

project 2 the matrix method

matrix: a rectangular array containing values placed in columns and rows manipulated according to a particular set of rules.

A methodology by nature is a way/system of working. This project introduces a method for the combination of objects/images. The applications of this method are beyond the scope of this project, it is a generic means of generating form. In your future career as a designer you will be able to apply this method to almost any given scenario.

part 1

Begin by selecting one word from each of the three lists of words below:

group A	group B	group C
<i>villainy</i>	<i>environment</i>	<i>red</i>
<i>faith</i>	<i>recreation</i>	<i>yellow</i>
<i>security</i>	<i>technology</i>	<i>green</i>
<i>power</i>	<i>shelter</i>	<i>blue</i>
<i>sexuality</i>	<i>commerce</i>	<i>black</i>
<i>domesticity</i>	<i>education</i>	<i>pink</i>

part 2 image collection

Collect 20 images (photographic or 1-color vector) that contain things/objects that embody/represent the qualities of each word chosen (60 images total). You should look for objects in the photographs that can be removed from their background. Avoid photographs of landscapes, abstract images, and textures (though some may be acceptable). Try to go beyond obvious associations of the word.

Avoid web images, use high resolution images only. They should at minimum occupy 1/4 of an 8.5x11 sheet of paper at 300dpi. The larger the better.

Put 4 images to a file/sheet of paper, as seen in figure 1. Assign them the corresponding alpha numeric code as seen in figure 2. There should be 15 sheets total. Remember you should keep the original images as well, the matrix is mainly for reference purposes.

figure 1: typical sheet

photo	photo
photo	photo

figure 2: image matrix

word choice A	A01	A02	A05	A06	A09	A10	A13	A14	A17	A18
	A03	A04	A07	A08	A11	A12	A15	A16	A19	A20
word choice B	B01	B02	B05	B06	B09	B10	B13	B14	B17	B18
	B03	B04	B07	B08	B11	B12	B15	B16	B19	B20
word choice C	C01	C02	C05	C06	C09	C10	C13	C14	C17	C18
	C03	C04	C07	C08	C11	C12	C15	C16	C19	C20

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part 3 image combination

Use the following guide to combine the images into new images:

<i>combine all four images on the page</i>		<i>combine the combined images</i>	
combine A01-A04 into one symbol AA01		combine AA01-AA05 into one symbol AAA01	01 AA01
combine A05-A08 into one symbol AA02			02 AA02
combine A09-A12 into one symbol AA03			03 AA03
combine A13-A16 into one symbol AA04			04 AA04
combine A17-A20 into one symbol AA05			05 AA05
			06 AAA01
			07 BB01
combine B01-B04 into one symbol BB01		combine BB01-BB05 into one symbol BBB01	08 BB02
combine B05-B08 into one symbol BB02			09 BB03
combine B09-B12 into one symbol BB03			10 BB04
combine B13-B16 into one symbol BB04			11 BB05
combine B17-B20 into one symbol BB05			12 BBB01
			13 CC01
			14 CC02
combine C01-C04 into one symbol CC01		combine CC01-CC05 into one symbol CCC01	15 CC03
combine C05-C08 into one symbol CC02			16 CC04
combine C09-C12 into one symbol CC03			17 CC05
combine C13-C16 into one symbol CC04			18 CCC01
combine C17-C20 into one symbol CC05			19 ABC01
			20 ABC02
			21 ABC03
combine an A, B, C into one symbol ABC01		combine ABC01-ABC03 into one symbol AC01	22 AC01
combine an A, B, C into one symbol ABC02			23 V01
combine an A, B, C into one symbol ABC03			24 V02
			25 V03
combine any 3 images into one symbol V01		combine V01-V03 into one symbol VV01	26 VV01
combine any 3 images into one symbol V02			27 R01
combine any 3 images into one symbol V03			28 R02
			29 R03
			30 R04
choose 3 numbers at random, combine those images into one symbol R01. Repeat the process for R02 and R03		combine R01-R03 into one symbol R04	

30 total

On October 19th, for review, have your 30 symbols on 6, 8.5" x 11" b/w (or color) print outs with 5 collaged images per page.

part 4 application

Select anything made in this project to date. Using the images design a *polemical* zine (one that raises questions, critiques, comments, etc.). The length of the zine must be a minimum 16-page (+ cover), color is optional. The zine must contain typographic content (text) that further aids the visual commentary. You should examine the words you chose originally and the images constructed and let that inform your decision as to what the poster becomes or says. Carefully consider the relationship of the typography to the process and the forms. As for the typographic content you can author it yourself, edit other's writing, or use another written work verbatim (be sure to credit sources). Also consider the typography and the method used to create the images and how the two work together.

schedule

Oct.	05	project 2 assigned, slide presentation, photoshop demo
Oct.	07	image collection due, work day
Oct.	12	workday, deskcrits
Oct.	14	work day, deskcrits
Oct.	19	collages due
Oct.	20	work day
Oct.	26	preliminary comps due
Oct.	38	work day
Nov.	02	full comp due
Nov.	04	work day
Nov.	09	project 2 due