



First Assignment

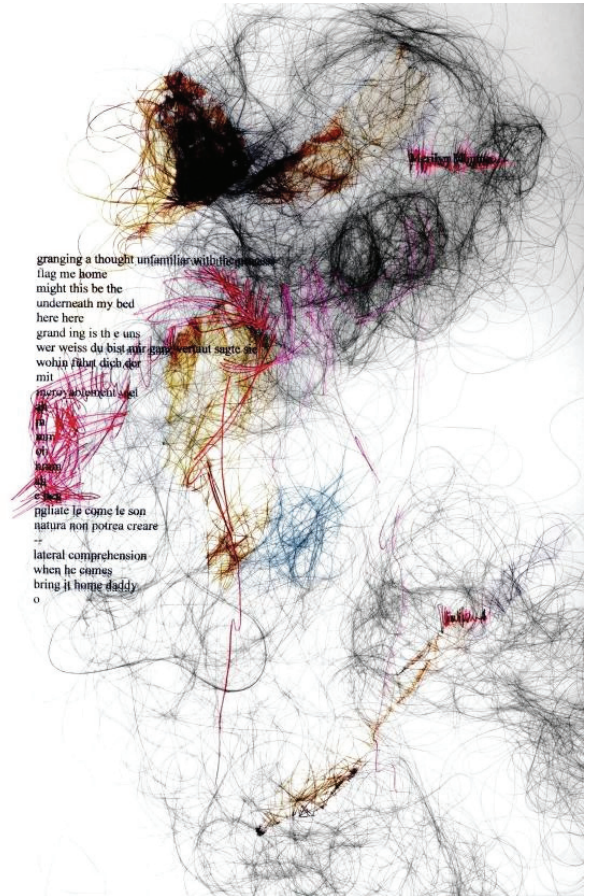
Visual Communication Design 2

Visual Poetry

Brief

Visual Poetry is a form of poetry or art in which visual arrangement or text, images and symbols is important in conveying the intended effect work. Visual Poetry blurs the distinctions between art and text. Visual Poetry is generally much less text-dependent. Visual poems incorporate text, but the text may have primarily a visual function. Visual Poems also often incorporate significant amounts of non-text imagery in addition to text.

Example of Visual Poetry :



Assignment

Students need to create a Visual Poetry from Unika Soegijapranata's Mars or Hymne songs, in 5 different design styles: Futuristic, Pop Art, Art Nouveau, Art Deco, and Psychedelic. Each student in one group must create an artwork using different design style, as mentioned before in class.

Requirements

Final Design:

Output of this assignment must be printed on the surfaces of an adult size blank Polo Shirt (All sides can be used. It is up to your creativity).

Concept Book:

Concept Book can be created as creative as possible including its shape, coherent to your final design concept. Minimum size for Concept Book is A4 or above.

Concept Book must contains:

- Song Assignment
- Verbal Data
- Visual Data
- Design Concept
- Thumbnail
- Tight Tissue
- Final Design
- Attendance Form

Timeline

March 8th, 2012 - Assignment Announcement and Data Gathering
March 15th, 2012 - Excursion Study (Data Gathering)
March 22nd, 2012 - Thumbnail Tutoring
March 29th, 2012 - Tight Tissue and Final Design Tutoring
April 5th, 2012 - Presentation

Students who come late for the presentation day, will get zero (0) for the assignment mark (not presentation score).

So, make sure you come on time!