

## Constructivism Project (Thumbnail Sketches)

- OBJECTIVE** By creating a focal point or by emphasizing elements in a two dimensional design you can communicate the significance of something, create greater impact and direct a viewer's attention. This project will challenge you to create a focal point in a design that is inspired by Russian Constructivist design. This project will also help you analyze the work of other designers and combine their techniques with your own individual style.
- MATERIALS**
- drawing paper, watercolor paper or illustration board (15" x 20")
  - painting materials
  - pencils, colored pencils, markers, ink pens
  - collage materials (magazines, newspapers, computer prints, etc.)
- GRADING** 10 points. Grade based upon timely completion and use of focal point/emphasis techniques.
- INSTRUCTIONS**
- 1) Begin by researching Russian Constructivism. Visit the library or search the internet by using the following terms: "Russian Constructivism," "Aleksander Rodchenko," "El Lissitzky," and "Stenberg Brothers." Many of these designs combine collage. You may wish to find images or type suitable for use in your poster and design around them. The use of photographs (your own or cut from printed sources) is encouraged. Other principles we have learned in class, such as implied line, color harmony, balance and scale also apply to this project.
  - 2) Create 12 thumbnail sketches for poster ideas inspired by those you've researched. The limited use of color is one strategy for creating emphasis or a focal point. Text is an optional part of this project but it is a powerful way to draw the viewer's attention. This poster may advertise something or promote an idea but it can also be abstract without a discernible message. Be playful with shapes and other visual elements but be careful: the busier the design the more challenging it will become to create unity and add emphasis.

