

# Black Box Project



**ORDER**



**TENSION**



**INCREASE**



**CONGESTED**



**BOLD**

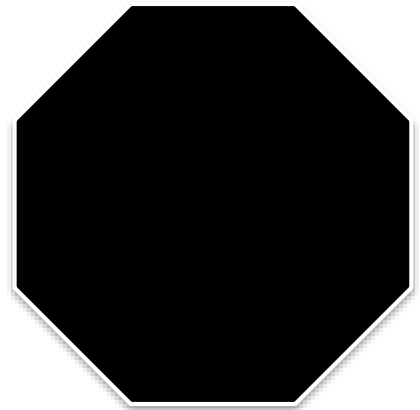
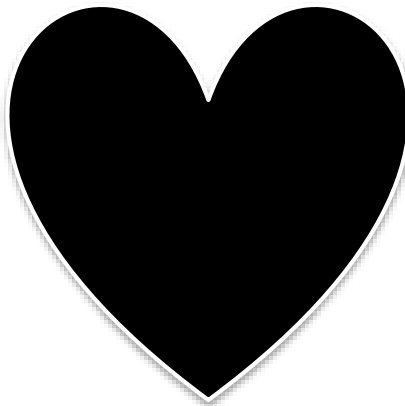
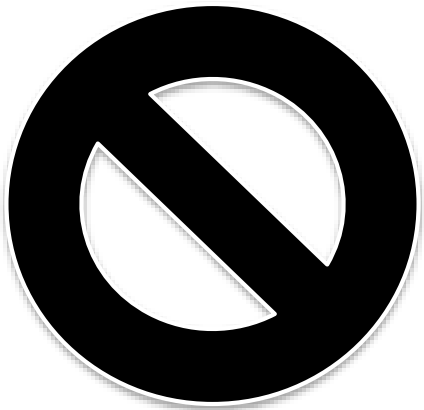


**PLAYFUL**

# What is Visual Literacy?

- the ability to interpret, negotiate, and make meaning from information presented in the form of an image
- based on the idea that pictures can be “read” and that meaning can be communicated through a process of “reading”

# Communication with images...



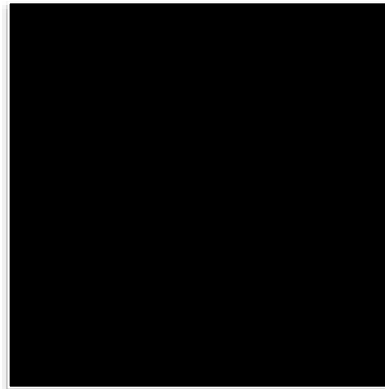
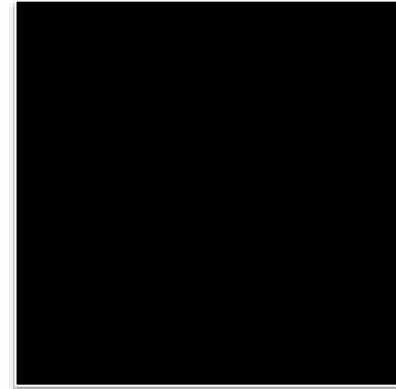
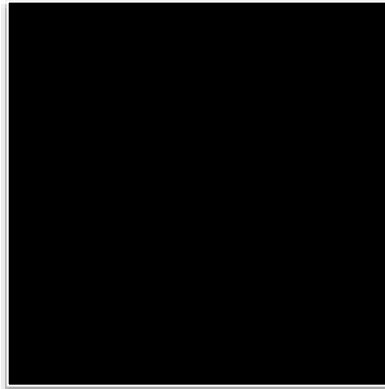
# What is Creative Problem Solving?

