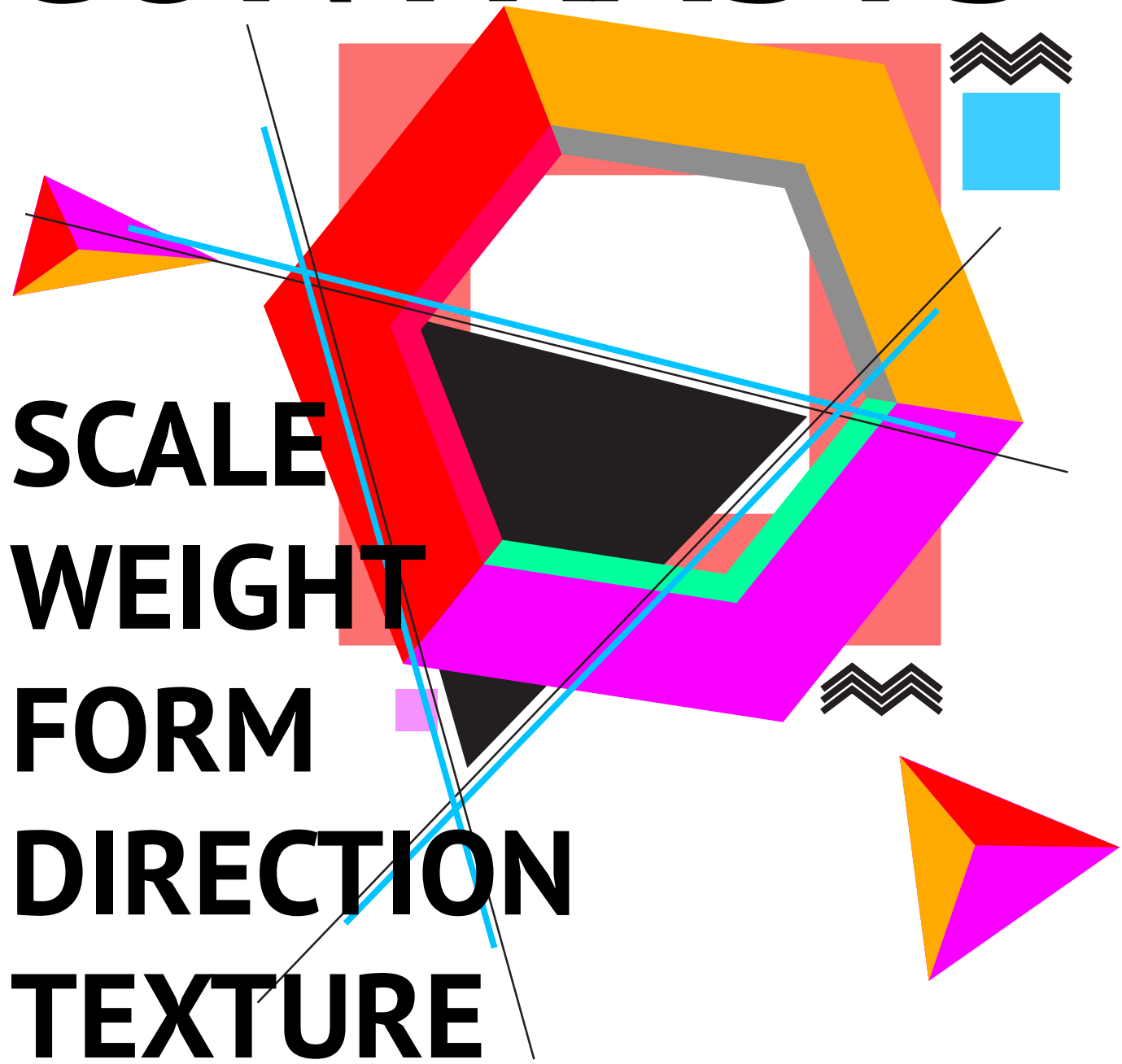# VISUAL CONTRASTS

SCALE
WEIGHT
FORM
DIRECTION
TEXTURE
SPACE

Luca Crognale-Manzoli

Luca Crognale-Manzoli
215542095
Visual Language
November 29, 2017

Introduction Statement

Throughout my time in this course, my work has developed drastically, and I feel as though I'm beginning to develop my own style. At the beginning of my course, I had a misunderstanding of what design was and should be, but over the twelve weeks of Visual Language, I've learned about what makes a design good. The goals I had for this course was to learn better and/or different techniques to use while creating designs, but what I didn't realize is everything in this class was completely new to me. Eventually, I understood what was expected of me and began to use everything I learned in this course to my advantage, and this book shows the process I went