

VISUALIZING CONCEPTS ABSTRACTLY (Assignment 2)**OBJECTIVE**

This project explores conveying meaning and emotion using the elements of art (sonic and visual). You will create an integrated sonic and visual element illustrating a word you were given in class. This project is the first component of the next assignment (metamorphosis/transition).

VISUAL COMPONENT

Create 1 abstract image in Photoshop that conveys the meaning of the word you were given in class.

- You may use lines of various widths, heights, angles, and values (darkness or lightness) to illustrate your concept visually. You can use curvy, straight, dashed or stylized lines. You may also use organic or geometric shapes with various sizes, colors and textures. Use color to help create emotion and convey meaning.

VISUAL GUIDELINES

- Use the VisualizingConcepts.psd template for this project (available on the BB course)
- The top layer must contain only the written word you are visualizing. You may be creative with presenting this word, but it should not consume an inordinate amount of space.
- The bottom layer must be the background only (i.e. solid color, texture, gradient, etc.). It may not contain any elements of your design (shapes, lines, etc).
- The template contains 6 individual graphics layers. Each layer should contain **one element** or a group of elements that will be animated together. You must use all 6 layers.
- Each layer must be named, using meaningful descriptions that identify the graphic in that layer.
- DO NOT resize the Photoshop file!
- REMEMBER: Multiple objects in a single layer cannot be animated independently!!!
- Save your file as a Photoshop file (.psd). Be sure to use the .psd extension!

AUDIO COMPONENT

Create 1 soundfile that conveys the meaning of the word you were given in class ("the primary sound"). Create 1 supporting soundfile that complements or contrasts the primary sound ("the supporting sound").

Look at the Sound Ideas Sound Effects Catalog OR find CDs from which you would like to use audio clips. This may be sound effects CDs, audio CDs, or audio from the Internet. Any audio downloaded from the Internet must be CD quality audio. Do not download mp3s or other compressed audio (no flash, QuickTime, RealAudio, or WMA files.)

AUDIO GUIDELINES

- The primary sound will be directly associated with your visual representation, so it should not last more than 1-2 seconds maximum.
- The secondary sound will be used for support in the next assignment, so it may be shorter or slightly longer, but not longer than 6 seconds.
- Your sounds should exhibit variety in pitch, and timbre. (You may use processing techniques you know, or use a soundfile unaltered if that representation is the most applicable illustration of the emotion you are conveying.)
- When selecting sounds, think about how they complement or contrast each other. Keep in mind that sometimes sounds that work well together sound completely different from each other.
- Save each soundfile individually. Files must be CD quality audio (sampling rate=44100, bit depth=16, #channels=stereo). Save your files in aiff format. Be sure to use the .aif extension!

TURNIN

- Put your visual and audio components into your folder in the art homework directory (on "Blinn"). Make sure the files are named as follows, with your name as the beginning of the filename: smithvisual.psd, smithprimarysound.aif, smithsecondarysound.aif.

DUE DATES

- Visual and audio components are due for in-class critique on **MONDAY 23 MAY** and must be residing in your folder in the homework directory by the beginning of class. (tardiness results in lowered grade according to syllabus guidelines)
- Final edited visual and audio components are due for Metamorphosis exchange on **TUESDAY 24 May** and must be residing in your folder in the homework directory by the beginning of class.

*****NOTE***:** Failure to adhere to the Wednesday 23 May deadline will result in an "F" for this assignment and an "F" for the following Metamorphosis assignment!!

ASSESSMENT VISUAL COMPONENT*

The visual component is worth 100 points and will be assessed based on the following criteria:

ORIGINALITY/CREATIVITY (40 points)–The work should not be copied from other sources. It should reflect a thoughtful consideration of and effective use of the elements and principles of art and design.

COMMUNICATION/IDEA (40 points)–The use of line, color and shape should effectively communicate the word you were given in class.

TECHNICAL ACCOMPLISHMENT (20 points)–The image must be clean and free of anti-aliasing problems, shadowing, and other artifacts. The work must follow all assignment guidelines regarding size, naming layers, and format. It must be turned into the homework folder.

ASSESSMENT for AUDIO COMPONENT*

The audio component is worth 100 points and will be assessed based on the following criteria:

ORIGINALITY/CREATIVITY (40 points)–Sounds should not be stated literally from a copyrighted source. Sounds should reflect thoughtful consideration and effective use of the techniques and principles of digital audio taught in class to date. The two sounds should have a clear relationship with each other as complementary or contrasting – combining them should make artistic sense.

COMMUNICATION/IDEA (40 points)–Intuitive use of processing/manipulation to augment sounds in a creative way; clearly using techniques discussed in class; creating sounds that capitalize on the inherent sonic properties of the original material. Using sound to effectively illustrate word given in class.

TECHNICAL ACCOMPLISHMENT (20 points)–Soundfiles submitted must follow all assignment guidelines regarding length and format. They must be turned into the homework folder. Soundfiles should contain neither clipping nor digital distortion. Appropriate envelopes should be applied to beginnings and ends of sounds.

*Note: At the critique you will be given constructive criticism and suggestions for ways to improve your work. If the suggestions are practical time-wise, and obviously result in a better project, we expect you to make those changes. We reserve the right to lower the grade of this assignment if you neglect to employ suggestions from the critique effectively.