Final Project | Guidelines | Artwork + Statement + E-portfolio | Rubric   15 points

Project Description
Your final project will utilize all of the techniques you learned in class. We will explore how to use these techniques and apply them to an initial concept. How can a two-dimensional image be utilized for self-expression? How can it convey an emotion or idea to its viewer? You will create a non-objective abstract painting that conveys an aspect of your personality to the viewer. We will continue to explore how form and content can be utilized together to communicate an idea or emotion to your viewer.

Required Materials
18" x 24" Drawing Paper | 9" x 12" Drawing Paper | Sketchbook | Gouache Paint Set | Paint Brushes | Mixing Palette | Container for Water | Cloth Rag | PITT Pen (Black) | HB Mechanical Pencil | Eraser | Artist Tape | Scissors | Xacto Knife | Ruler | Rubber Cement

Step-by-step Directions
> **Part I**
>> **Step 1:** Choose 1 adjective from the list below that you feel best describes an aspect of your personality:

-Aggressive	-Controlled
-Energetic	-Dainty
-Elegant	-Delicate
-Cautious	-Skittish
-Bubbly	-Nervous

>> **Step 2:** Choose **at least one** formal element from each of the following categories to use in your composition. Remember, that the concept of the drawing is the adjective that you chose. Every decision should be based off of this.

SHAPE	DESIGN TOOL
1- Circles	1- Repetition
2- Triangles	2- Implied Line
3- Squares/Rectangles	3- Directional Conflict
4- Biomorphic Shapes	4- Visual Texture
5- Geometric Shapes	5- Perspective

>> **Step 3:** In your sketchbook: Using your PITT pens, create **at least six (6) 3" x 4" thumbnail sketches** that incorporate each of the elements that you chose. The design may include other elements as well. Remember that your goal is create a visually interesting design that represents the adjective describing your personality.
>> Your drawing must fulfill the following criteria:
>> - a unified and dynamic composition
>> - a focal point on a power point in the Rule of Thirds
>> - figure/ground relationships
>> - sense of space/depth
>> - the entire picture plane should be activated
>
> **Part II**
>> **Step 4:** In your sketchbook – Choose your strongest composition and duplicate it 4 times on 6"x8" thumbnail size sketches. You may redraw it; photocopy; or scan and print it.
>> On each thumbnail using your gouache paints, create 4 different color studies.

Experiment with how different color schemes, values, color temperature can help support the concept of your painting, as well as your composition. These are only sketches.

Each color study must adhere to the following criteria:

- You may use any of your colors. <u>Choose colors that best suit your adjective and personality.</u> For example, use primarily warm colors (red, yellow, orange) for happiness or anger. Use cool colors for a calm or sad image. Refer back to the color power-point on tips to create emphasis, emotions, spatial depth, vibrant color, etc.
- Limit your use of black by mixing complementary colors. Adding black and white will cause your colors to become dull and less saturated.
- Avoid using colors straight out of the tube, mix as much as possible.
- At least one area must incorporate Simultaneous Contrast.
- Mix complementary colors to create a range of neutral tones.
- Incorporate a full value range.
- All areas of the composition must be painted, even areas that you would like to be white must be painted white.

Step 5: Review your color studies with the classmates in your group answering the **Review of Color Studies** form. Ask each other the following for each artwork also offering three different alternatives to enhance the desired adjective, shape and design tool word, and color study:

1. **Composition an Visual Flow:**
   - Does the design have a dynamic and unified composition?
   - Does the design follow the Rule of Thirds?
   - Are all areas of the composition activated and does the design have a strong visual flow and focal point?
   - Are there directional forces and areas of repetition (line, shape, space, value, texture and color)?

2. **Composition and use of Color:**
   - Are colors mixed, avoiding colors straight out of the tube? Are complements and darker colors utilized to create dark values, not relying on the use of black?
   - Are complements mixed to achieve a wide range of neutral tones?
   - Does the composition include areas of saturation AND neutral tones?
   - Has Simultaneous Contrast been utilized in at least one area to create a place of emphasis?
   - Is there a wide range of value from very light to very dark, including many mid-tones?
   - Does the composition invoke a strong sense of depth in space?
   - Is value, along with size, and overlapping to create depth?
   - Is atmospheric perspective along with cool and warm colors being utilized so that high contrast areas advance spatially and low contrast areas recede?

