Concepting- Visual Associations

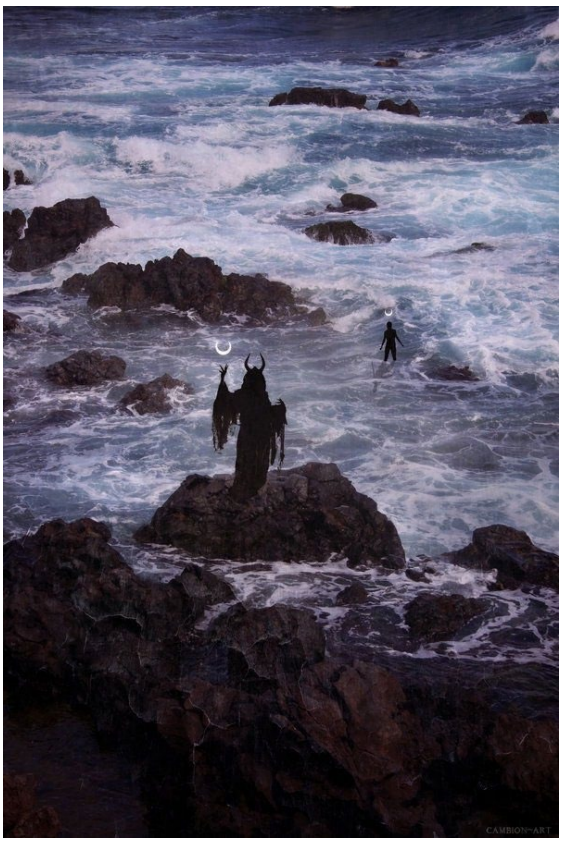
ASSIGNMENT

Compose a folder and fill it with images that inspire you. Subsequently in Indesign present a series of 10 image combinations in which you visually associate the images in terms of Shape, Content, Structure, Composition or Color Use. Present your visual associations, one pair of images per page, in a Hi-Res PDF that you submit in Canvas.

First iteration

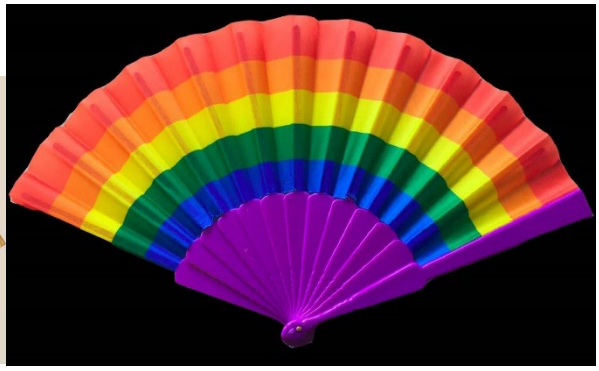
At first I started collecting some images which I really, really liked but I couldn't really find an association in most images.

Here are some. (The images aren't associated with each other they are just a collage of images.)



