

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 1 – 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. Text must be an integral part of the image. Images must be your original work, and may include drawing, painting, or vector drawing in combination with photography.

Guidelines:

- Extra credit for more than one finished piece.
- Use the digital camera for capturing original images (avoid photos of family, friends and pets)
- Use Photoshop text tools
- Use Photoshop adjustment techniques, as appropriate
- Hand in 1 or more 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>

Visit Class Website Art Links:

Digital Art by Christian Paul

John Baldessari images

Deborah Oropallo, Wild Wild West Show