- mental process of creating a solution to a problem
- find your unique answer to the problem

# What will you do?

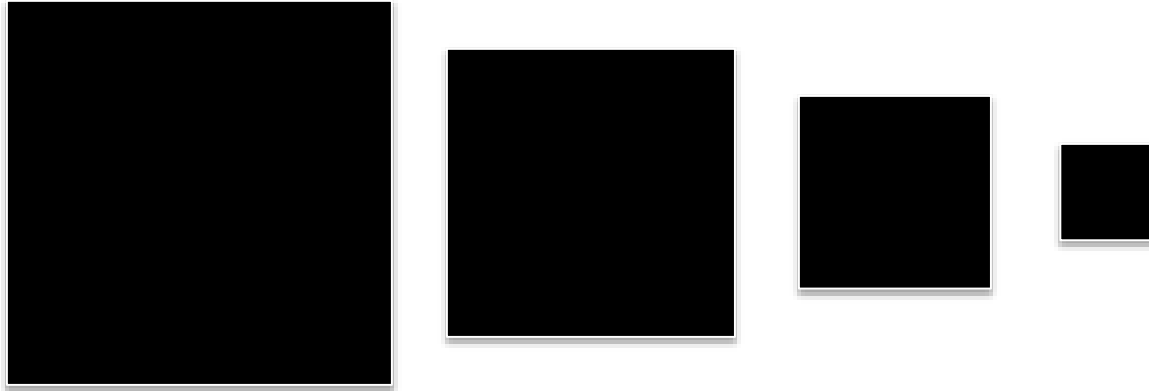
Use four black squares to create images that express the meaning of these six words...

- Order
- Increase
- Bold
- Congested
- Tension
- Playful



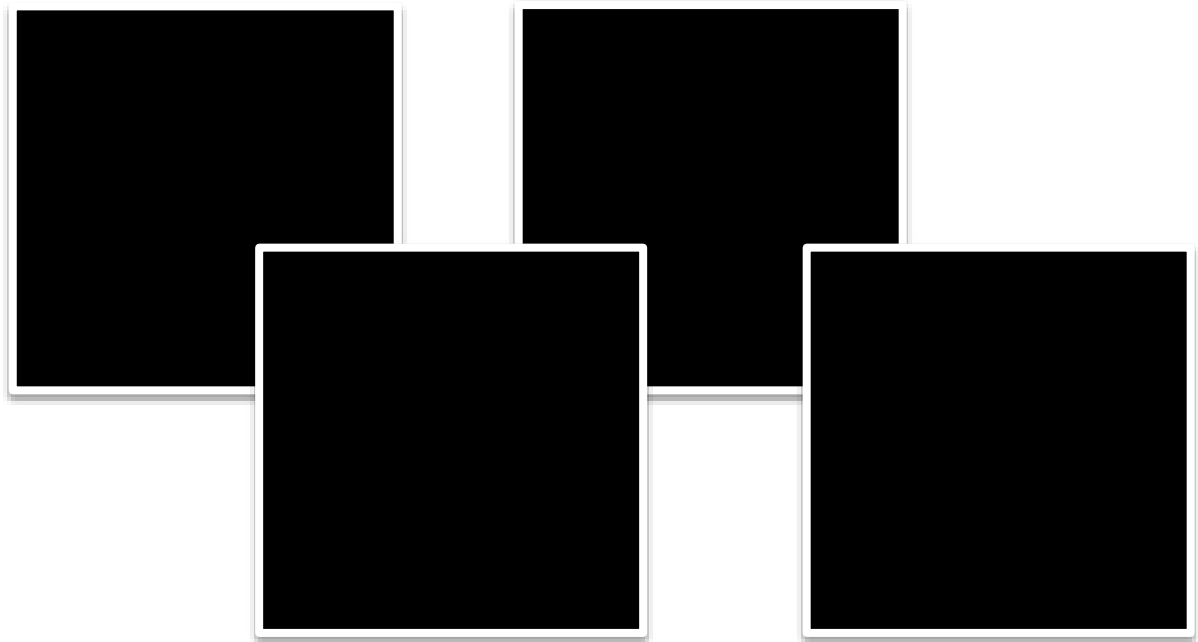
# Rules!