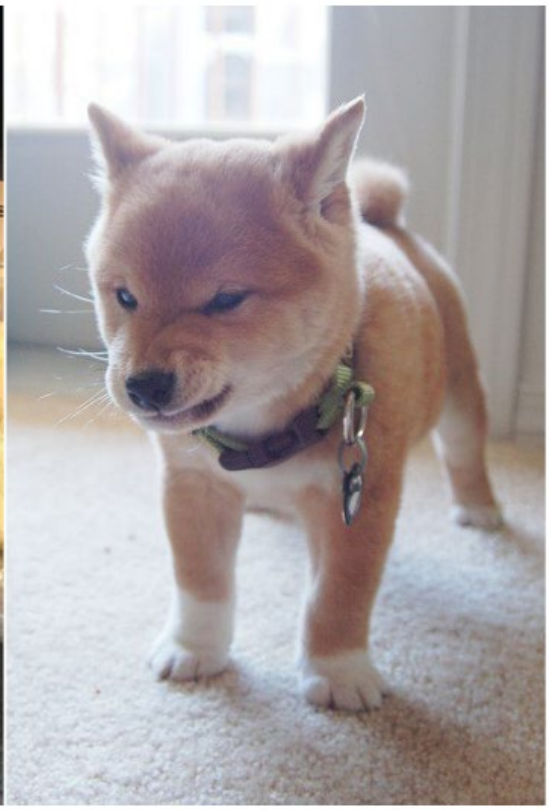
Second iteration

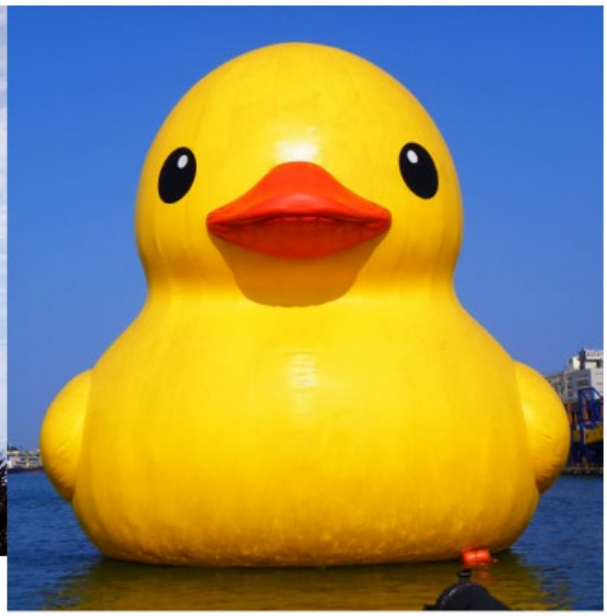
For the second time I was going for some easier images, but after I asked the teacher for feedback, he explained to me that I didn't understand the assignment right. He wanted me to present my visual associations, not my brain making an assumption of another thing.

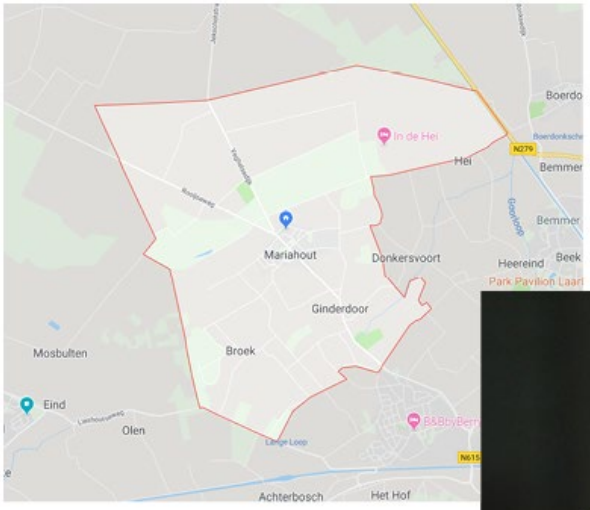
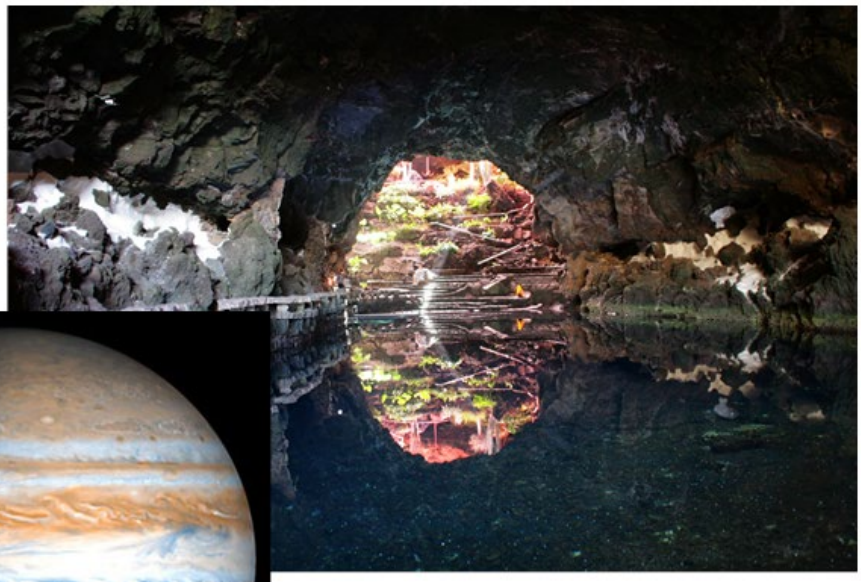
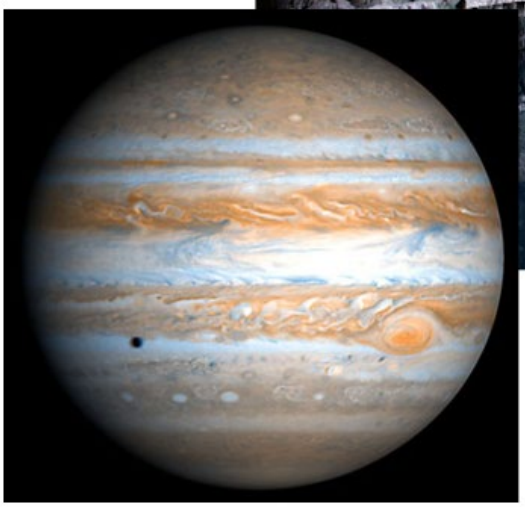


Third iteration

After the feedback my thought process changed and I got right on finding more images, this time I took a longer look at the images and waited for my brain to make an association with something else. This time when asking my teacher completed me and told me he found the associations very good.






Boerdo
In de Hei
Hei
N279
Bemmer
Bemmer
Mariahout
Donkersvoort
Heereind
Beek
Park Pavilion Laan
Ginderdoor
Mosbulten
Broek
Eind
Olen
Lange Loep
N615
Achterbosch
Het Hof