3. **Form and Content:**
   - Which color study most successfully depicts the intended concept?
   - Which formal elements help communicate the overall idea? Which do not?
   - Consider all elements of the composition (line, shape, space, texture, value, color, design principles).

Helpful Tips:
- **Simultaneous Contrast**: When 2 complements are next to each other they increase the visual brilliance of each other

- **Color Context:** Colors change with their context, if you want a color to appear lighter, places a dark color around it. If you want a color to appear darker in value, place a light value next to it.
- **Cool & Warm Colors**: The temperature of a color can represent different ideas or emotions. You can also use it to create visual depth (warm colors move to the foreground, cool colors recede to the background).
- **Color Dominance:** Areas of emphasis in a work of art create interest and have been carefully planned by the artist, color can dominate and provide a focal point.
- **Creative Brainstorming:** Specific techniques for generating many ideas and possibilities either individually or collectively. Creative brainstorming encourages a non-judgmental attitude, rapid generation of ideas, record-keeping, and a willingness to push to the edges for strange and unexpected possibilities within a limited time-frame.
- **Form and Content:** Physical forms and compositional principles can and should reinforce the content of any work. Content may include your emotional, intellectual, symbolic, spiritual, and/or narrative intentions, as well as subject matter (the imagery included within a piece). Unity of form and content is important to communicating an idea or message feature in any work of art or design.

Part III

Step 6: On a drawing paper – Choose your strongest composition and reproduce it on an 8"x10" are size as if it is the final rendering. Using your gouache paint, complete your design. Use your color studies as a guide. Make sure all the suggestions and revisions were incorporated. The design must adhere to the criteria in steps 3, 4 and 5.

Step 7: Review your design one more time with your group.
Ask each other the following:
- Does the color study successfully depict your intended concept?
- Are all of the criteria in steps 3, 4 and 5 adhered to
- Ask for suggestions on how you may strengthen the design to support your intended concept.

Step 8: On 18" x 24" watercolor paper: Lightly with pencil, draw a 13.5"x18" rectangle in the center of your paper to create a border (make sure that it is centered). You may use the template provided in class. On the outside of this rectangle, neatly tape off the edges with your artist tape.

Step 9: Lightly with pencil, recreate your composition within the rectangle on your watercolor paper. Your design should take up the ENTIRE rectangle, do not forget to consider all of your negative space! Add the gouache paint to complete your artwork. Make any adjustments you see fit.

Step 10: Once your design is complete and dry, carefully remove your artist tape and write your name, as well as the adjective, shape and design tool you chose on the back.

Bring the Final Project to Final Assessment Class.

Project Delivery
1. Choose adjective.
2. Choose shape and design tool.
3. Six (6) 3" x 4" thumbnail sketches in Pitt pen incorporating the adjective, shape and design tool.
4. Four (4) 6" x 8" thumbnail sketches in color (gouache) of best sketch in Step 3.
5. Group Color Review.
6. One (1) 8" x 10" of reviewed best design in color.

7. Second Group Color Review.
8. Final on 13.5" x 18".
9. Upload to e-portfolio.
10. Write critique on e-portfolio
11. Bring final project on Final Assessment class.
12. Read written critique on Final Assessment class.