- ✓ The squares can vary in size



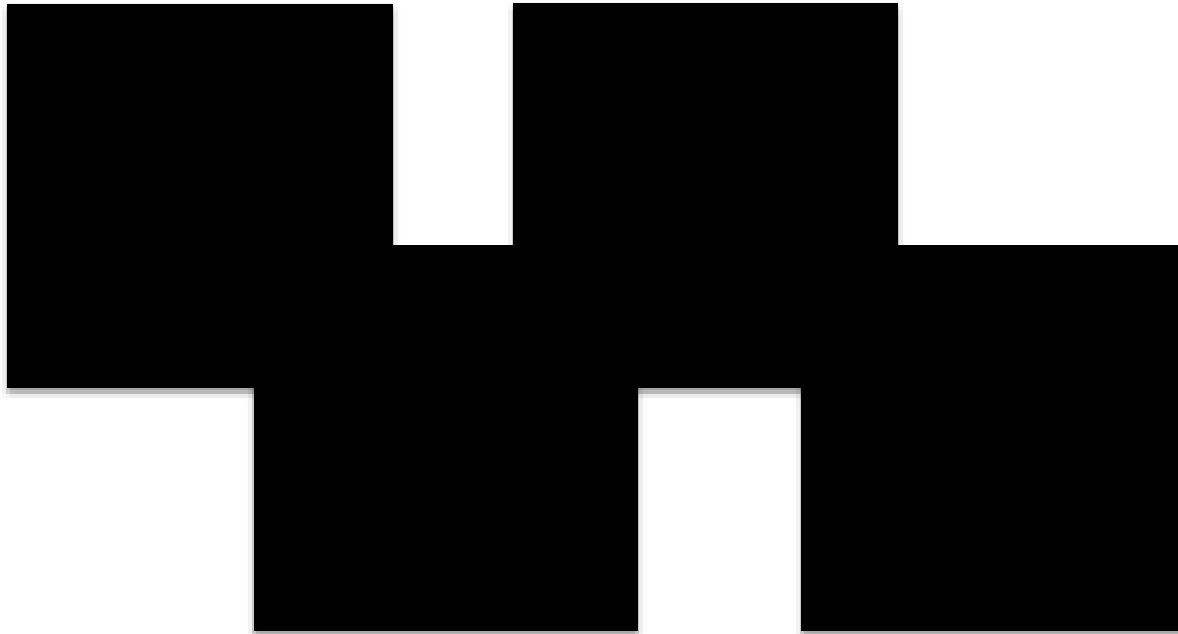
# Rules!

- ✓ The squares are solid black, but when they overlap each other you may distinguish this by using white space or lines



