

**Alissa Matsumoto**

DES150: Digital Media Design I  
Final Project & Process Book  
Fall 2013

Contents

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**Finals**

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- Composition 2
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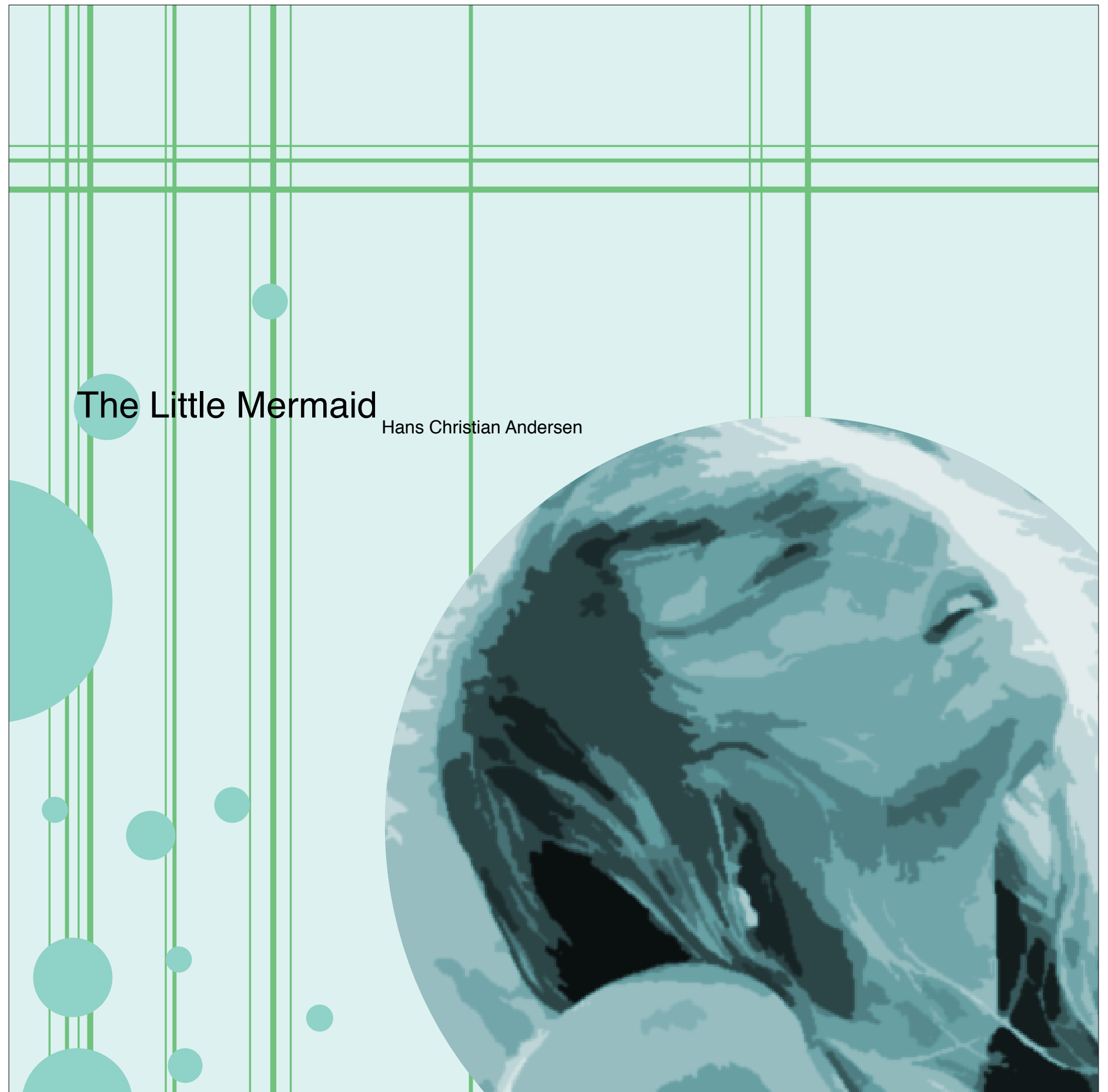
**Process**

- 01: Inventory
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- 01: Dots
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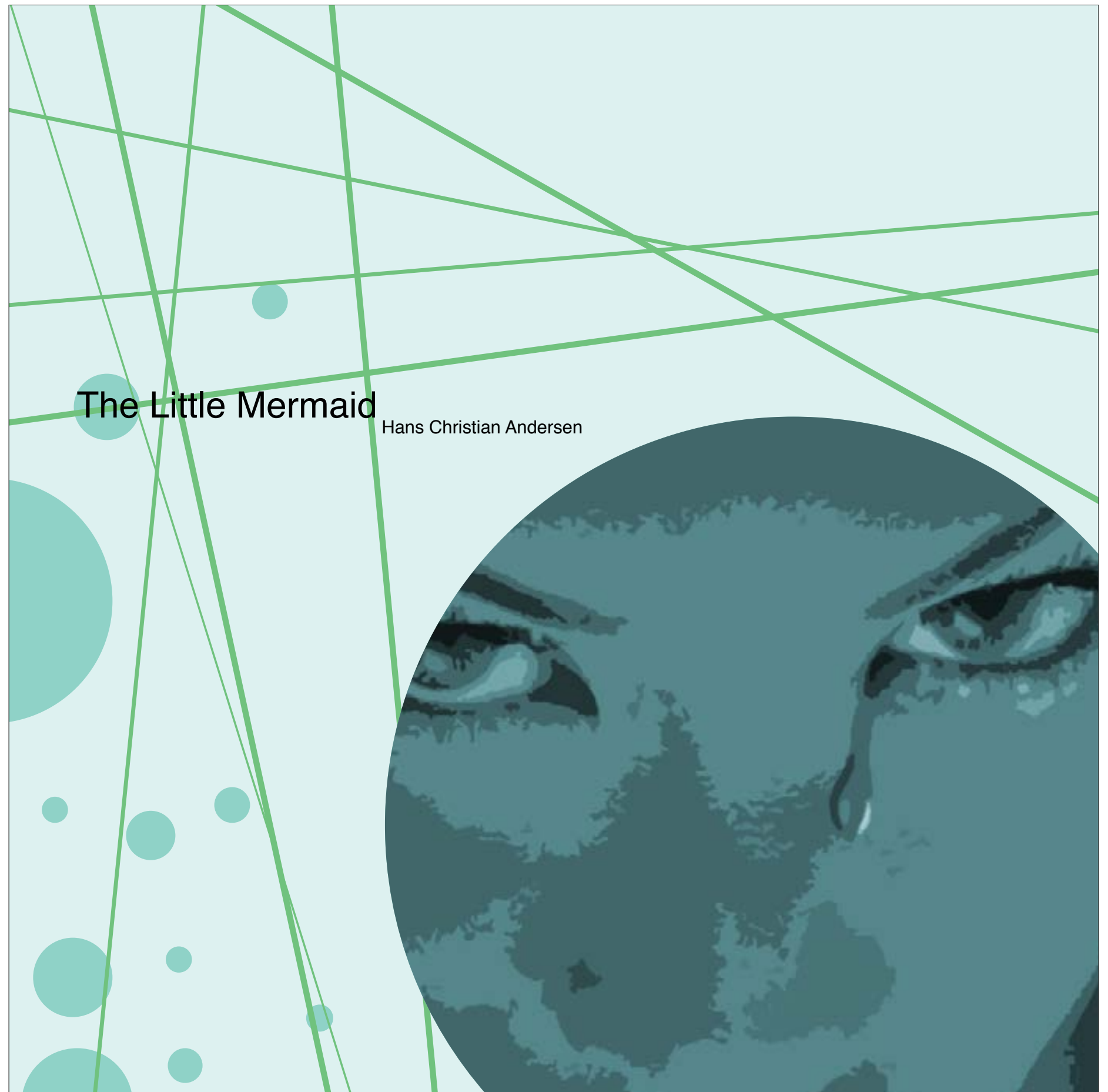
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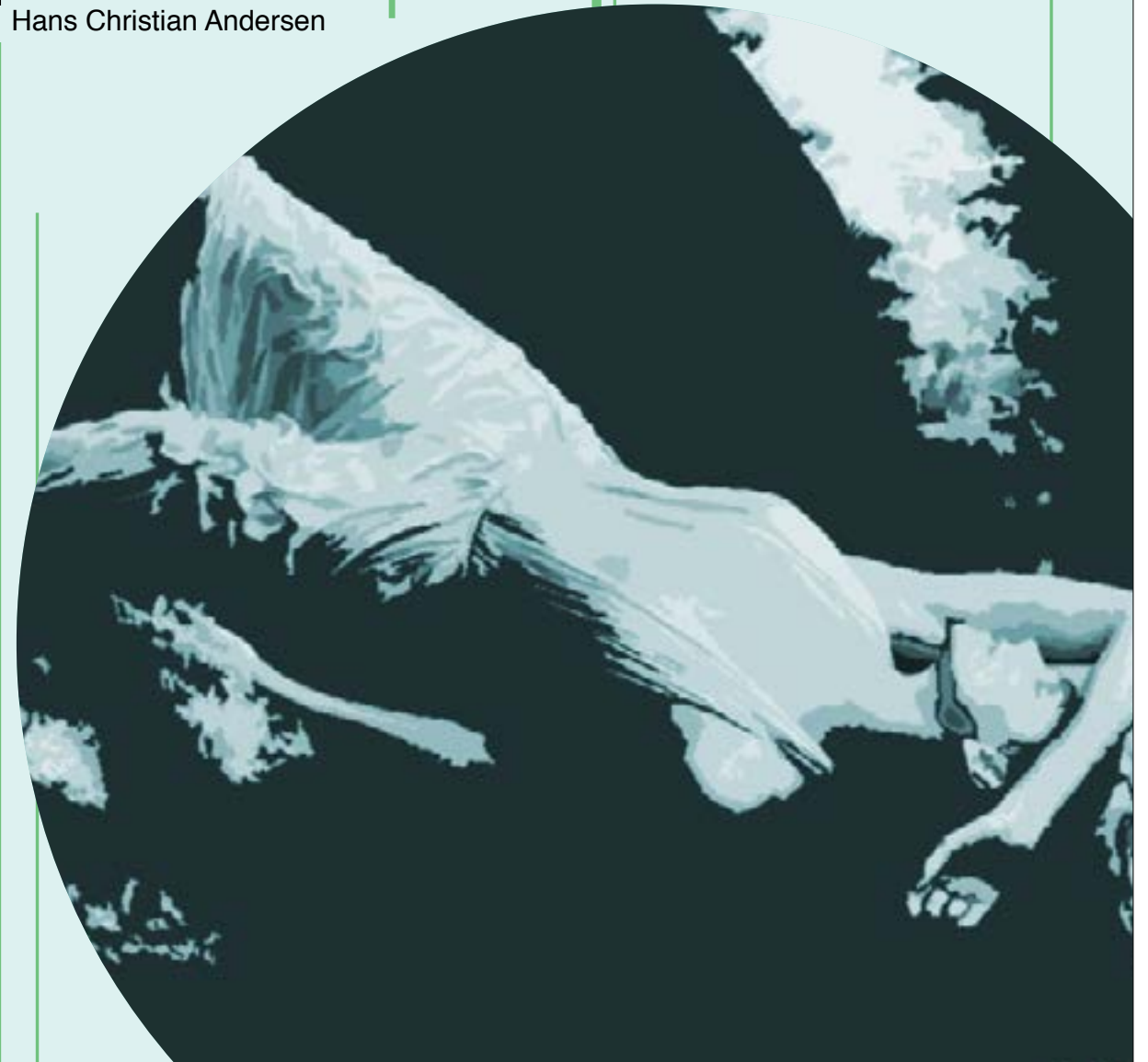
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# The Little Mermaid

Hans Christian Andersen



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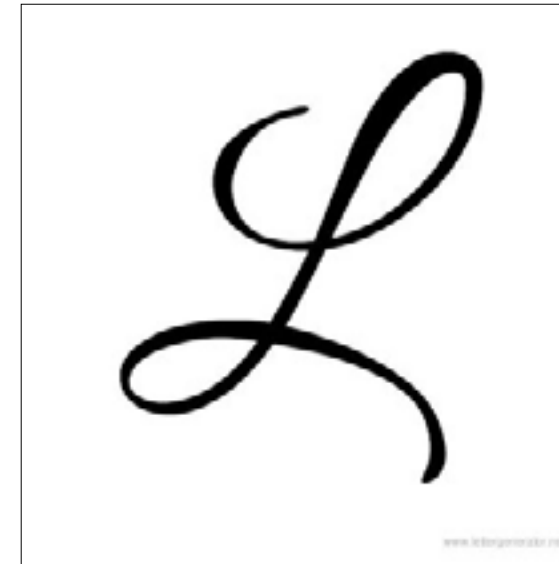
Process: Assignment 01: Inventory

