

33.333% Craftsmanship: Clean and paper cutting and collaging, and **no** erasure marks or glue smudges.

33.333% An image taken for a digital portfolio.