|  |  |
| --- | --- |
|  | Visual Concepts| Syllabus  MART 121| Spring 2013 | |

Final Project: MAPPING: GNIPPAM

Throughout this semester, you have learned tools and principles of visual communication. The aim of the final project is to push you to make connections between you and your environment. To some degree, this is a project in distilling the most important aspects of your visual vocabulary down to a coherent visual narrative.

Your final project is to create a map that describes:

Ideas (relationships, communication, customs)

Socio-political issues – (world hunger, political upheaval, green building, recycling, sustainable building or food practices)

An actual map of a place (you must create it yourself)

A memory map

A map of your travels

Or any other kind of map that records information

**Project Guidelines**

**You are required to use the following principles in your final:**

* Balance
* Unity
* Scale + proportion

**You must use at least 2 of the following techniques:**

* Rhythm +repetition
* Emphasis (contrast, isolation, placement, etc.)
* Color (analogous, complementary, monochromatic, triadic)

**Create a legend (visual guide to your piece)**

Imagine a viewer is looking at your piece for the first time. Your legend should give the viewer a sense of how to read the map. The legend should be no more than 3.5”x 5” and presented as part of the final piece.

Within your legend consider the following:

* + **How is color used? (if you choose to use color)**
  + **How is scale utilized in the piece** (are larger components more important?)

**Presentation**

Work must be professionally presented:

1. If it is a 2-d piece it will need to have a 2 inch border and be a minimum of 11 x 17”. You can use any rigid material including foam core, mat board or poster board as long as it meets the minimum size requirement.
2. If you are creating a 3-d piece, a preliminary critique and discussion of the piece and final mode of presentation will need to be made to ensure quality.

**Oral Presentation**

Your ability to articulate your work will be critical within this final project.You’ll need to be able address the following:

* 1. How does your image visually respond to your concept?
  2. Describe the aspects that comprise your legend.
  3. How did you use balance, unity and scale in your map? Does each of these concepts help communicate your idea? How?
  4. What additional tools and principles of visual communication did you utilize in your overall map? You must be able to identify at least two! The more you correctly indicate the better!

**Submission Guidelines:**

* Final project is due: TBA
* **Final critique is: TBA**