Title: The Little Mermaid

Actions: Transform, Hearthbread, Dissolve

Letters: LM

Object: Potion





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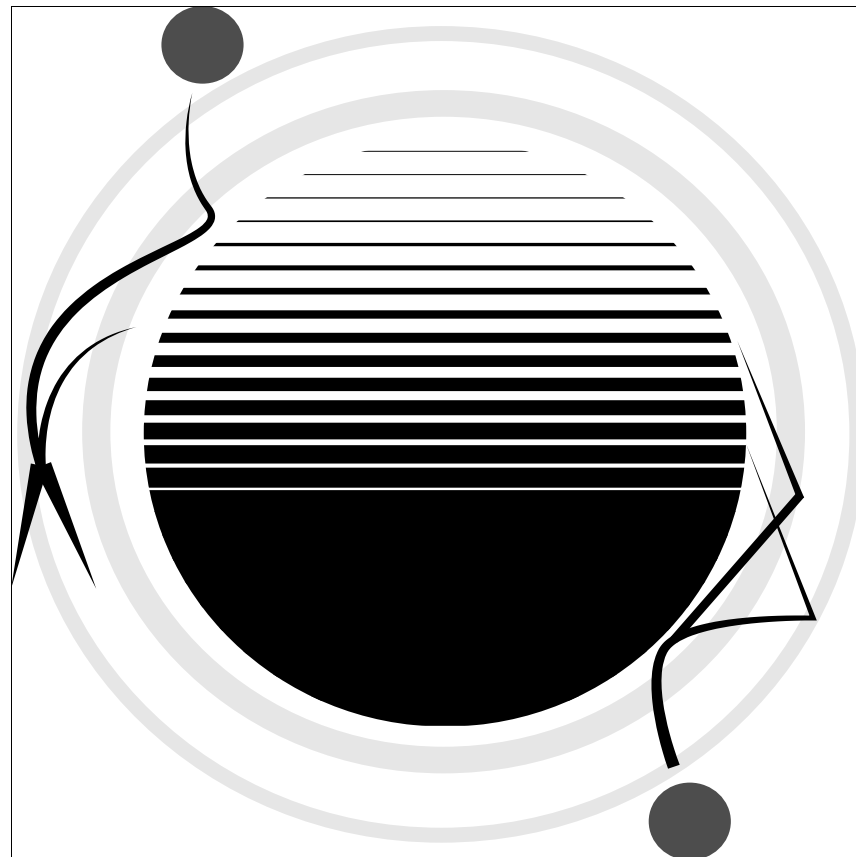
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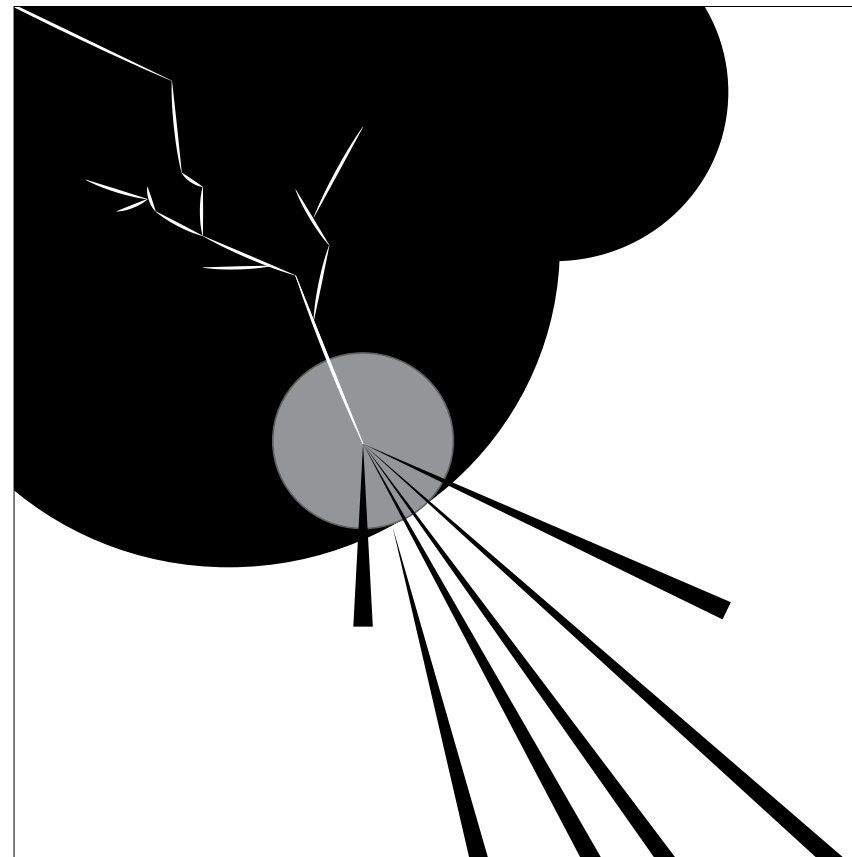
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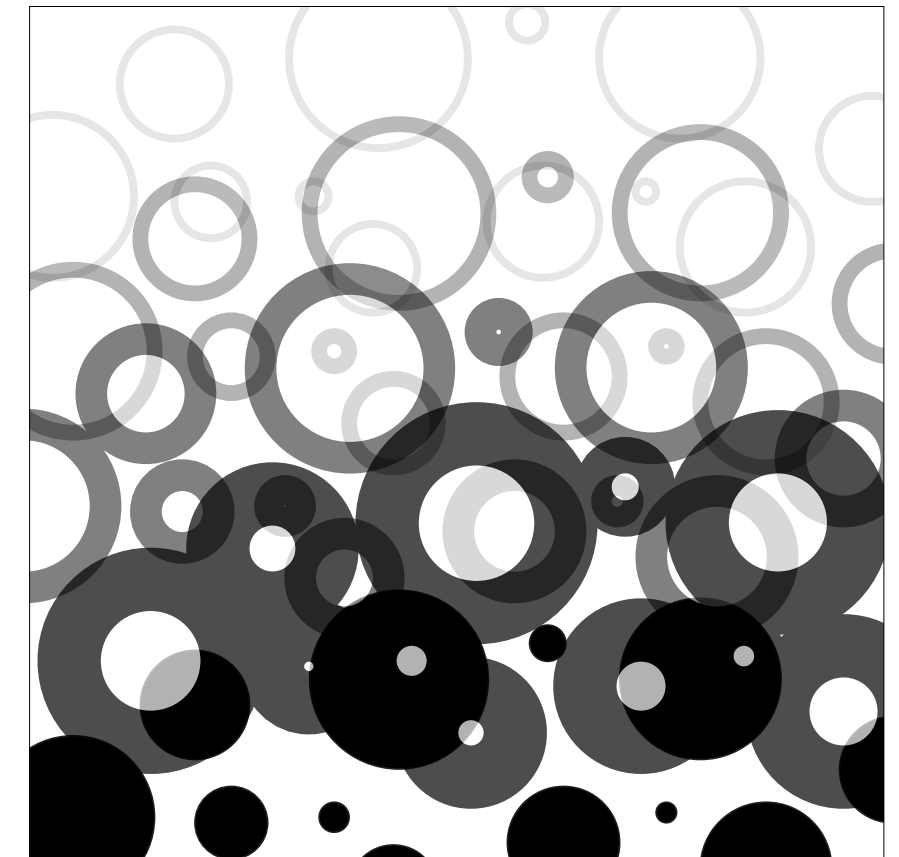
Convey the story's primary actions using any combination of lines and dots. One composition for each of your 3 words.



Transformation



Heartbreak



Dissolve

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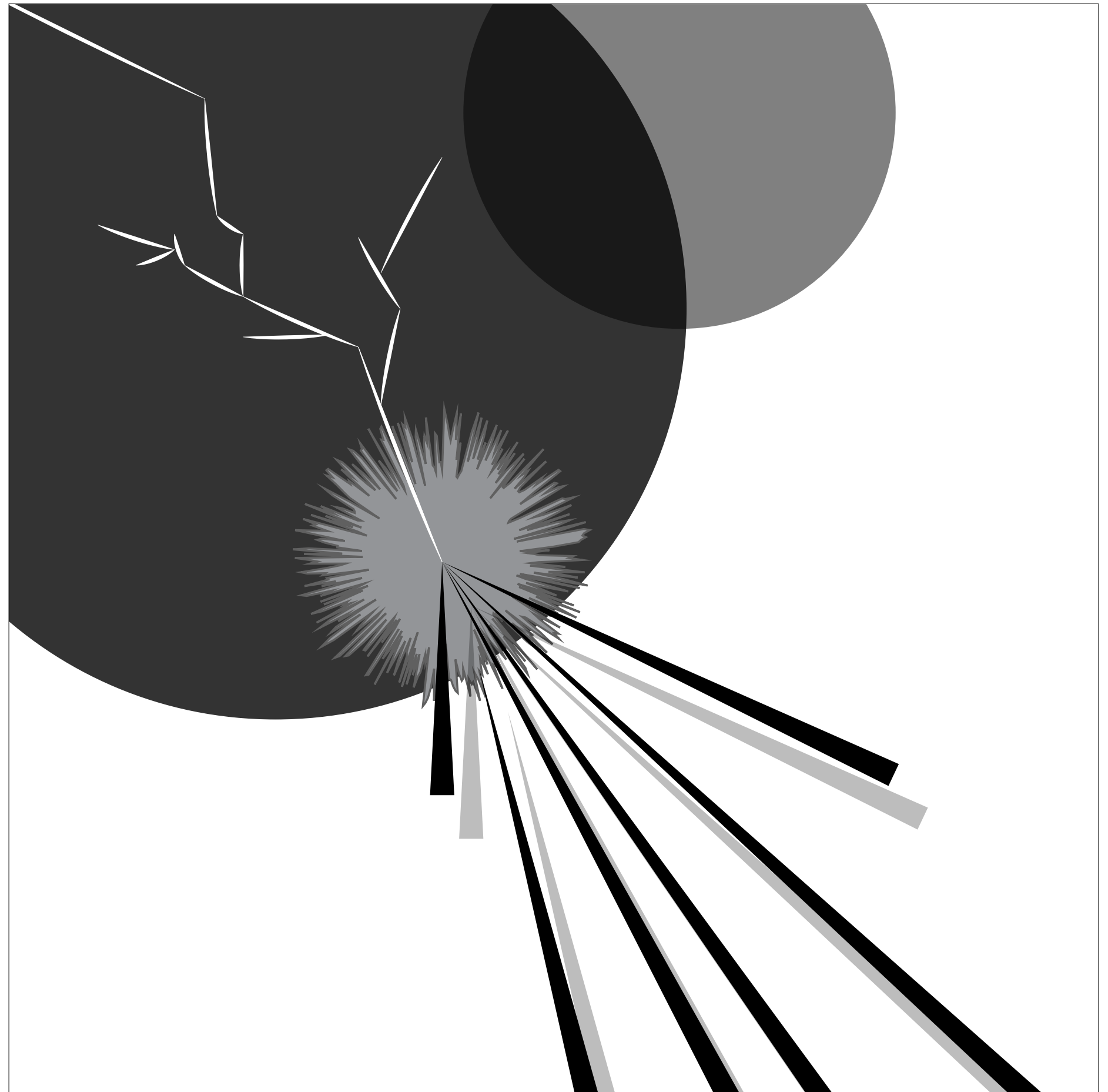
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**Process: Assignment 03: Effects**

Add a distorted or effected form to an action composition. Re-compose to find formal relationships between the new object and the existing forms.