# Rules!

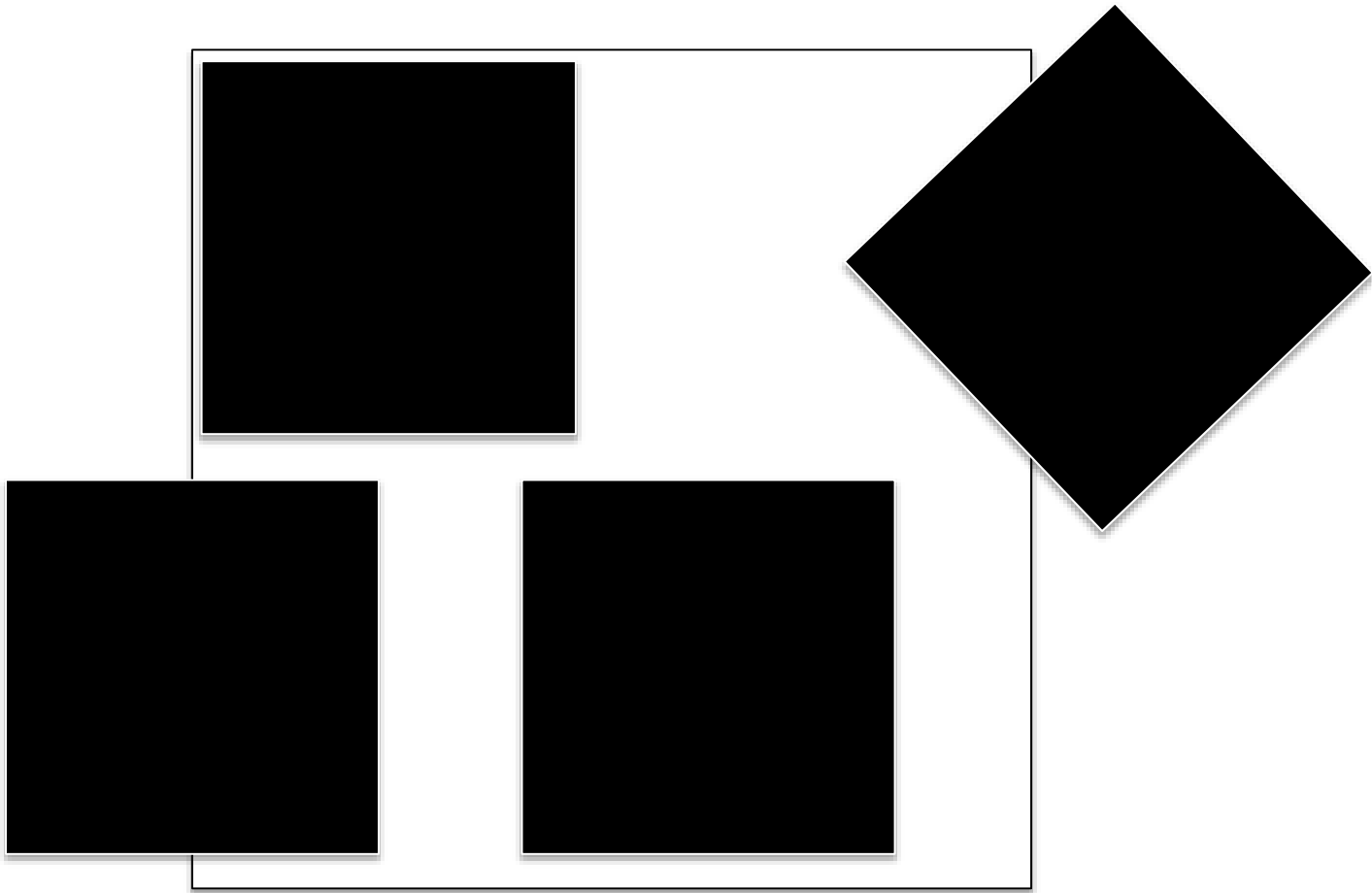
- ✓ OR! They can overlap with no visible separation.





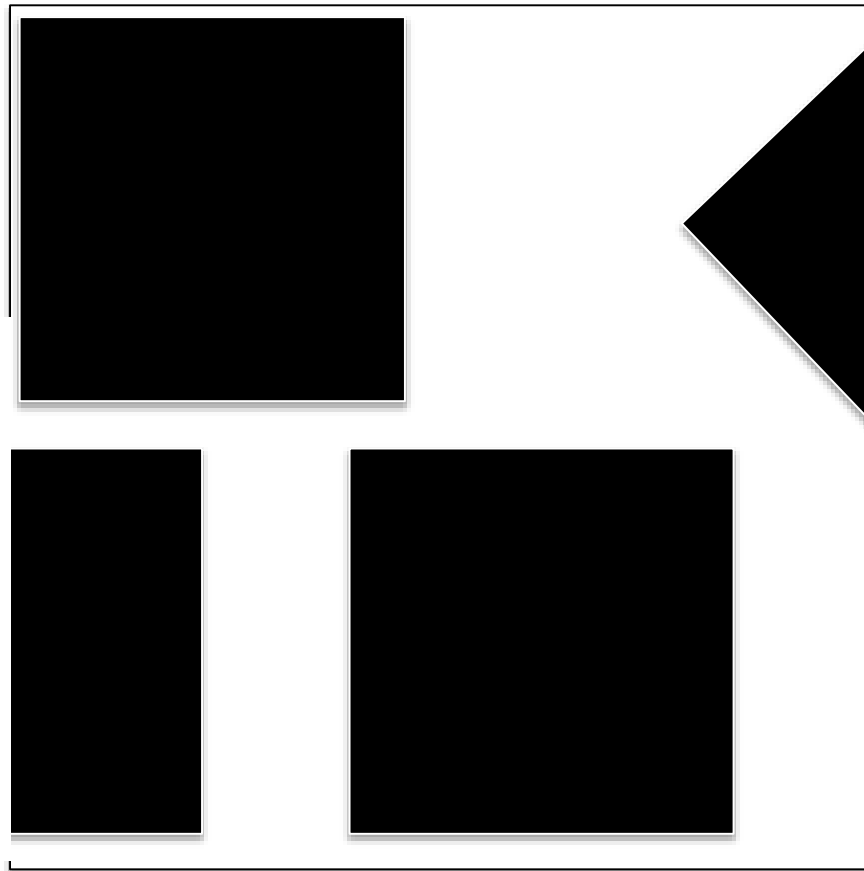
# Rules!

