

Keyword: iconic/ stage 1 : covered in pixels digital imaging brief

aims and grading

- PA [20%] - to gather imagery that will effectively convey spirit of the audio
- TC [40%] - to achieve speed and comfort of use with digital imaging/ Adobe Photoshop
- CA [30%] - to generate a range of stylistic alternatives of equal quality for a single subject
- P [10%] - to create presentation visuals clearly communicating intentions

introduction

'Iconic' works are not something that can be easily thought, sketched, and artworked into being. The conjuring of memorable, striking, genre-defining visuals takes the designer's constant and considered attachment to the contemporary music scene and their subsequent seduction by and immersion in the particular audio they are to represent.

approach

After considerable repeated listenings, brainstormings, and hanging about in HMV, you collect and digitize imagery that you feel expresses the audio you have chosen.

You develop experimental visuals in Photoshop [you can do this as you increase your knowledge via in-class demonstrations].

You use your accumulated knowledge of photomontage and photoshop effects to develop 3 possible style routes for early faux 'agency' presentation.

Simultaneously, you gather reference of existing, inspiring music graphics from multiple sources. You put together a source book of music reference. This makes you feel better about developing your own music project. You talk about your research with friends and peers. You appreciate their ideas and feelings about your chosen sounds.

product/ format

Presentation displays for 3 possible style directions

Deliver for on-screen or wall presentation — in the form of 1024 x 768 pixel screen images or A3[420 x 297] wall display sheets — 3 possible directions for your chosen audio.

final project deadline

Presentation - Session 10, Wednesday 20th August

You give yourself 3 weeks to accomplish stage 1 as you hope to improve your Photoshop skills simultaneously and so, build in some time for experimentation. In a real world situation, this would be done much faster as you would already have strong technical knowledge base.

Finally, this raster based component will be followed by a vector based stage.