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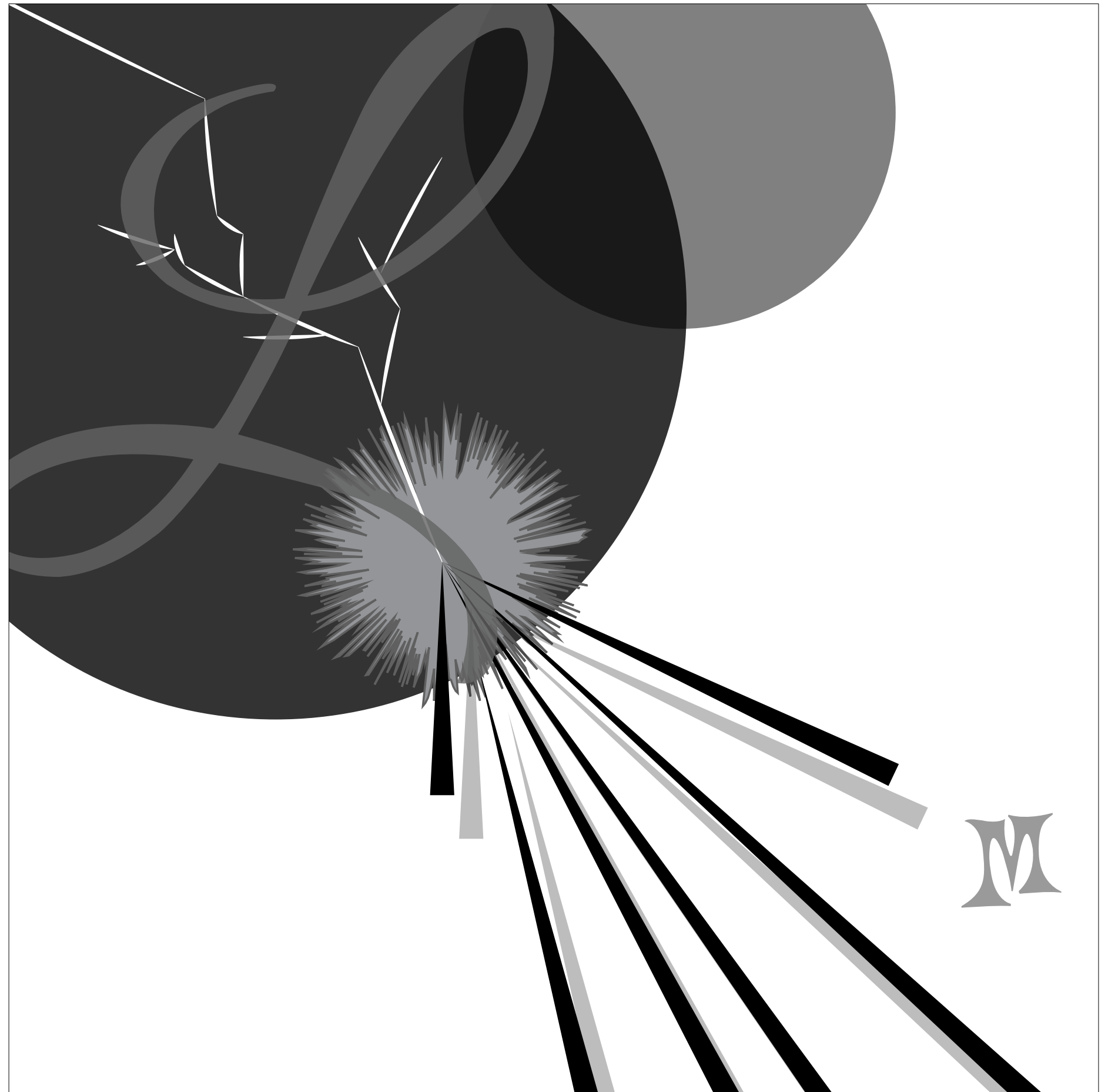
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**Process: Assignment 04: Type**

Add one or more letter forms to the composition.  
Re-compose to find formal relationships between the letters and the existing forms.





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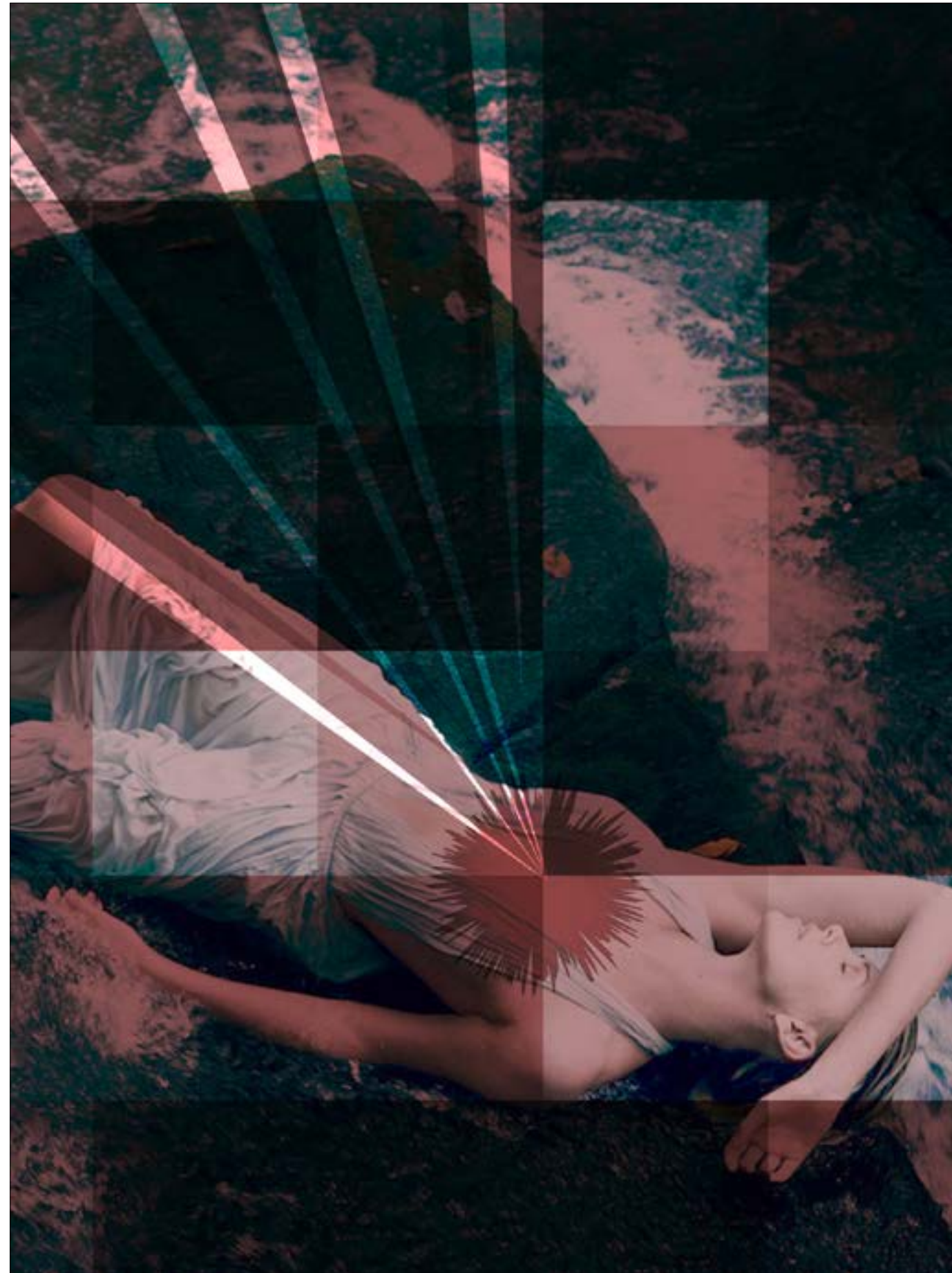
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### Process: Assignment 05: Poster

Compose an 18" x 24" poster from any combination of compositions and visual elements created. Consider the scale of the format in relation to your elements' formal and compositional relationships.



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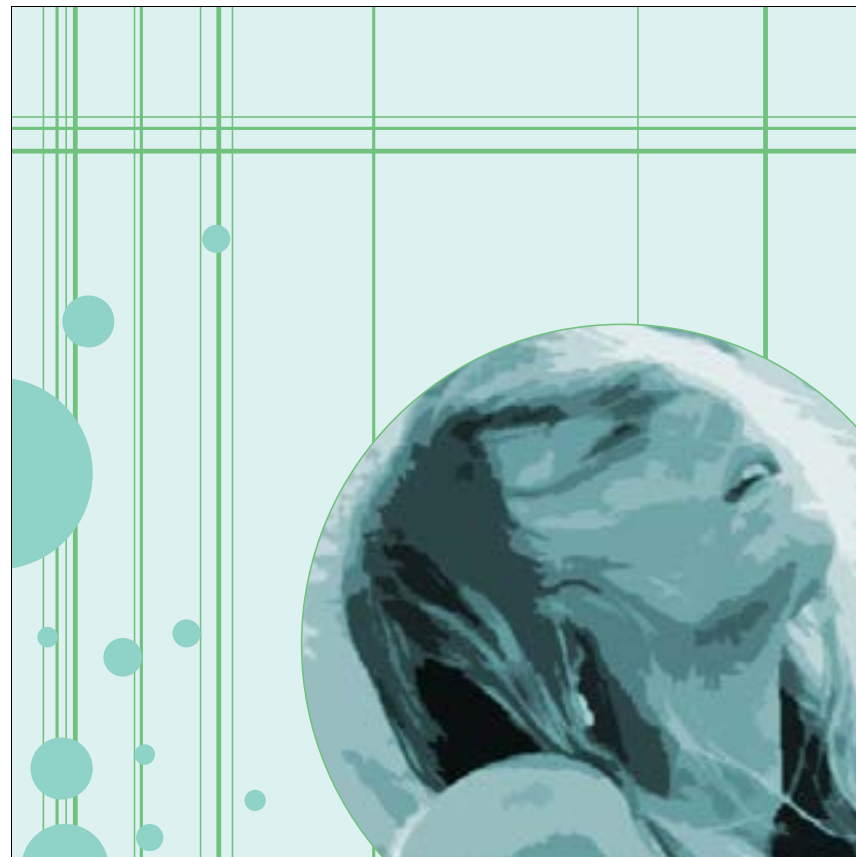
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**Process: Assignment 06: Series**

Create a series of 3 compositions to express the story, making use of any combination of previous and new explorations.



