AVT 311: PROJECT 1
OBJECT SEMANTICS: NIRVANA

PROJECT SPECS
Select an object from one of the following categories:
• Kitchen tools
• Carpenter tools
• Musical instruments
• Fruits/vegetables
Make your selections with the following guidelines:
• Easily recognizable
• Intriguing but not too complex in form
• Smaller, hand held size
• If organic, will not decompose during 4-week design process

DESIGN PROCESS

WEEK ONE
Find at least two objects for your project, from separate categories.
For the next class, write a short analytical description of each object, including it’s usage and function, color, texture, environment, audience, history, qualities, etc. Describe the object thoroughly as if you are the first human to encounter the object. Try to capture the “personality” of the object.
Bring both objects to class on Thursday for class discussion, and print out your analysis to hand in.

WEEK TWO
Photograph your selected object before Tuesday’s class and print out several images for class review. Research the object’s use in society—in ads, in actual usage, literature, personal testimonials—any cultural reference is valid.
Begin creating a series of black and white line drawings (gestures) using brush and ink, marker, pens, etc., experimenting with graphic techniques. Stay loose in your technique and approach—vary your style. Draw fast and furious, slow and deliberate. Do lots of sketches. Consider the meaning of the object, denotative and connotative, compared to the objects’ functionality. Throughout the sketching, maintain object recognition even when form is becoming more abstracted.

WEEK THREE
Write short promotional copy about your object, focusing on revealing unique features you have discovered in your research.
Using the original gesture drawings as a base drawings, create a series of black and white Adobe Illustrator vector illustration studies with the following qualities:
• Gesture: electronic version from the best sketch
• Painterly: using thick and thin brush strokes, calligraphic, closest to the original gesture
• Graphic: using uniformity in rectilinear strokes
• Radical: extreme deviation or abstraction
• Nirvana: selection of the best expression from all qualities, hybridized
Continue refining and revising the illustration for the next step.

WEEK FOUR
Create two 7 x 7 inch documents in QuarkXPress. Select the best revised vector illustration from the gesture, painterly, graphic and radical categories, including all four in one of the two layouts.
Feature the revised nirvana illustration in it’s own advertising layout. Include typography by typesetting the object name and ad copy in the composition.
Print on quality white paper using registration marks and trim out neatly. Mount and flap both trimmed printouts on one Superblack presentation board with your designed name label on front cover.
Sort, organize and assemble Process Notebook

DUE DATES:
1/24: 2 Objects + written analysis due
1/29: Photographs + research
1/31: Multiple sketches
2/5: Vector roughs + promotional text
2/7: Vector revisions
2/12: Rough Quark layouts
2/14: Revised Quark layouts
2/19: Mounted final + Process Notebook