

PROJECT ONE

Getting to know you – Pixel Portrait

We are well aware that many IMD students have not taken art and design beyond year ten. In the words of book from The Hitchhikers Guide to the Galaxy – DON'T PANIC.

You don't have to be able to draw to successfully complete this course although it would be very advantageous for your degree and career if you could develop your drawing skills. The ability to sketch your ideas on paper before committing them to pixels will save you a lot of time and effort. It will also help you explain your ideas to your peers, lecturers and later your employers and clients.

Project Brief

You have to create a self portrait within a grid measuring 16 x 16 squares – the dimensions of this grid is up to you and the materials you use. This project has to be **made by hand** using whatever materials you can think of. You are replacing pixels for whatever you can think of. Materials for consideration could include coloured paper, buttons, bottle tops, it's up to you and your imagination.

Initial research should be in the library, journals and magazines; Creative Review, Graphik, Typo, Baseline, Eye, etc. Do not confine yourself to design culture, look everywhere for inspiration.

This project, while considering how people will respond to your interpretation, is also about taking risks – being experimental but being directed thorough research.

Research and visual development is vital for university work. Show evidence of how you developed your project including designs you do not use and including references and notes to inspiration and influences. You cannot get top grades without this.

Useful Resources

www.mrianwright.co.uk

Ian Wright – Designer/Artist

Aims

- To develop an awareness of structure and the creation of icons
- To develop conceptual thinking
- To apply different presentation techniques
- To develop research methods

Deadline

Work to be uploaded onto your personal student portfolio by 5.30pm Thursday 1st October.