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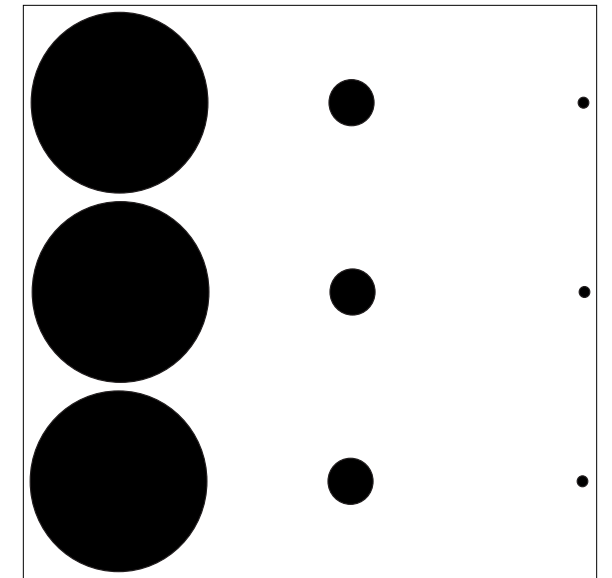
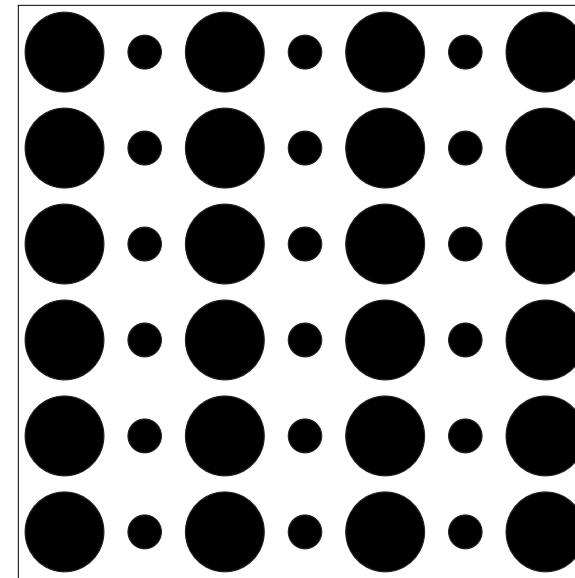
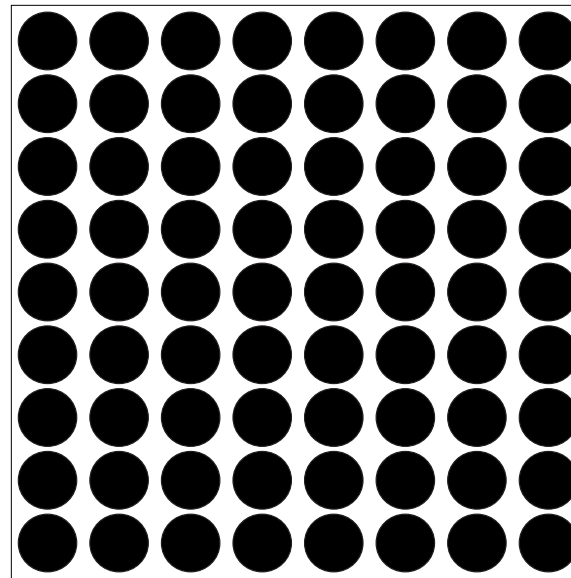
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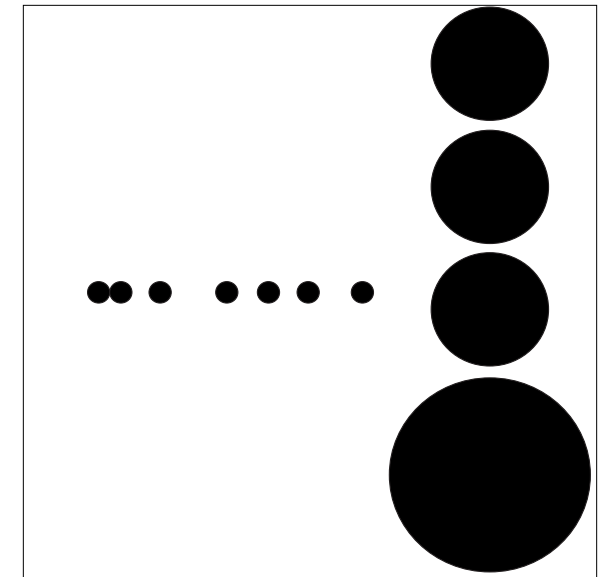
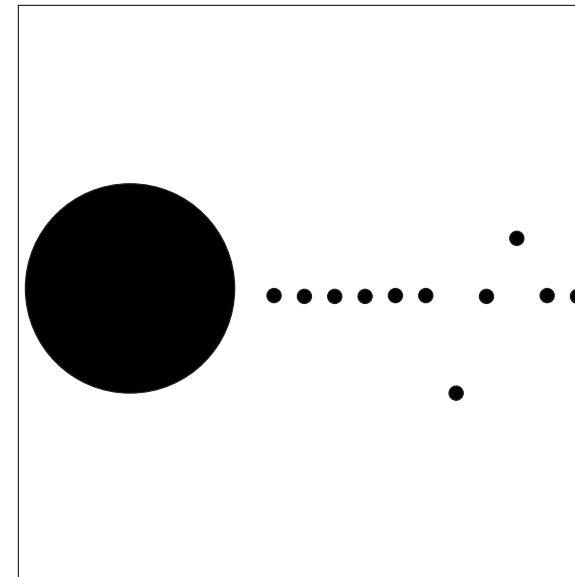
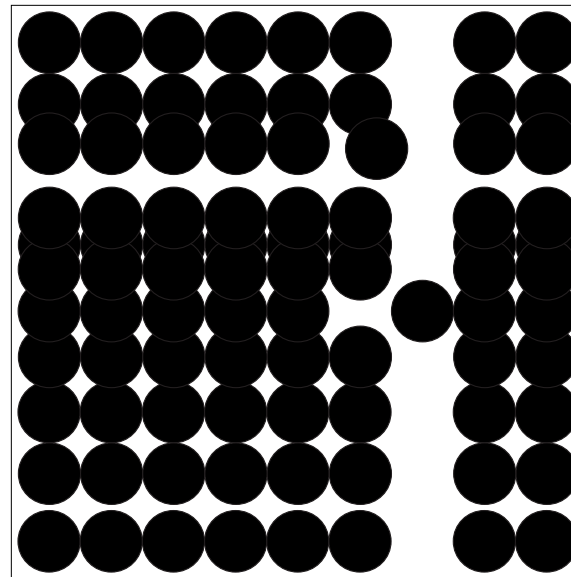
Visual Research: Exercise 01: Dots

Explore the concepts rhythm, tension, and balance using black & white dots within these parameters: 1) all same size dots 2) two sizes of dots 3) three sizes of dots.

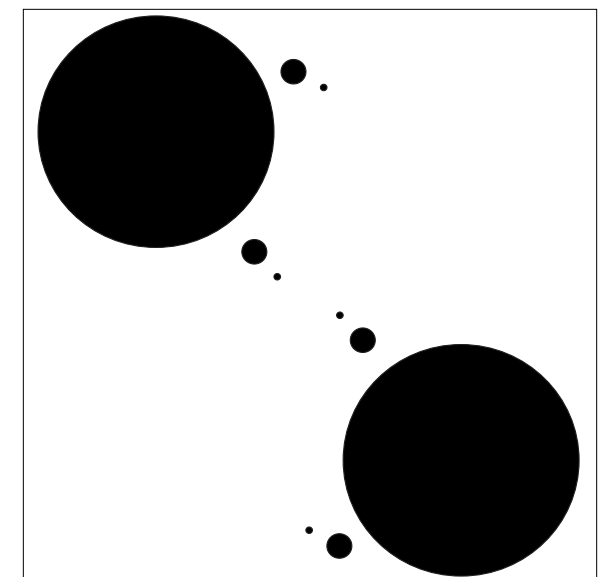
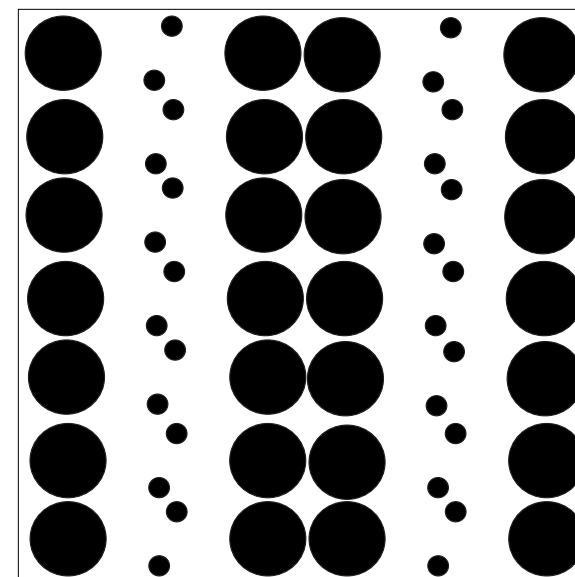
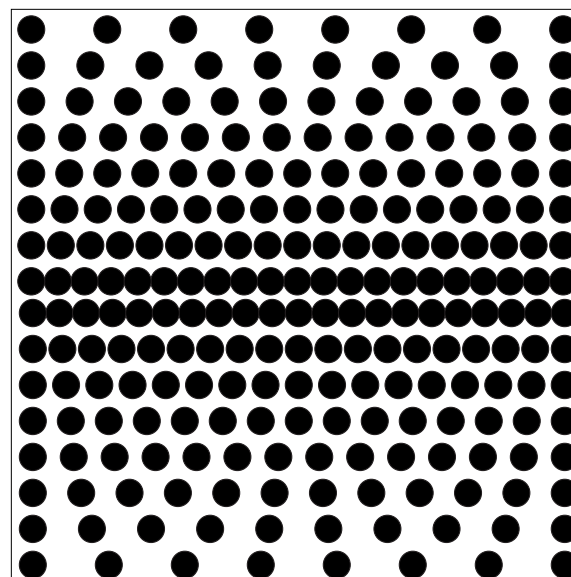
Rhythm



Tension



Balance





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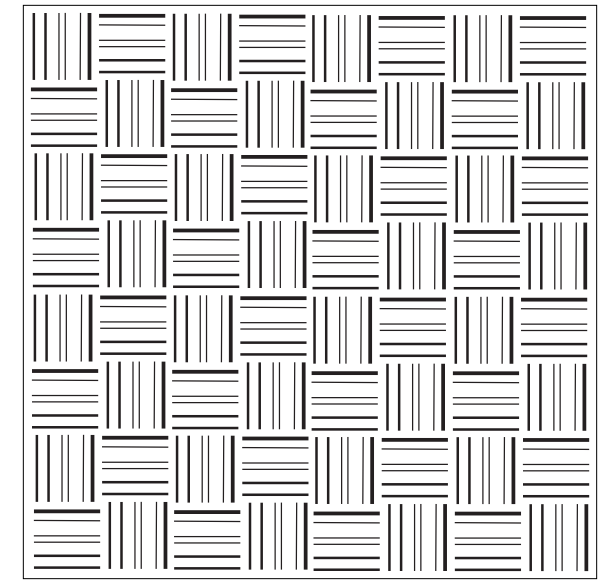
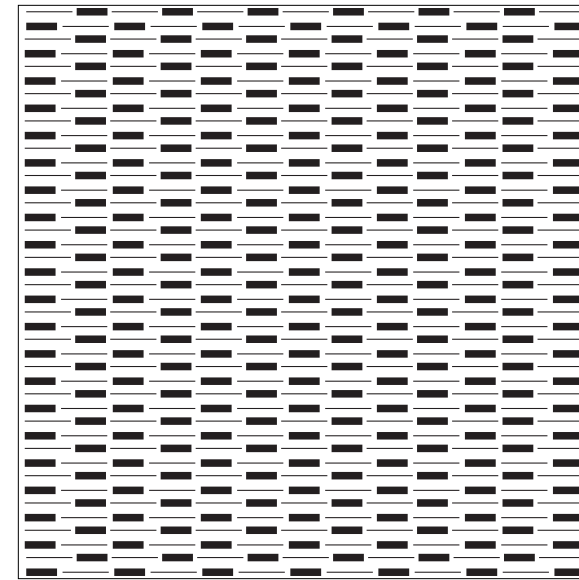
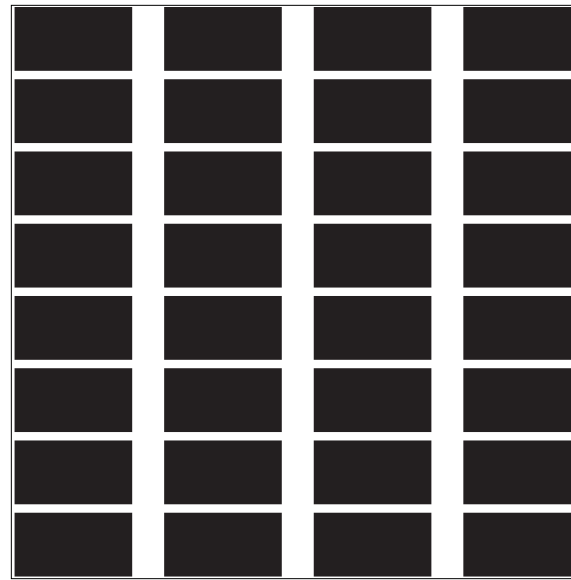
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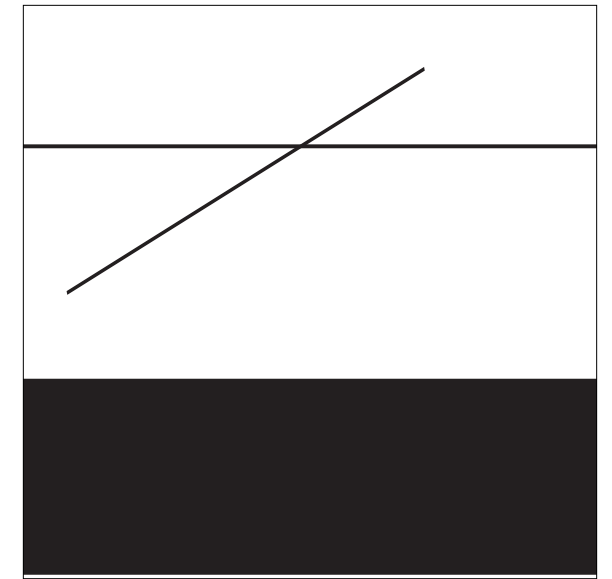
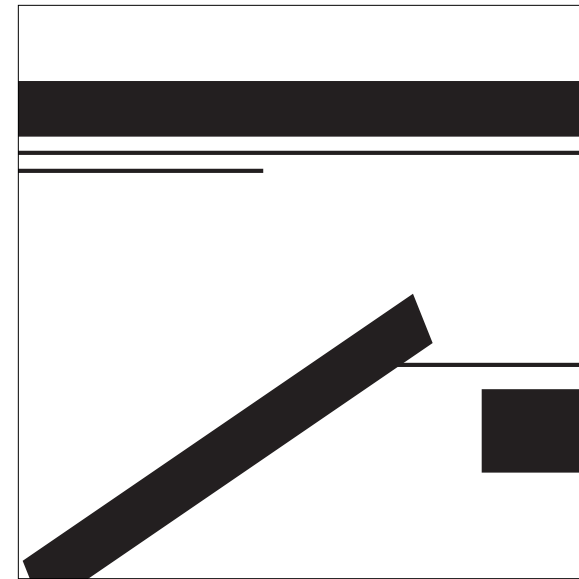
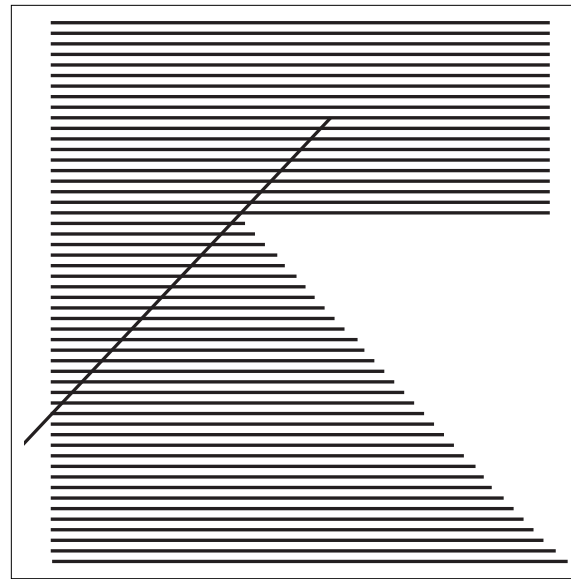
**Visual Research: Exercise 02: Line Studies**

