

# Composing Digital Media

Miller – Fall 2017

## **GUIDING ATTENTION** *with visuals*

### Baseline Criteria

All projects should...

#### **In the visual itself:**

- ☐ Successfully merge more than one visual / linguistic element together
- ☐ Alter at least one image, rather than just copying and pasting
- ☐ Include both visual (color, size, etc) and linguistic (textual) elements
- ☐ Use contrast effectively to create focus

#### **In the artist's statement:**

- ☐ Indicate where source materials were found
- ☐ Explain the writer/designer's right to use source materials (e.g. fair use rationale or meeting the terms of a Creative Commons license)
- ☐ Reflect on the process of creating the visual: goals, challenges, solutions
- ☐ Make reference to design choices (e.g. contrast, alignment, organization, proximity, but also color, element, framing, sequence) made

#### **In the form of submission:**

- ☐ Consist of a single GitHub repository, shared with Ben
- ☐ Contain an .xcf (GIMP project) file or equivalent (.psd, etc) showing the "hi-fi" production environment
- ☐ Contain at least two versions of the composite visual exported as "lo-fi" single-medium .png files
- ☐ Include at least two meaningful commit messages
- ☐ Include original versions of all assets (images)

### Aspirational Criteria

The best projects may...

- ☐ Make significant changes to a source element's meaning
- ☐ Dramatically alter an image through special effects, filters, or adjustments
- ☐ Include entirely new images created for this project
- ☐ Effectively target a particular audience
- ☐ Make coherent, consistent use of emphasis, contrast, alignment, organization, and proximity
- ☐ Enact the conventions of a particular genre or subgenre
- ☐ Make use of multiple tools or resources that were new to the writer/designer
- ☐ Otherwise exceed the baseline criteria