**Project 4: 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:**

Select five objects online 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. This project will be digital and you will learn how to search for and resize images in Photoshop. And the project will be projected for critique.

* Objects chosen for the composition should be ordinary, everyday objects that are easy to recognize.
* Make sure the images are not pixilated.
* Finished size must be at least 8.5 x 11” at 300 dpi. Vertical or horizontal orientation.
* Project is due on **Tuesday, March 26th** at the start of class.

Clearly name your project with your last name and “Project 4”.

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

**Concept: 25 pts-** How well thought out is your idea, and does it represent the aims of the assignment.

**Execution of Concept: 25 pts-** Did you get your idea across to your prof and classmates?

**Participation in Critique: 25 pts**

**Care and Craft- 25 pts-** Are any of the images pixilated, is your image saved as a jpeg to a jump drive and ready to present at the beginning of class on: **Tuesday, March 26.**