Explore mutual (equivalent) and successive relationships using only black & white vertical lines.

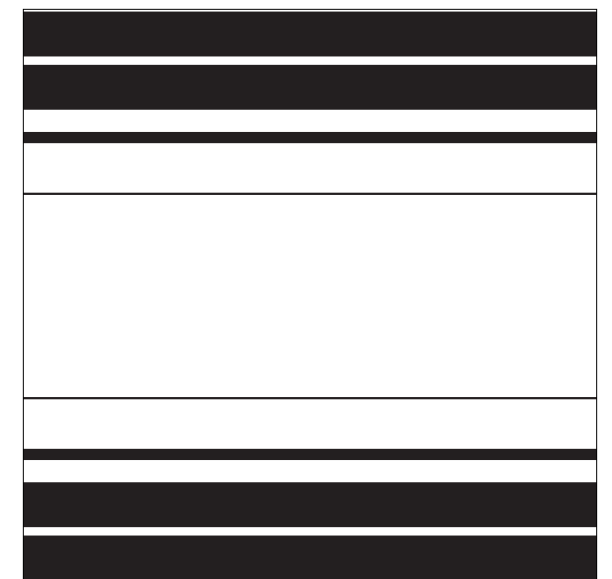
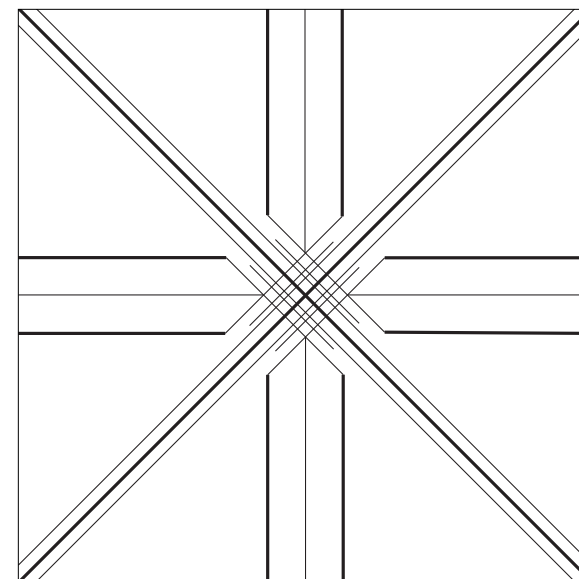
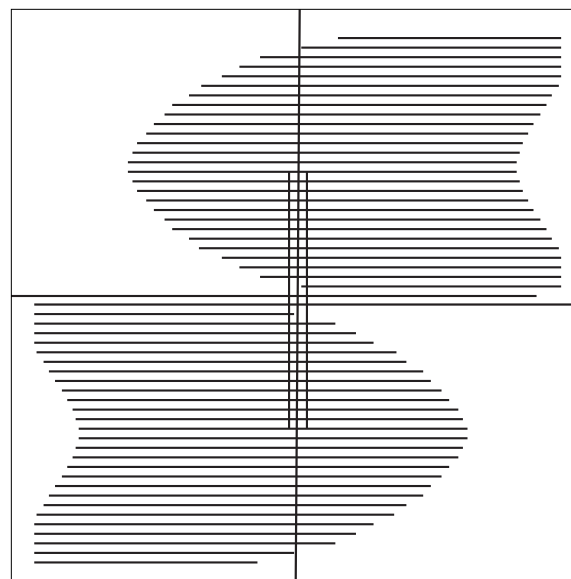
Rhythm



Tension



Balance



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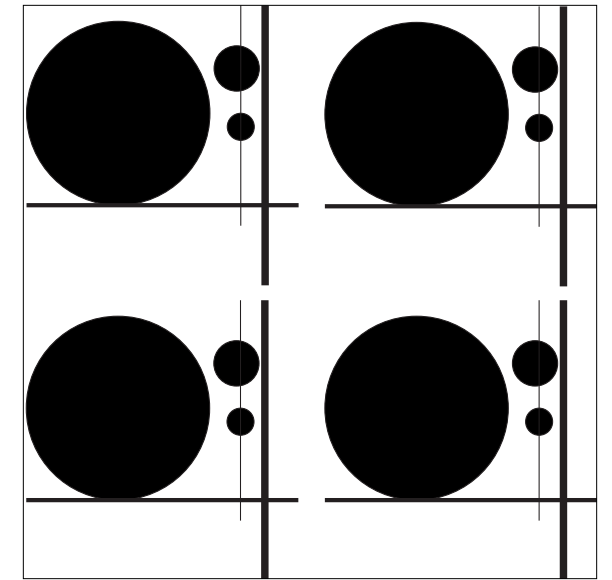
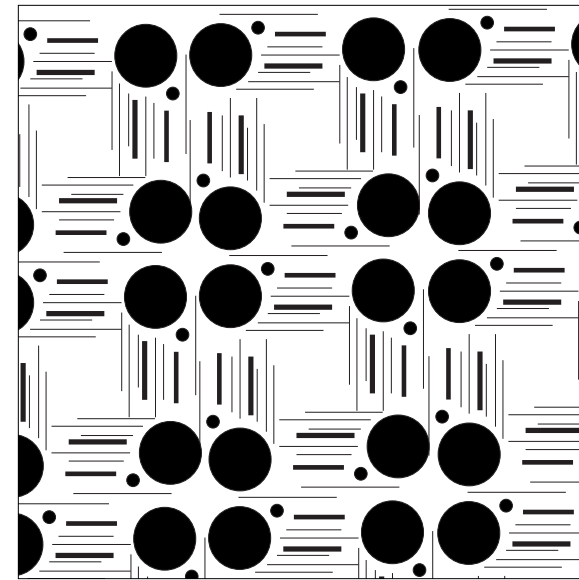
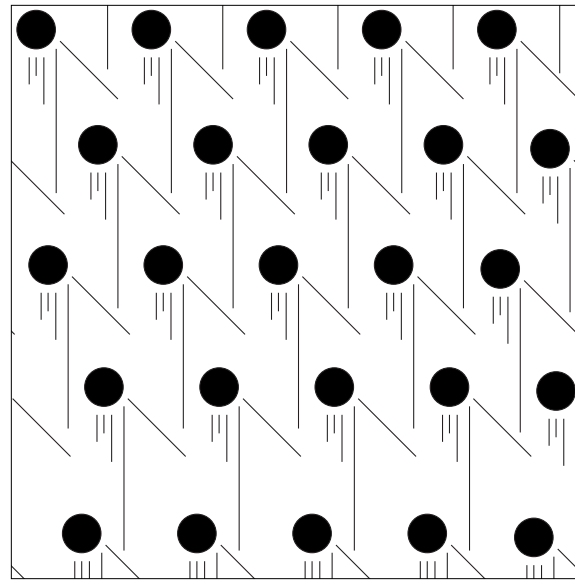
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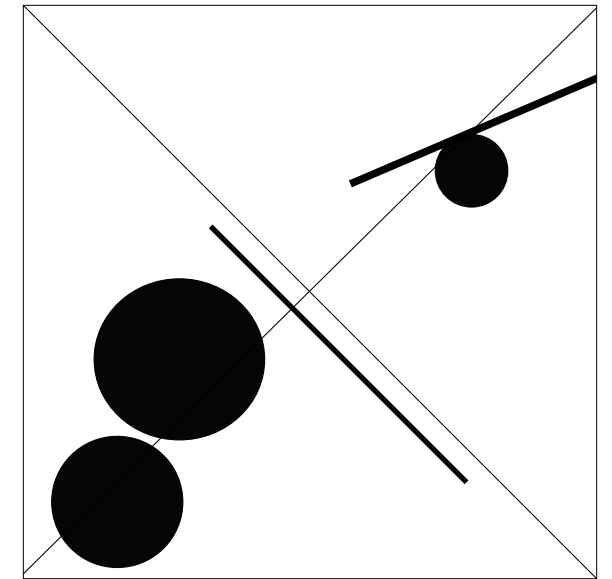
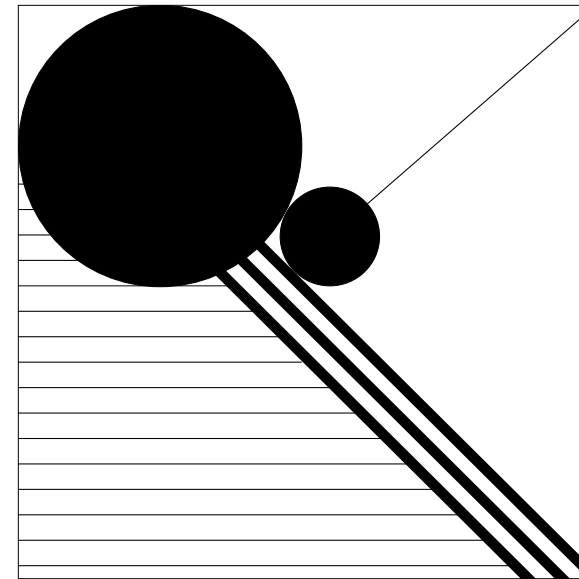
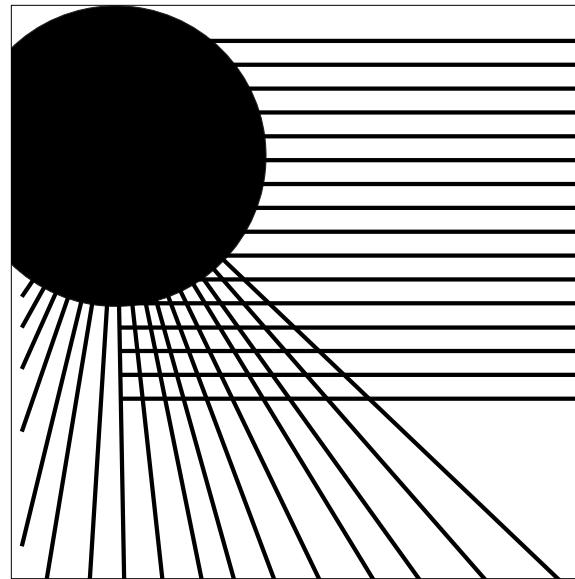
**Visual Research: Exercise03: Dots & Lines**

Explore mutual (equivalent) and successive relationships using only black & white vertical lines and dots.

