

Assignment 3

Art 97 / Beginning Electronic Art

Image and Text

Many contemporary artists have sought to subvert the image / text language of advertising, and have used language to create unexpected and challenging connections between the meanings of paired words and images.

Create 2 pieces within which you juxtapose image and text in a way which is not obvious, but rather forces the viewer to discover new associations or hidden meanings. Select 1 - 5 words and create corresponding image/s. Incorporate them into a piece where the images seems to either obliquely reflect, or subtly contradict the obvious associations with the text.

Guidelines:

- Use the digital camera for capturing original images
- Use Photoshop text tools
- Use Photoshop adjustment techniques, as appropriate
- Hand in 2 images, 8.5 x 11 @ 200dpi

Think carefully about choice of font, and juxtapositions / arrangement of image and text within your composition

Criteria:

- Interesting interpretation of the assignment, visual and conceptual
- Effective use of tools and techniques

References:

Artist images <http://classes.asn.csus.edu/wiggins/97Assignment3.htm>