- ✓ Think of where your squares are in relation to the page (composition)



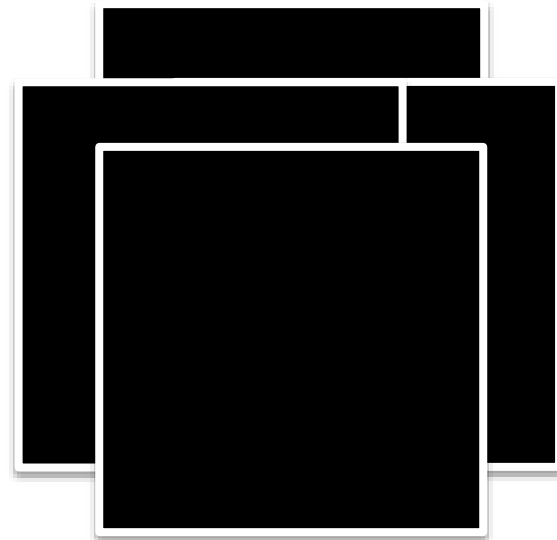
# Rules!

- ✓ Think of where your squares are in relation to the page (composition)



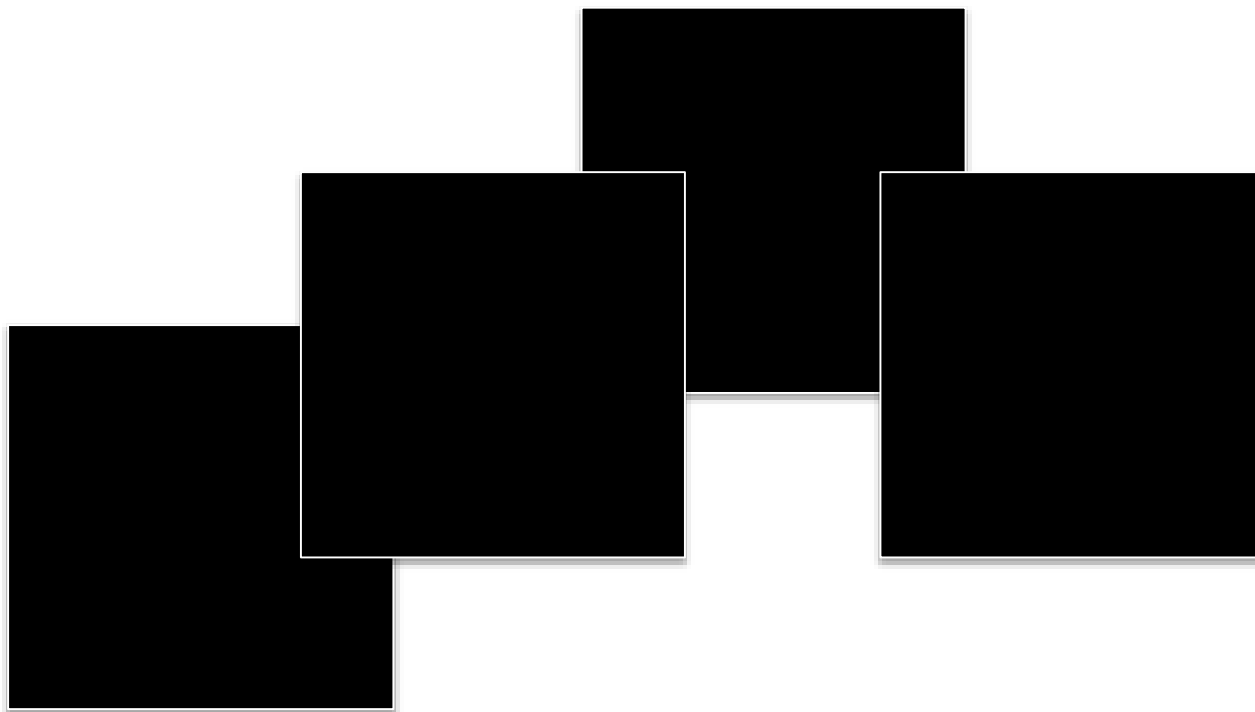
# Rules!