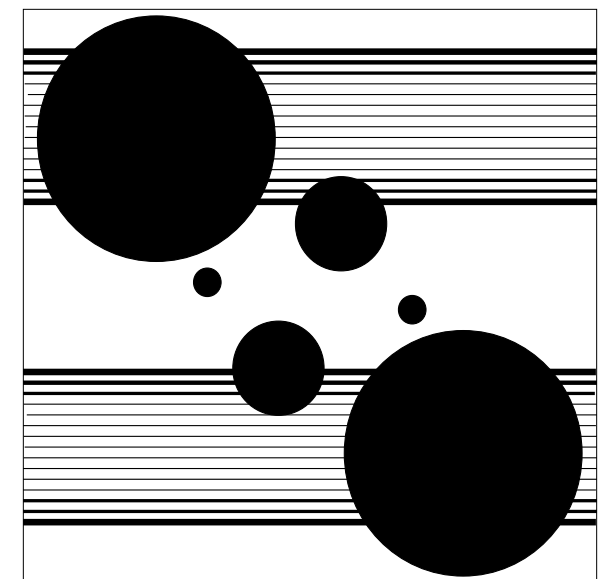
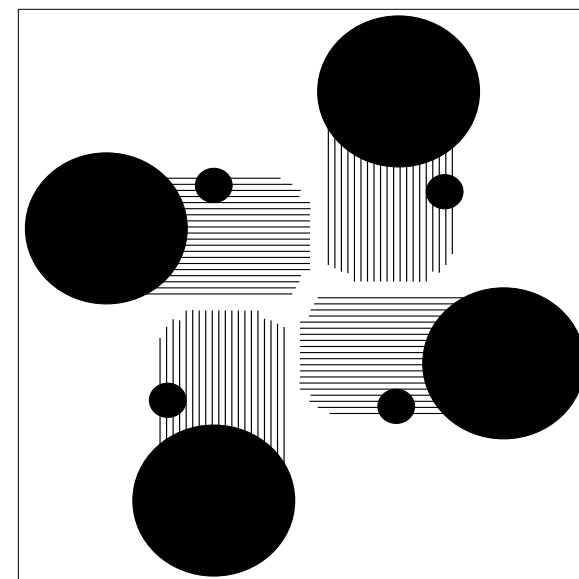
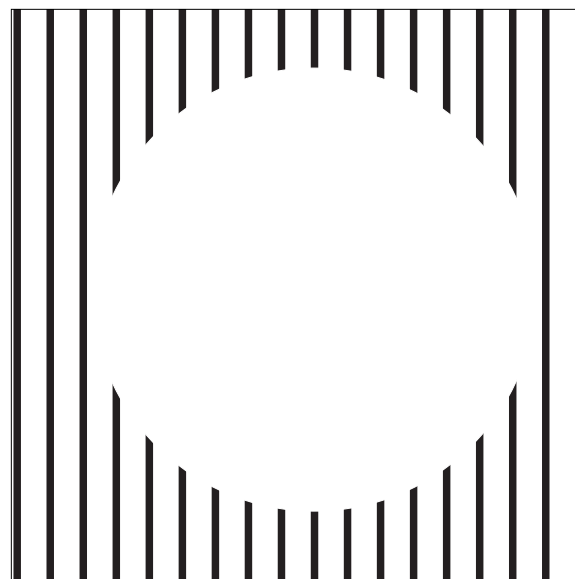
Rhythm



Tension



Balance





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**Finals**

Draw a 3.5" dot in the center of the format and explore multiple effects to discover new formal possibilities.

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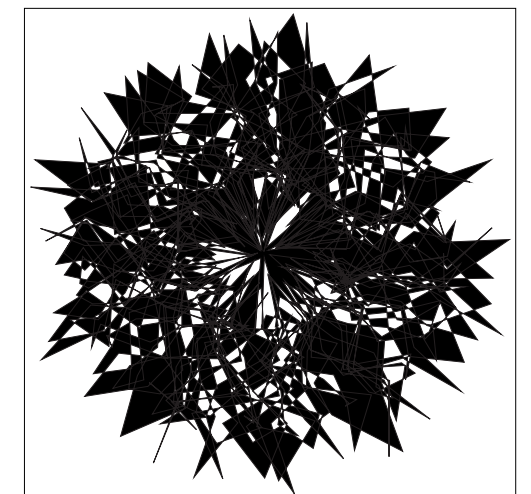
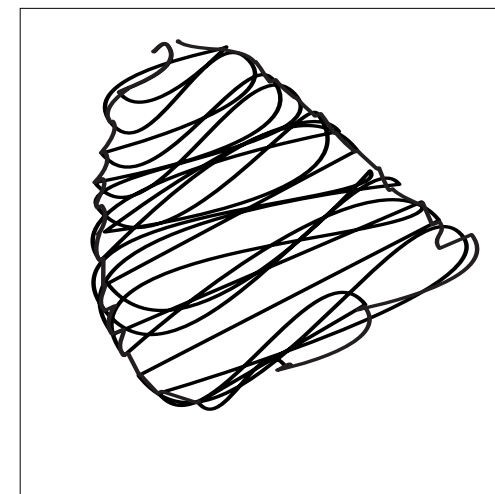
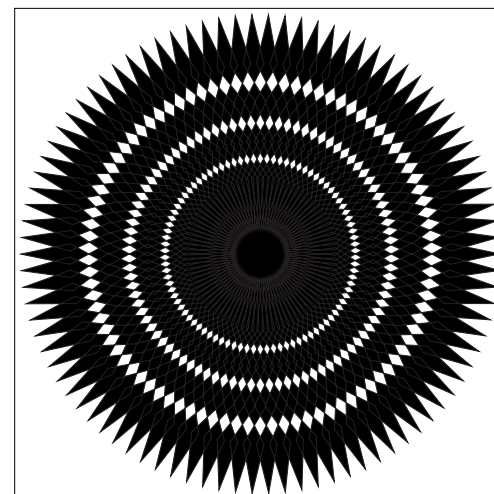
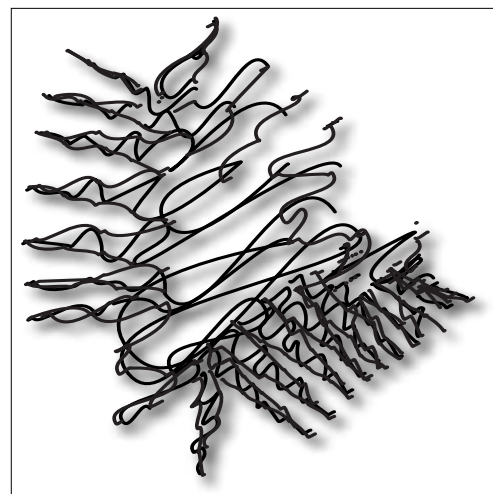
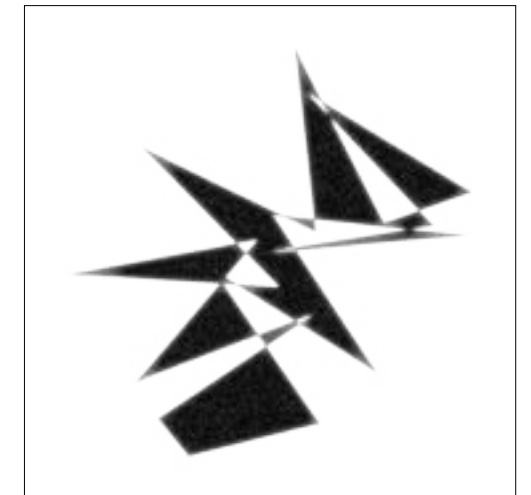
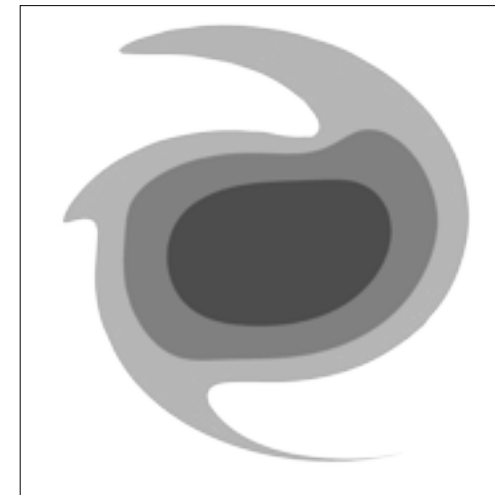
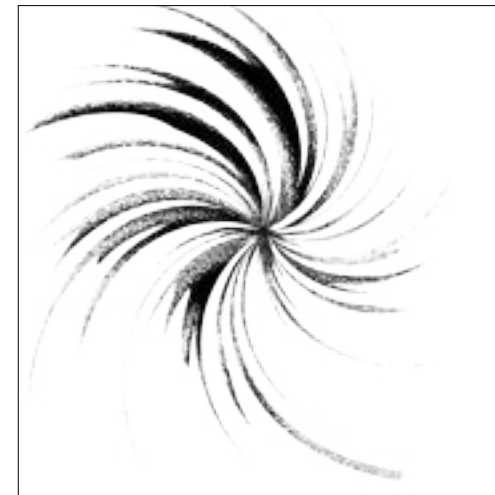
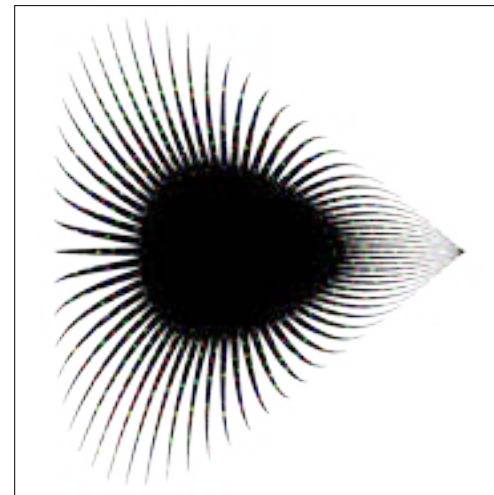
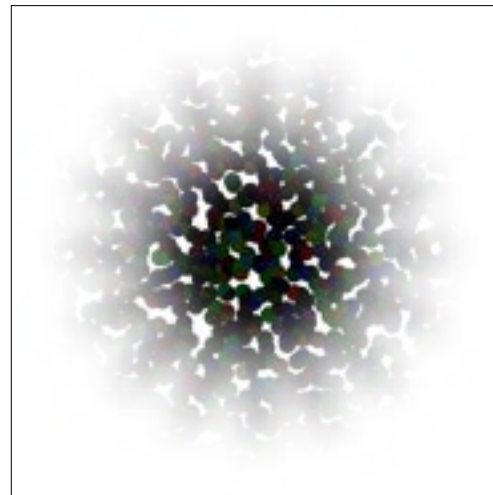
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**Visual Research: Exercise 05: Scale/ Crop**

