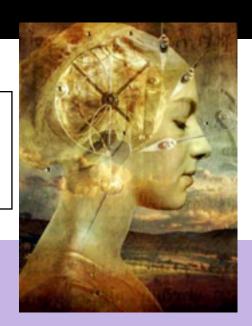# Conceptual Design: Visual Theme Project

Concept: is an idea, a general notion [example: the *concept* of freedom]

Principle of Point of View: Conceptual - shows different viewpoints (e.g. cultural, political, social)

TASK: You will create an original work that uses various imagery and/or typography. Your digital artwork will include a theme that you wish to explore and help communicate a meaning/concept/viewpoint.

PRELIMINARY WORK: MEDIA ARTS JOURNAL (SKETCHBOOK)   TIMELINE: 2 DAYS

Step 1: BRAINSTORM ideas in your sketchbook
- brainstorm 3 possible themes that you wish to explore visually - example: The Self, Individual vs. Society, Nature vs. Nurture, etc.

Step 2: RESEARCH and COLLECT images (sketchbook/research folder)
- Create a new folder onto your desktop – name it: **Research**
- Begin your **research** about theme and **collect** images (min. 4) - photographs from home and the WEB that you can manipulate (scanned/downloaded/photographed)

        Requirements for images used:
- • All Images must be high quality with no watermarks.
- • Must include min. 4 images relating to theme.

Step 3: SKETCH 2 drawings (sketchbook)
- Think about the elements and principles of art (emphasis, contrast….) to help guide your design and composition.

Once approved: Begin creative process in Photoshop!

Step 4: Open PHOTOSHOP - Create a New file – FILE >NEW

Title: Conceptual Design
    Image size:
    Option 1:   **Width -8"**   *Option 2:*   **Width -10"**
                   Height – 10"   **Length –8"**
                   Resolution: 300

Use *photoshop techniques* (i.e. Multiple exposure, layer masks, blend modes) and *tools* to create a unique and interesting composition. Think about the elements and principles of art (emphasis, contrast….) to help guide your design.

Step 5: TYPE STATEMENT ABOUT YOUR PROJECT - paragraph.
        - explain or describe the artwork
        - what is the topic or theme of the artwork(s)?
        - what is the artwork supposed to say or communicate?
        - how did the artist create the artwork (i.e. steps)?
        - how does the artwork connect to the artist's life or own experiences?

SUBMISSIONS:
    FINISHED WORK - **Last Name - CONCEPTUAL Design** Desktop Folder - which includes your **Conceptual Design (psd. & jpg file), r**esearch folder & artist statement about project**.