

Project 5: Scale and Proportion

All meaning exists in the context of polarities. There would not be understanding of hot without understanding what cold is, high without low, sweet without sour. In the process of visual articulation, scale and proportion are no different. 'Large scale' is a way of saying big and 'small scale' means small. Big and small are also relative terms. A big or small dog means nothing if we do not know the size of an average dog.

Project: Create a composition that expresses the visual qualities of a fantasy or surreal space by emphasizing the principles of scale and proportion. Use a concept or subject to guide the creation of your work just as you did with the midterm. The subject of the work is not necessarily the same as the assignment objective. For example, the subject of the work: You decide to create an unusual sense of scale by placing larger-than-life electronics in a room. The subject is electronics are taking over my life!

The assignment objectives: What did you do to express the subject? For example, I wanted to communicate that electronics are taking over my life by making the electronics in the room out of proportion to the scale of the room. I achieved this by...

Submission requirements: Take 5 photos of objects both large and small and place them in a context that manipulates their scale. The sizes and proportions of the objects should create an unusual juxtaposition of objects and space. You will learn how to resize images in Photoshop and prepare a composition ready for print or digital submission. **In person students will be printing and online students will submit their projects digitally.**

- Objects chosen for the composition should be ordinary, everyday objects that are easy to recognize.
- Make sure the images are not pixelated.
- Finished size must be at least 8.5 x 11" (it can be larger).
In person students must mount their projects on foam core.
Orientation can be either vertical or horizontal.
- Project is due on Monday October 17th at the start of class

Online students, guidelines for submission: Create a folder and name it yourname_A5. In the folder you should have two files. One would be the .psd format of your file and the second file a .jpg you are going to present. You will need to have your folder with two files ready for presentation at the start of class on Monday, October 17th.

Evaluation: Work will be graded on the following criteria (100 points total):

Success of composition- Did you use the principles of scale and proportion to create a comprehensive visual statement? 25 pts;

Understanding of concept- How clearly do you establish a sense of scale by creating unusual juxtapositions? 25 pts;

Articulation- How well can you explain your objectives? 15 pts;

Subject of the work- How clearly is your subject/concept conveyed through the use of scale and proportion? 15 pts;

Care and Craft- Are any of the images pixelated, is your image saved as a jpeg or mounted on foam core and ready to present at the beginning of class? 20 pts