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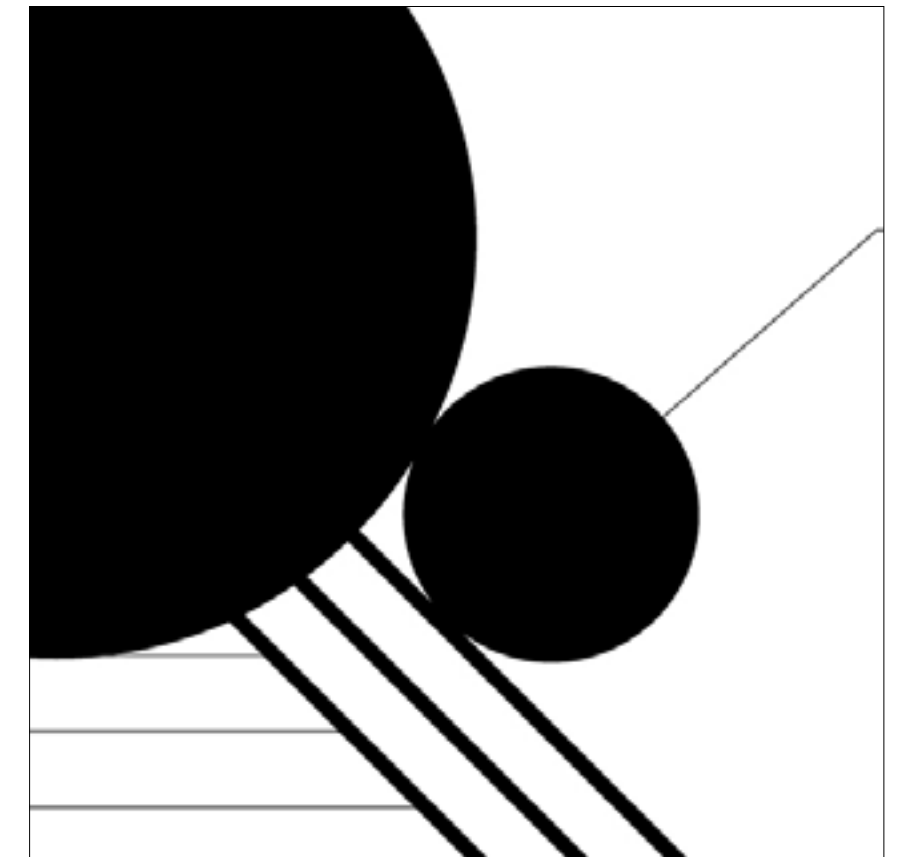
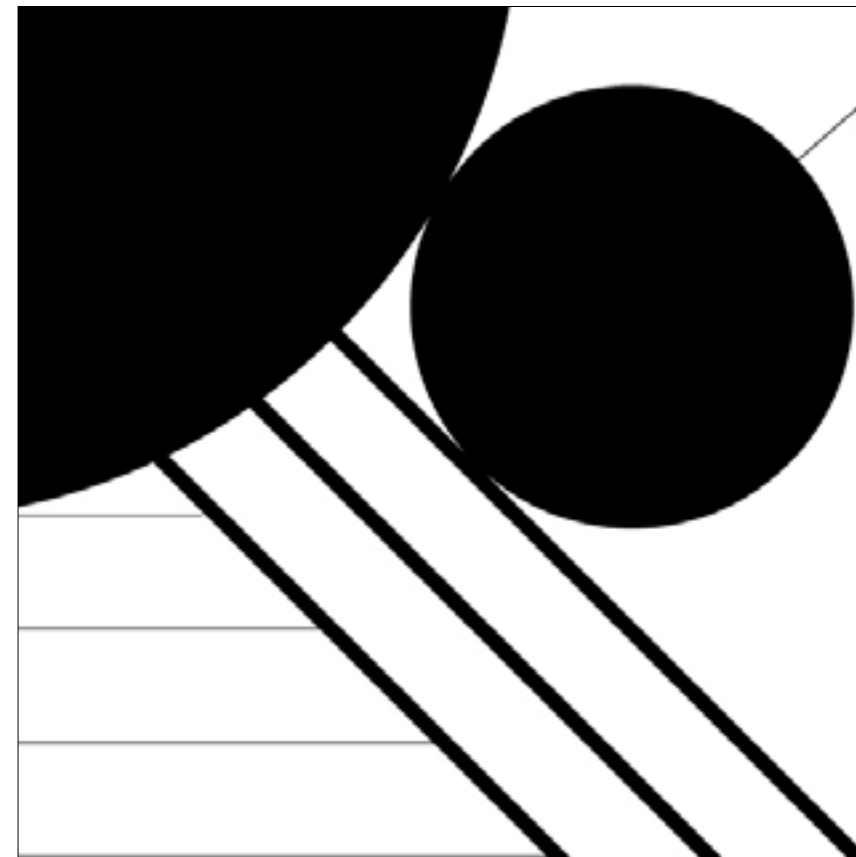
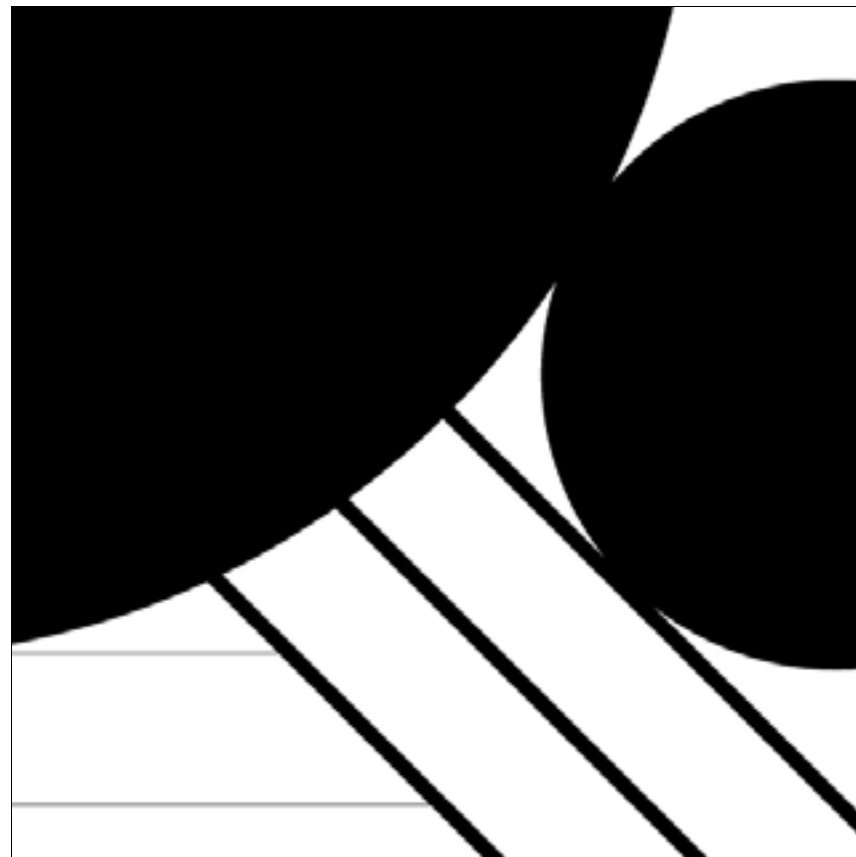
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Discover new compositions within one already created by scaling and cropping at different scales: 100%, 200%, and 400%.



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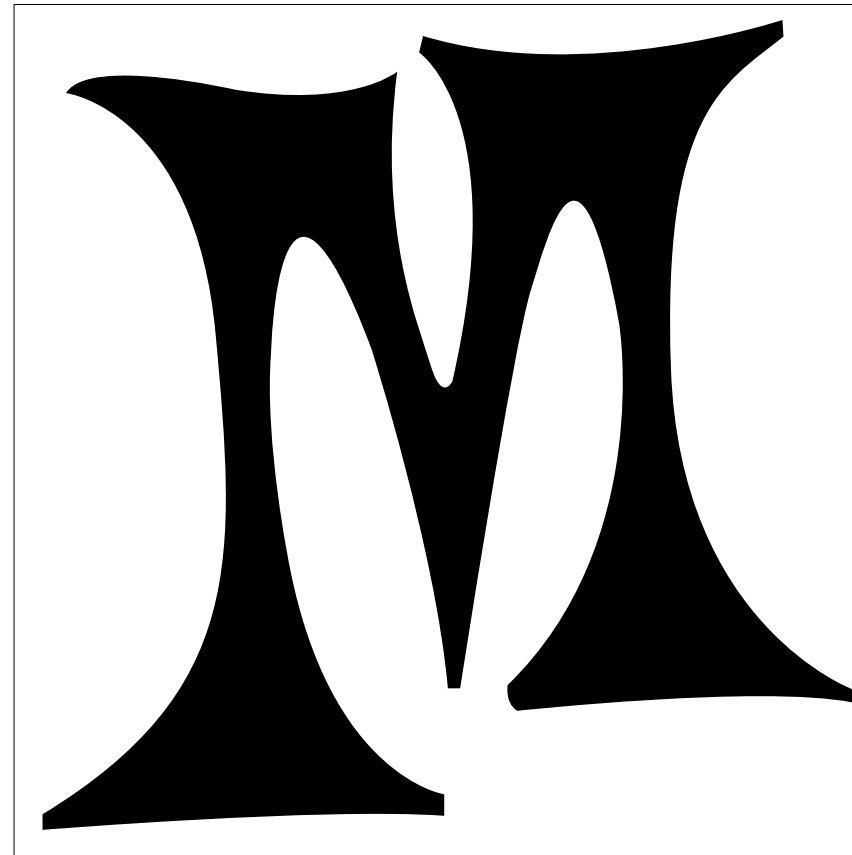
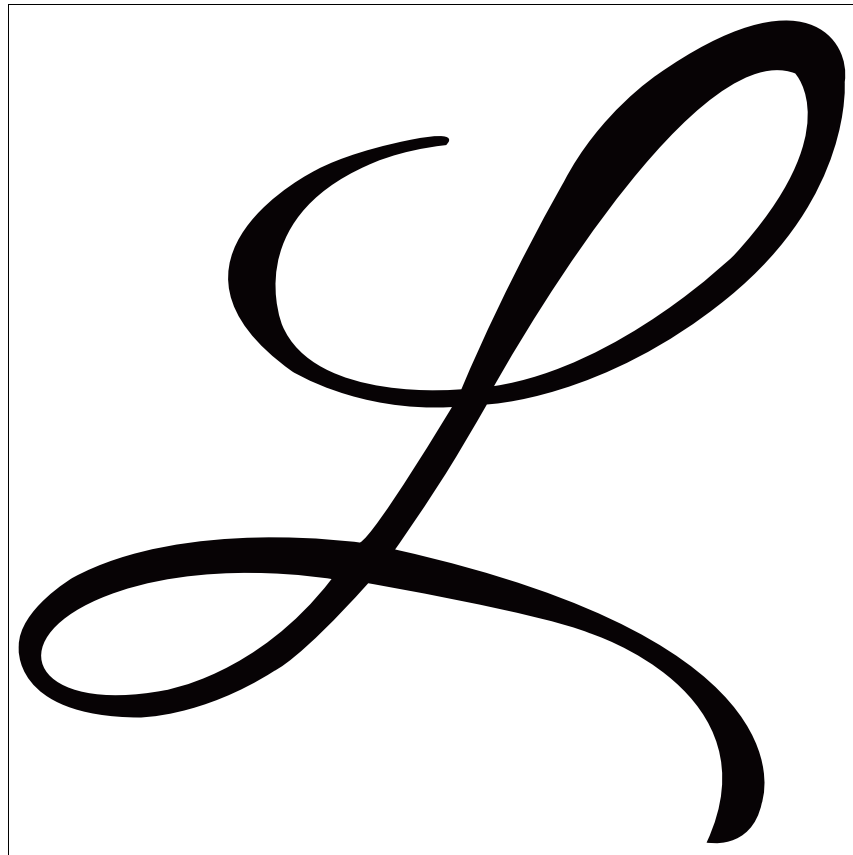
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Trace found letter forms exactly as they are, then refine each letter to create a form that is balanced and composed in flat 2D perspective.





**Visual Research: Exercise 07: Manipulate**

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**Finals**

Experiment with manipulating an image found from mass media within a square format.

- Composition 1
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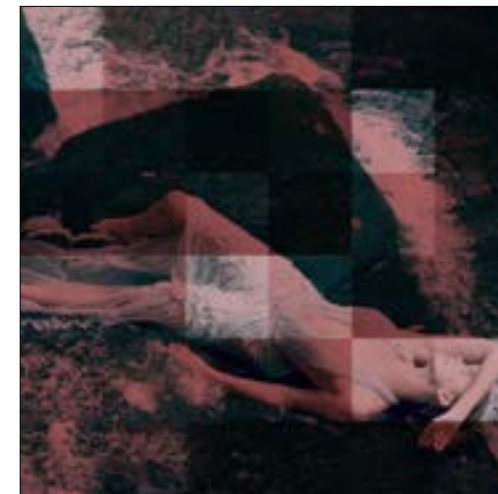
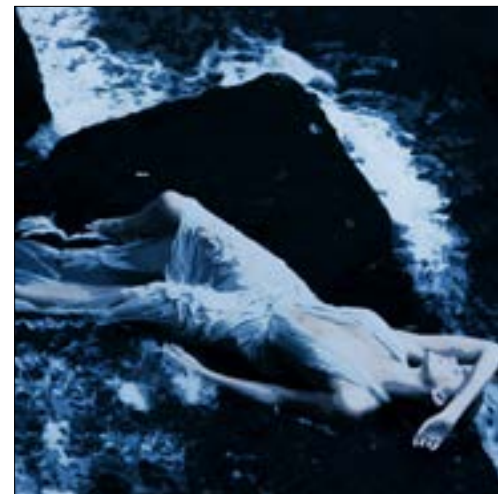
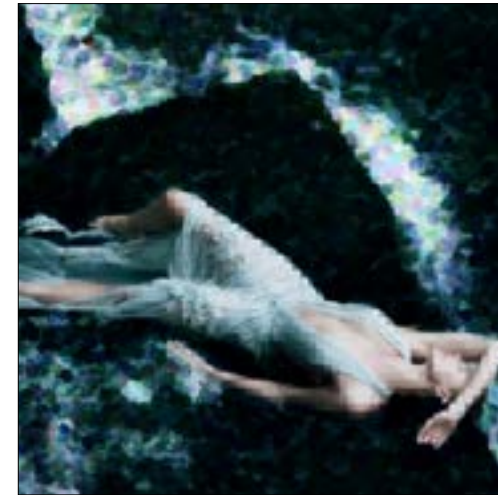
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**Visual Research: Exercise 08: Blend/ Compose**

