

# JUXTAPOSITION

*Project Number One | August 23 - September 15*

WORTH 100 POINTS

FALL 2004

**ADVANCED GRAPHIC DESIGN I  
NORTHERN KENTUCKY UNIVERSITY**

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**WHAT IS JUXTAPOSITION** {

1. *The act or an instance of placing two or more things side by side.*
2. *To place side by side, especially for comparison or contrast.*
3. *A placing or being placed in nearness or contiguity, or side by side; as, a juxtaposition of words.*

**01 ASSIGNMENT : JUXTAPOSITION PROJECT**

To brainstorm, research, conceptualize and implement a design project that utilizes juxtaposition. You will combine the subject matter from TWO or more library books to create a single concept.

For example, a book on dream interpretations could be juxtaposed with a children's book, to create a pamphlet that explores the hidden meanings behind Jack, Jill and a pail of water...including how the hill represents the small obstacles hindering their pursuit.

There needs to be text/typography used in this project - the amount should be based on whatever is necessary to successfully articulate your concept.

**02 PROJECT TIMELINE : DUE DATES**

• **August 23 : Brainstorm and Library Research**

**Brainstorm** - *List as many project ideas/concepts as your brain allows.*

**Library Research** - *Based on the idea (subject matter) of the brainstorm, check out at least FOUR books from Steely Library. TWO books should have been published prior to 1970...the other TWO published after 1970.*

• **August 25 : Project outline and Style board**

**Project Outline** - *(No more than 1 full page)*

1. *Include bibliography of utilized library books .*
2. *Describe in detail the final project concept/idea, including how the juxtaposition is to be used.*
3. *Describe how the concept has driven the format for the project. (ie. what form will the final project take: book, brochure, packaging, poster, etc.).*
4. *Describe the anticipated amount of content, size and method of production .*
5. *Determine that you can successfully complete your proposed project by the September 13 due date.*
6. *Identify any issues you would like to discuss or any problems you foresee.*
7. *Photocopy the cover of each used library book - staple copies behind outline.*

**Style Board** - *15" x 20" black illustration board (leave a 1.5" all-around border). Style board should indicate the overall mood and style of your proposed project. Contents of the board should include considerations such as color palette, fonts, imagery, as well as any other necessary design elements.*

02 PROJECT TIMELINE : DUE DATES CONTINUED

- August 30 : Initial Thumbnail / Rough Sketches, Content Assessment  
Initial Thumbnail / Rough Sketches - *Present THREE sketches*  
Content Assessment - *Review quality and quantity of project content (Individual meetings)*
- September 1 : Preliminary Design Review, Group Critique  
Preliminary Design Review - *Design style and text content should be present*
- September 6 : No Class (*Labor Day*)
- September 8 : Complete Layouts  
Complete Layouts - *Each project should be presented in its entirety; start to address final revisions and production issues.*
- September 13 : Final Revisions / Production Issues / Photography  
Final Revisions / Production Issues / Photography - *All Design, Revision and Production issues need to be addressed; establish how books will be photographed for portfolios.*
- September 15 : Project Due (*Final Critique*)  
Project Due - *Project is to be turned in at the end of critique.*

03 PRESENTATION : GUIDELINES

Project should be mounted in accordance with the rest of your portfolio, and photographed to show the 3-dimensional quality and for slide/digital image purposes.

04 GRADING : A B C D F

Project worth : *100 total points*

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Outline :	<i>10 points</i>
Style Board :	<i>10 points</i>
Concept and Design :	<i>60 points</i>
Presentation and Craft :	<i>20 points</i>

**JUMBLE** { a jumble puzzle will be completed before brainstorming;  
 it is an excellent exercise to warm up your mind.

**JUMBLE** THAT SCRAMBLED WORD GAME  
 by Henri Arnold and Mike Argirion

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

NOWRC  
 ○ □ □ □ □

APLLE  
 ○ □ □ □ □ ○

LIKLER  
 ○ □ □ □ □ ○

GRAFOE  
 □ ○ ○ □ □ □ □

www.jumble.com

**Answer here:** ○ ○ ○ ○ □ AND ○ ○ ○ ○ □  
 (Answers tomorrow)

Yesterday's | Jumbles: EXUDE JUMBO DROPSY MAKEUP  
 Answer: When business went down at the music

Ugh!  
 My stomach is in my throat  
 Rocky shore

WHAT THE MUSICIANS EXPERIENCED IN THE STORMY SEA.

Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Ready. Go.