GRAPHIC DESIGN 10

INSTRUMENTAL ABSTRACTION

Creating Abstract Album Covers for Instrumental Music

This Assignment is an extension of the work you have done with tiling in the worksheet “abstract Pattern and repletion in Photoshop”

Once you have mastered the art of tiling in photoshop save your work and start experimenting more with your base image. Isolate only parts of it to create repetitions. Combine different elements within the composition.

AND

Start building negative space into your compositions.

* Start thinking about negative space as a dynamic element in your collage.
* You can even use it as an active component of your pattern (coloured shapes interspersed with shapes of black.)
* Negative space allows the eye to rest and focus.
* Negative space can frame an image, or run in stripes through it. It can take the form of shapes or paths within the composition.
* Read the rest of the assignment sheet to give you an idea about how this negative space will be further used, other than just to create a more interesting/dynamic composition.
* This can be white but would probably look better in black.

You should create multiple collages in Photoshop exploring different ideas of incorporating negative space. Make sure you save all versions to your USB.

THEN

Choose your favourite album of instrumental music to design an album cover for.

This could be Jazz or Classical or experimental electronic or whatever. My personal Fave is Erik Satie but I also love Flying Lotus and Thelonious Monk.

*Q:*

*Why is it appropriate for us to design album covers that are abstract for music that has no lyrics?*

*A:*

*Abstract design has no reference to anything recognizable in our world. Colour, shape, composition all work together to, at the very least create a object of visual interest for the viewer, and at best move the viewer to deep emotional investment. Have you ever sat and stared at a Mark Rothko painting, in person, for longer than 5 minutes? It is a very moving experience. Instrumental music is similar in the fact that, without lyrics, there is no reference to anything recognizable. The music relies on the rhythm, tones, and beats to communicate and to be emotionally resonant. For a really nice example for how abstract visual art can reflect the same abstract content as music check out this* [*link*](https://www.youtube.com/watch?v=86Wp96uG-N8) *to an amazing animation by Norman Mclaren*

Use the type tool to incorporate the artist and album title into the negative space of your composition.

Feel free to be inventive with placement of type.

Try different fonts. Which one feels stylistically most appropriate?

You could also work directly on top of coured shapes (positive space) if you feel it would be effective.

Now start including colour.

Use the eye-dropper tool to take colours out of your composition to use on your palette.

The end goal here is to:

Make decisions about font and colour that both unify your composition but also create visual interest and compositional balance while remaining legible.

Save all the copies you make. Choose your favourite one to submit.

EVALUATION:

Photoshop: collage is relatively clean and tiday. Tiling has been effectively and seamlessly accomplished. Project demonstrates understanding of all applicable Photoshop functions.

/10

Composition: Incorporates negative space effectively, both as a dynamic and integral component of the composition but also as vehicle for incorporation of text.

/10

TEXT: Font and colour have been effectively incorporated and used as a balanced component of the composition

/5