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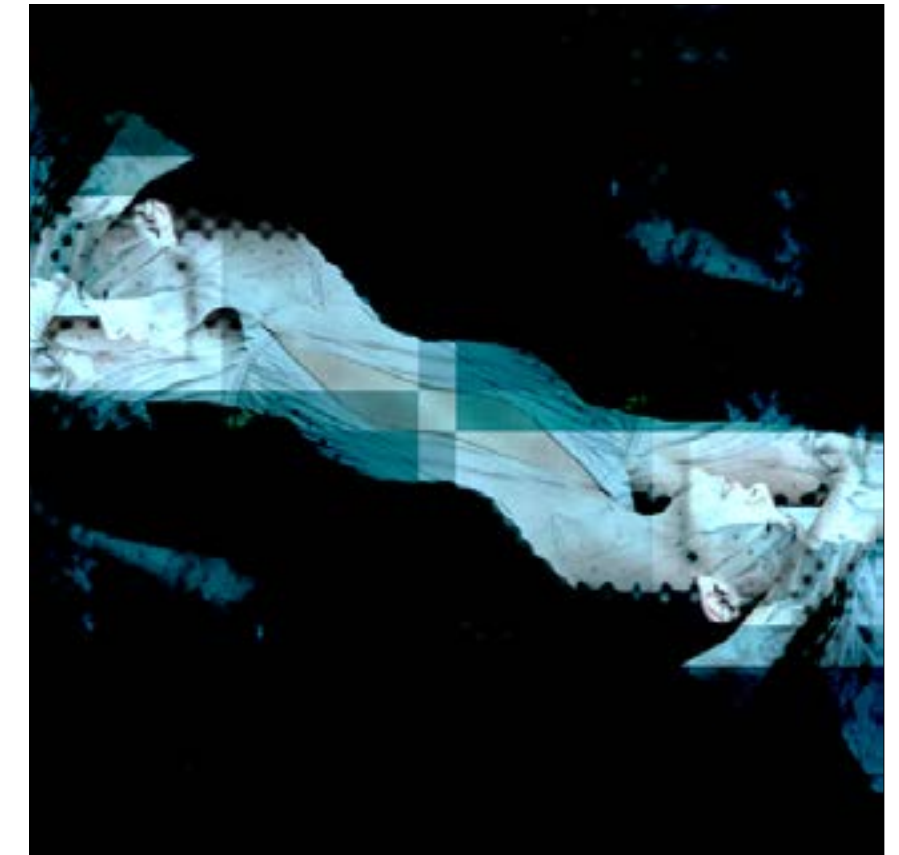
Crop, scale, and compose manipulated found images within the square composition space, focusing on rhythm, tension, balance.



Rhythm



Tension



Balance



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**Finals**

- Composition 1
- Composition 2
- Composition 3

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**Process**

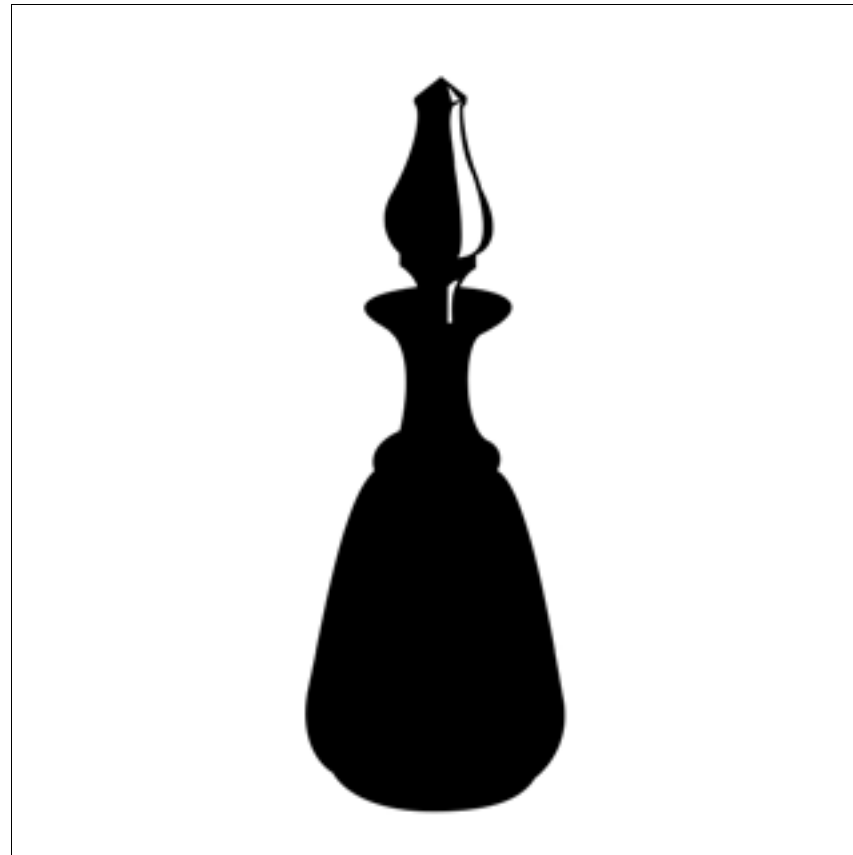
- 01: Inventory
- 02: Actions
- 03: Effects
- 04: Type
- 05: Poster
- 06: Series

---

**Visual Research**

- 01: Dots
- 02: Line Studies
- 03: Dots & Lines
- 04: Dot Effects
- 05: Scale/Crop
- 06: Letters
- 07: Manipulate
- 08: Blend/Compose
- » 09: Silhouette
- 10: Image Effects
- 11: 2D Translate
- 12: Text

Trace the object image to remove it from its background. Make one black silhouette and one photographic silhouette.



**Process: Visual Research 10: Image Effects**

**Finals**

Explore filters and effects to create manipulated and distorted variations of the object, working within its silhouette.

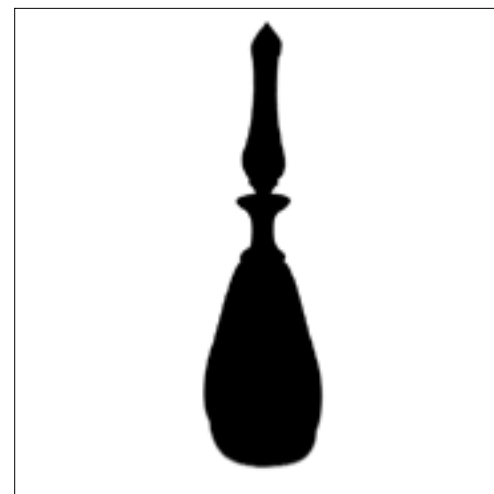
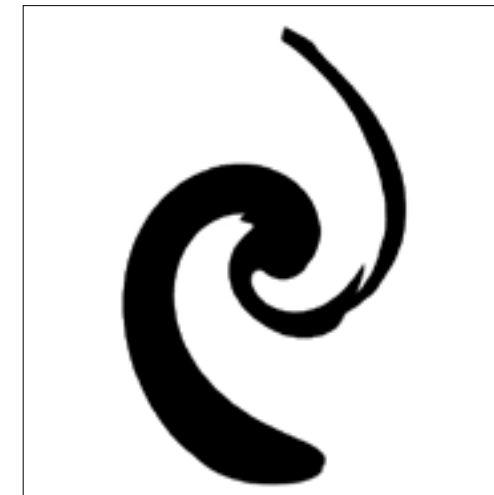
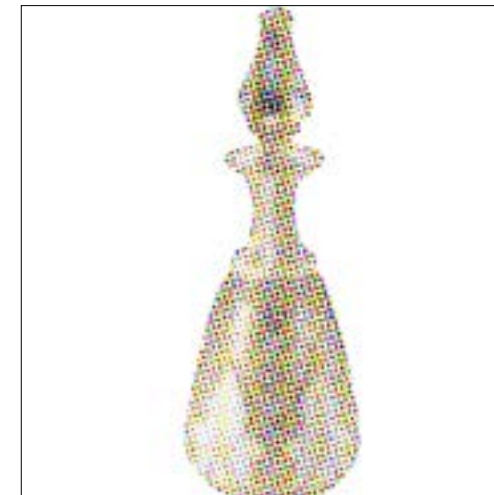
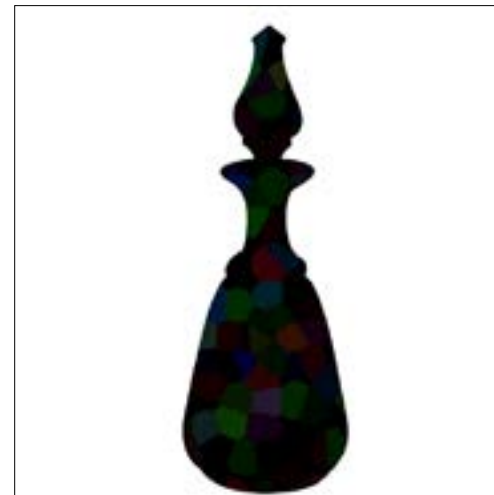
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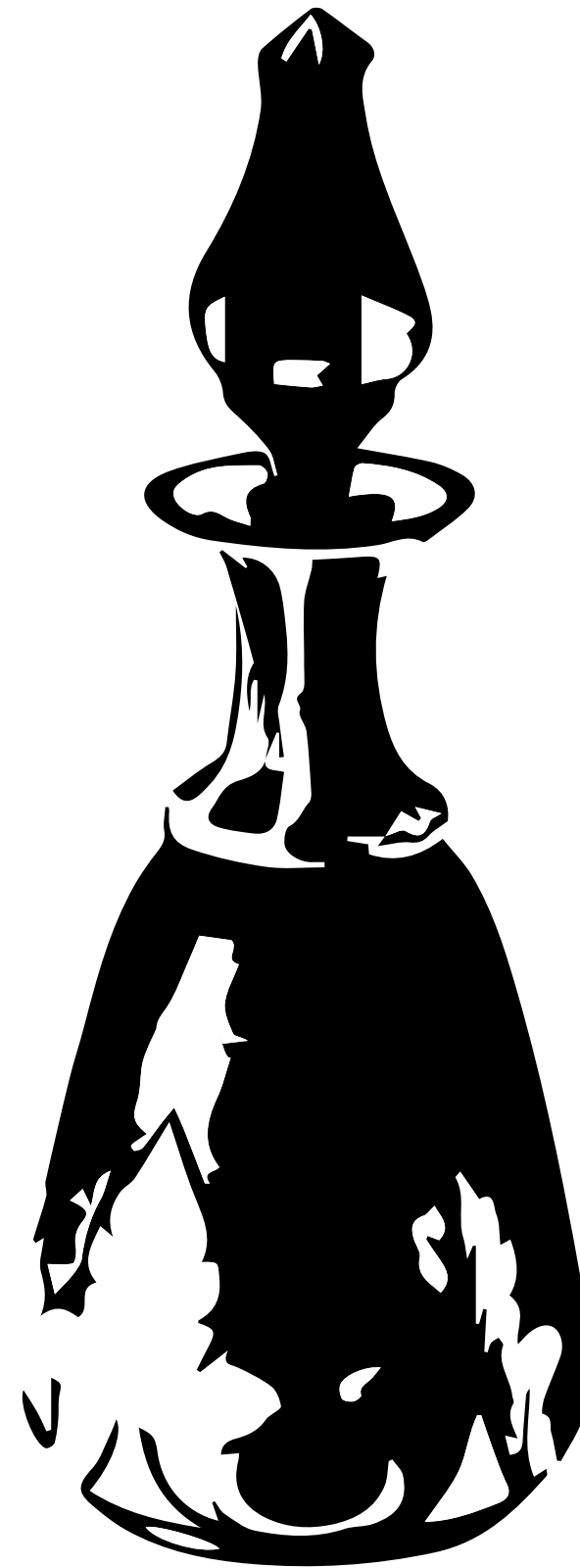
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**Visual Research: Exercise 11: 2D Translate**

Draw a balanced and composed 2-dimensional translation of the object, seeking a balance of legibility and abstraction.



Kiss

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Visual Research: Exercise 12: Text

Explore the typographic possibilities of the story's title and author within these parameters: 1) one size one weight 2) one size two weights 3) two sizes one weight

