

PART IV.

12	^{Nov 17}	Figure studies: skeleton (model) Drawing strategies: Construction and structure	Mixed media	Homework project 04: individual versus teamwork
13	^{Nov 24}	Figure study: spatial presentations Paraline projections: isometric and scroll perspective	Mixed media	Homework: working on project 04
14	^{Dec 1}	Drawing techniques: spatial representations	Mixed media	Homework: working on project 04
15	^{Dec 8}	Final critique, exhibition of the final project		

Project 04: CONSTRUCTION + exhibition

- Marketing strategies + Presentation Space + 3D Projections

Teamwork

Duration 2 weeks

Due 12th session

- Drawing is an act of construction. The constructed drawing represents the second principle of drawing used in the process of design. Unlike the freehand drawings of the previous exercises, that involved direct hand-eye coordination, the constructed drawing requires the use of mediating tools to develop the drawing as a construction.

Project description

This project will introduce students to strategies of spatial visual communication. By choosing a space and a theme as a point of departure, they will explore tactics of graphic presentation, site-specific visualization and viewers' propulsion.

Process (solo or team)

You may choose to work in a team (ideally 3 students) or alone. If you join the team, be ready to contribute with one aspect of the project. Divide duties and responsibilities. Setup goal and procedure. Collect the evidence of the process for the project presentation; meet your team and discuss/brainstorm ideas; assemble the vision and divide tasks.

Theme: “promotion campaign”

Spatial model

Students will find and “dissect” one complex object (ex. toaster, mechanical clock, electronic device, etc) and use it as a point of departure to create a model for a presentation space/display. After careful study of parts, construct, in hard-line, a space inspired by the “dismantled object” in perspective. You may decide to take close-up photos.

Construct a composite draft (perspective drawing) of the public space that relates its plan, to its elevation, and its section. Present the view using human size as reference. Draw major visuals: directions, points of reference, instructions and signage, taking a special care of traffic/propulsion.

AVOID FREEHAND LINES ON THIS DRAWING- please be ready to use alternative drawing tools. All guidelines used to construct these drawings should remain on the drawing. DO NOT USE ERASER. Use variety of tools (man made or natural) to draw.

Research

Spatial projections perspective, isometric, paraline

Constancy size (city perspective)
brightness (white shirt on different backgrounds)
shape (a wheel appears elliptical or circular)
loudness (music from far away or up-close)

Hierarchy tree, nest or stairs

Figure-Ground relations foreground versus background (illusions)

Symmetry design process has visual relationships that have foundations in mathematics as well as the essential qualities of life.

Project Presentation

Process: Please bring the process and concept sketches including analysis of parts of (or photo) of the object

Model making: bring a 3D model/mockup

Drawings: Show spatial projections (architectural rendering) of the space including human figure

Graphics: Present renderings of visual communication (graphics and symbols)

Theme: describe your campaign strategy (how to communicate your message)

Additional resources

Geometry of design

Takes a closer look at a broad range of twentieth-century examples of design, architecture, and illustration (from the Barcelona chair to the Musica Viva poster, from the Braun hand-blender to the Conico kettle), revealing underlying geometric structures in their compositions. Explanations and techniques of visual analysis make the inherent mathematical relationships evident for anyone involved in graphic arts.

Points of interest

Proportion in Man and Nature

Architectural Proportions

Golden Section

Visual Analysis of Design