- ✓ The squares can touch creating a larger shape that may lose the form of a square



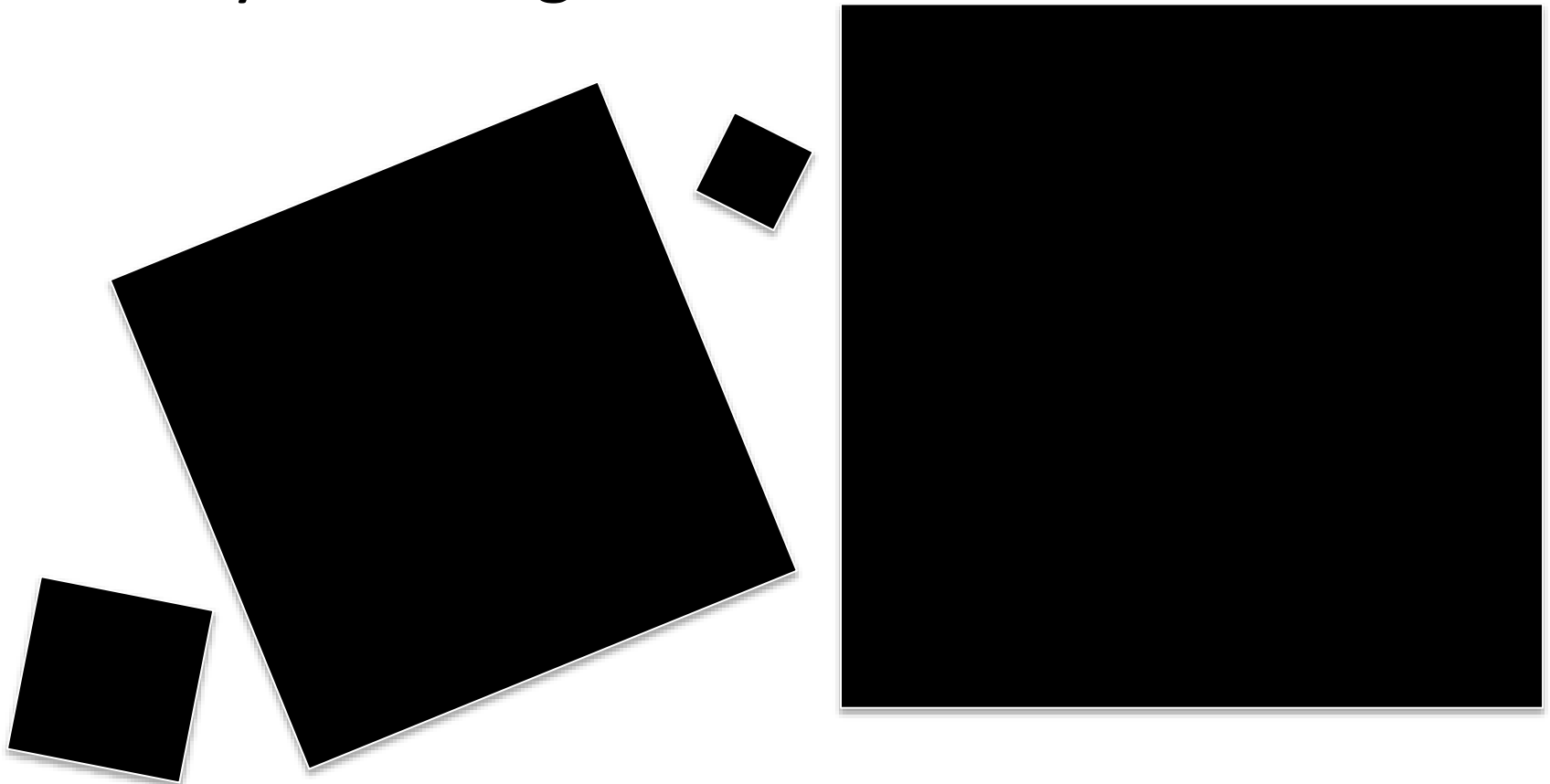
# Rules!