Grading Criteria

Artwork:	2 - Exceeds	1.5 - Meets	1 - Approaches	0.5 - Does Not Meet	Value
1. **Craftsmanship:** Has the final design been executed in a professional manner? Does the design utilize the designated materials with care, effort, and attention to detail.	Sophisticated application of basic design media. Great attention to detail and craft	Evidence of attention to craft and ability to work with design media. Some attention to detail.	Little evidence of an attention to craft, some ability to work with design media. No attention to detail.	Lacking evidence of attention to craft, detail, and ability to work with design media.	
2. **Composition:** Does the design apply basic elements and principles of composition (activate the entire picture plane, adhere to the rule of thirds, and establish a focal point and visual flow)?	Clear awareness and use of all compositional principles.	Most compositional principles evident.	Some compositional principles evident.	No evidence of compositional principles.	
3. **Principles of Organization:** Does the design utilize principles of organization to unify the elements of design (line, shape, space, value, texture, and color)? Principles of organization include negative/positive space, figure/ground relationships, contrast, repetition, emphasis, and directional forces.	Design is unified and harmonious. Utilizes various principles of organization to unify each of the elements of design	The design demonstrates an understanding of the principles of organization but does not fully unify each of the elements of design.	Some evidence of understanding of the principles of organization but the design is not unified and harmonious. Areas of the designs are not activated.	Design is not unified and harmonious, does not utilize the principles of organization.	
4. **Color Theory:** Does the design demonstrate an understanding and ability to apply basic concepts of color theory (hue, value, saturation, color schemes, and complementary colors?	Sophisticated use of color to create emphasis, visual flow, and space. Establishes a full range of value and utilizes complementary colors for mixing neutrals and simultaneous contrast.	Utilizes complements when mixing paint. Does not rely on the use of black to establish a full range of value. Shows evidence of how to establish a focal point and visual flow with color.	Some use of complements and value, still uses black to mix darker values and/or uses paint straight out of the tube (not mixing all colors). Does not utilize color to create a focal point, visual flow, and space.	Very limited color mixing and application of color theory.	
5. **Form & Content:** Does the design utilize non-representational form, design elements, and texture to convey an idea or emotion (adjective = content)?	Design demonstrates a clear personal vision through formal strategies.	Design demonstrates an attempt at personal expression through the use of formal strategies.	Design demonstrates some degree of personal engagement & expression.	Design does not attempt to communicate a personal vision through formal strategies.	

Project Total: _____

Written Critique was uploaded to E-portfolio and read in class:	1 - Exceeds	0.75 - Meets	0.5 - Approaches	0.25 - Does Not Meet	Value
6. **Followed guidelines:** The written critique follows the guidelines and has three distinct paragraphs. All paragraphs address the questions asked without having an answer format. The text has between 200 words (minimum) and 600 words (maximum)	The written critique follows three of the required guidelines and has 401 words or more.	The written critique follows three of the required guidelines and has 400 words or less.	The written critique follows two of the required guidelines.	The written critique does not follow the guidelines	

Written Critique (up 2 Total):	1 - Exceeds	0.75 - Meets	0.5 - Approaches	0.25 - Does Not Meet	Value
7. **Vocabulary:** Does the student utilize correct design terminology to identify and describe elements and principles of design within their final project?	Clear evidence the student understands design vocabulary. Sophisticated awareness of techniques and compositional elements.	Shows understanding of some design vocabulary relating to technique and composition.	Shows little understanding of design vocabulary.	Shows no understanding of design vocabulary.	
8. **Analysis:** Does the student utilize correct design terminology to identify design strategies that are used to communicate a predetermined meaning or emotion (mark-making, high/low contrast, emotive color, composition, geometric/organic shapes)?	Provides an accurate and detailed analysis of aesthetic choices, consistently relates form to meaning.	Provides a fairly detailed analysis of aesthetic choices, and is able to relate form to meaning	Is able to identify and explain some aesthetic choices, and has some sense of the connection between form and meaning.	Analysis of aesthetic choices is incomplete or incoherent; little sense of the relationship between form and meaning.	

Written Critique Total: _____

Artwork was uploaded to E-portfolio (up to 1 Total) and original presented in class (up to 2 points):	1 - Exceeds	0.75 - Meets	0.5 - Approaches	0.25 - Does Not Meet	Value
11. **Quality of the uploaded Image:** Was the image properly photographed/ scanned? Is the image in focus, straight, with good resolution and proper lighting? 12. **Presented original artwork.**	Image is in focus, straight, with good resolution and lighting.	Image is somewhat in focus and straight, with good resolution and some attention to lighting.	Image is crooked and/or out of focus, with good resolution and no attention to lighting.	Image is crooked, out of focus, low resolution with no attention lighting.	

Final Total: _____