

Name:

Visual Communications

Project: Cliché**How can text change the meaning of an image?
How can an image change the meaning of text?**

Project Overview: You will match a cliché with an existing, appropriated image. This will create a new meaning for the image and for the text. You will continue to make careful choices about font, color and imagery.

Parameters:

1. The font should reflect something about the cliché and/or image that you have chosen.
2. The color of the font should 'respond' to the colors in the image (either working *with* or purposefully *against* it).
3. You should type out your cliché in a variety of fonts.
4. You need **2** copies of the final product: 1 should be laminated and cut out and 1 should be a "straight" print out (choose your paper and paper layout wisely!). Should your paper be 'portrait' or 'landscape' format?
5. Format your digital file to be no larger than 640 x 480 pixels (instructions below) and post it to the wiki site (after Lisa approves it).

Process:

Log on to the WIKI site: www.viscomclass.wikidot.com

Go to: FALL – Fall Assignments – Cliche

FOLLOWING THE CLASS BRAINSTORM ACTIVITY,

1. Choose a topic from the class brainstorm activity that resonates with you/ has some personal interest to you.
2. Write down 3 - 5 clichés that you like from the list of clichés on the wiki site. You can search by alphabetical order **or** by category. OR, chose expressions from the brainstorm list of

slang or colloquialisms.

3. Try to 'match' or arrange a cliché or slang expression with the topic that you chose.
4. Open Firefox to search for images on the internet having to do with your topic (use google image, yahoo image or your image search engine of choice).
5. Once you find an image, make sure you write down the artist's name and source of the image.
6. Open InDesign and try typing your cliché/expression in a few different fonts. You may also have to download additional fonts from dafont.com or another font site. This is called *researching*. You will compare the fonts. You will hand this research in with your final product.
7. Choose a font with which to work. Do not make a choice just based on the font, but think about how it is working with or *against* the image that you have chosen.
8. What color should the font be?
9. Place your image in InDesign and arrange the text to be in front.
10. Print out your image when you are done (see Lisa first). Choose your paper wisely and laminate! This will be the copy that you use during our critique discussion.
11. After you have printed, export the file as a JPG (JPEG). Name your file **ClicheYourName.jpg**.
12. Open your jpg document in Adobe Photoshop. Go to Image – Image size. Format your document no larger than 640 x 480 pixels.
13. Save the file and 'hand it in' to the teacher's drop box OR upload the file to the WIKI site.

Design Considerations:

- ✓ Will the cliché/expression work *with* or *against* the imagery (will it support it, or throw the cliché or image on its head?)
- ✓ Can you use your own, *original* imagery (a drawing, illustration or

photograph?)

- ✓ What color will the font be? Will the color 'pick up' a color from the image or work *against* it? Will the text be white or black?
- ✓ Is the font working with your idea?
- ✓ Stroke weight on the font?
- ✓ Where should you place the text in relationship to the image?
- ✓ Should the image have a border?
- ✓ Should the text be 'on top' of the image or outside the boundaries of the image?
- ✓ Will you slightly change the text of the cliché or expression? Will you use slang or alter the language to be more colloquial?