

A STATE OF EQUILIBRIUM

Project Number Four | April 07 - May 03

WORTH 100 POINTS

SPRING 2005

**ADVANCED GRAPHIC DESIGN II
NORTHERN KENTUCKY UNIVERSITY**

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EQUALITY DEFINED

{ *Symmetry*

1. *Exact correspondence of form and constituent configuration on opposite sides of a dividing line or plane or about a center or an axis.*
2. *Beauty as a result of balance or harmonious arrangement.*
3. *The property of being isotropic; having the same value when measured in different directions*

Balance

1. *A state of equilibrium or parity characterized by cancellation of all forces by equal opposing forces*
2. *A stable mental or psychological state; emotional stability*
3. *The difference in magnitude between opposing forces or influences*
4. *To compare by or as if by turning over in the mind*

01 ASSIGNMENT : A STATE OF EQUILIBRIUM

To create a research project that stems from the basic concept of symmetry or balance.

Acceptable research starting points:

Symmetry can be found in mathematics and science (including geometry and physics), symbology, architecture, nature (including flowers, leaves, snow flakes and butterflies), carpet patterns, the human face and several internal organs, and throughout the history of sculpture, design and fine art.

The idea of balance can be interpreted in several different manners, including: philosophy (yin-yang); psychology (mental states); religion (God v. Satan); physics (law's of motion); construction; and tug-of-war.

Each project is to begin with an initial topic brainstorm, followed by book and periodical research at Stealy Library. Although the initial idea of symmetry / balance may become secondary to the overall concept of the project, it should not become an invisible factor in the final piece – meaning that either through text included in the project, or through visual design considerations, the basic concept needs to remain in some capacity.

The final project should concentrate on a narrow focus of research. This will allow you to concentrate further in-depth on a single idea, and will prevent an overly-broad, overly-generalized project concept.

Time is short on this project; avoid being side-tracked by unrelated topics, and remember to remain true to your single focus.

02 PROJECT TIMELINE : DUE DATES

- April 07 : Project description, Brainstorm and Research
Brainstorm - *List as many project ideas / concepts as your brain allows*
Research - *Steely Library*
- April 12 : Project story and outline
Project Outline - *(No more than 1 page + photocopies)*
 1. *Include research sources (along with photocopies of book covers)*
 2. *Describe in detail the final project concept, including how the idea of symmetry / balance is to be integrated into the project*
 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 size and method of production*
 5. *Prepare a timeline to ensure that your project is completed by the May 03 due date*
 6. *Identify any issues you would like to discuss or any problems you foresee*
- April 21 : Preliminary Design Review, Group Critique
Preliminary Design Review - *Design style and text content should be present*
- May 03 : 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*

Outline :	<i>10 points</i>
Research:	<i>10 points</i>
Sketches :	<i>5 points</i>
Concept and Design :	<i>60 points</i>
Presentation and Craft :	<i>15 points</i>