- ✓ Be sure to try overlapping for some of these problems



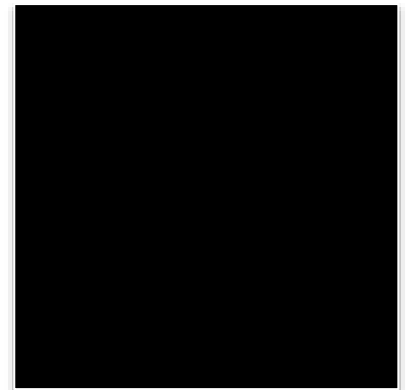
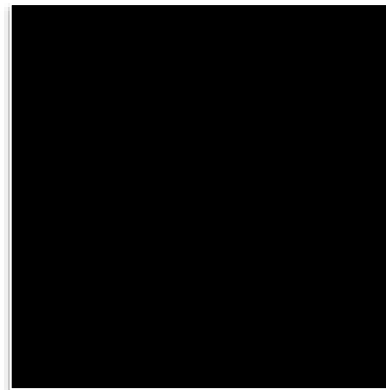
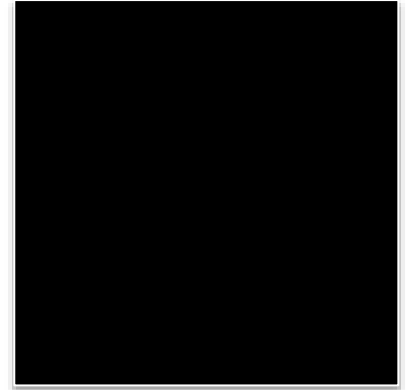
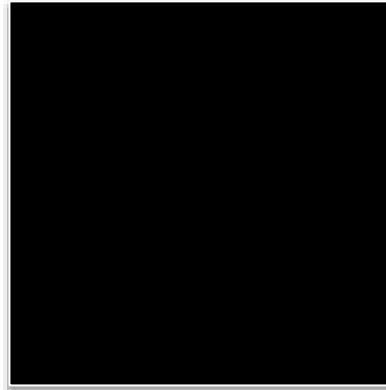
# Rules!

- ✓ Contrast in size, position, direction, and space will drastically affect the meaning of your design



# Rules!

- ✓ Be aware of the relationship between positive (the black squares) and negative (the blank) space



# Requirements

- You will make at least 6 preliminary sketches for each word... TOTAL 36 sketches!
- Select the most effective solution to 2 of the problems and circle them.
- You will share your ideas with me and reflect on the solutions to this problem.

## ◆ DUE DATES: ◆

- ✓ You will have 1 class period to complete this assignment... if you do not finish during class today it will be homework.

