

Apple x 30

worth 25% of final grade



Directions:

Depict an apple and the concept of an apple in thirty different ways. You may use a variety of approaches to create the apple images: realism, abstraction, symbolic representation, and metaphorical analogy. Use any media such as drawing, painting, photography, or a mixture of these, but be sure to create your own imagery. Present the collection of images in an imaginative and creative book format.

The imagery must show the apple(s) as the subject of the composition, not as a "subplot". The subject should appear obvious and not too obscure. The image must communicate visually, without the use of text; words on the page are not allowed. The 30 images can be presented as a diverse collection or they may be read sequentially as a visual narrative; the choice is yours.

The presentation format should serve as a vehicle that enhances the subject and should relate to the apple theme. Consider making a book that sits in space as a 3-D form that relates to the theme. Or, perhaps the book has a traditional shape but has thematic elements used in the binding's construction. As always, craftsmanship is important. Plan ahead and allow enough time to complete a successful project.

Inventiveness counts. Whatever you choose to do, I suggest you reach outside your comfort zone and take chances. Plan to turn the ordinary apple object into a fascinating design project.

Suggestions:

Although this may seem like an easy assignment at first, thirty images is probably going to wear on you and feel like a daunting task. So, try a little brainstorming to keep you going. Make a collection of ideas that use different approaches -- buy some apples to use as still life models, collect images from the Web and popular media for inspiration, and make lists of common phrases in our language that use the word "apple" for possible visual translation. Next, try playing with design ideas by making thumbnail sketches. A bit of forward planning will yield the best possible designs.

Objectives:

* To develop designs that are creative and cohesive.

* To expand a concept in many directions of design.

* To create a high degree of craftsmanship that lends no distractions from the idea and content.