through during this course to get to where I am now. Project 1 was the worst of the contrast projects. My least favourite project was Project 2, but all of the projects leading up to Project 4 taught me every technique and skill I used when working on my contrasts for Project 4. I feel that this course really gave me an opportunity to start to develop my style and I feel that everything leading up to this point helped me achieve my goals in this course. The outcome of this course gave me more of the information that I need to further develop the skills that I had coming into this program in the courses going forward.
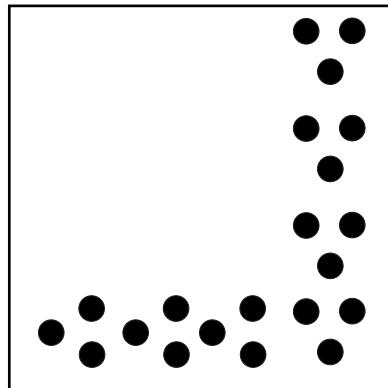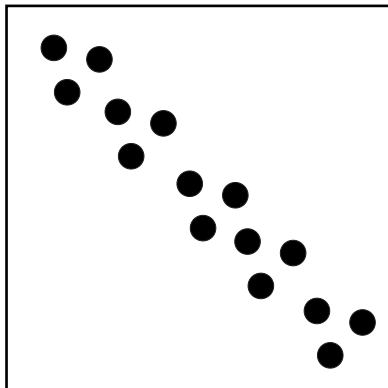
Project 1
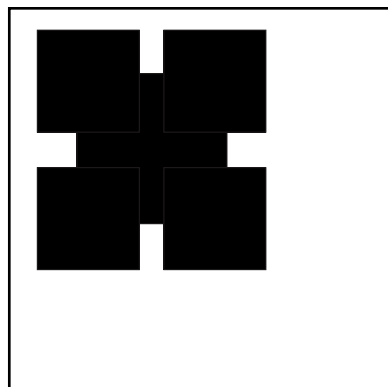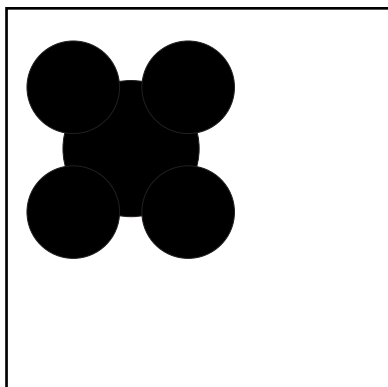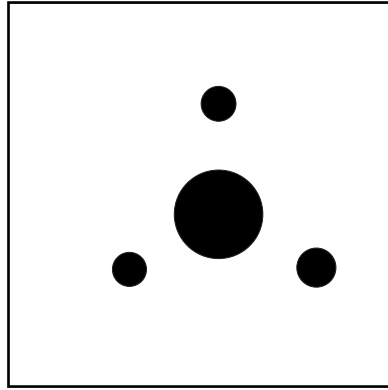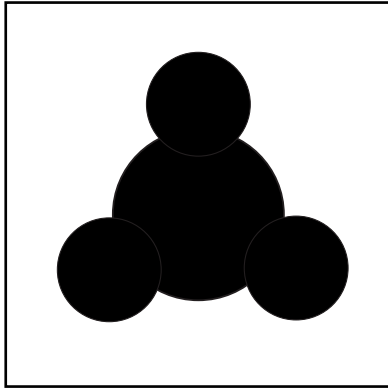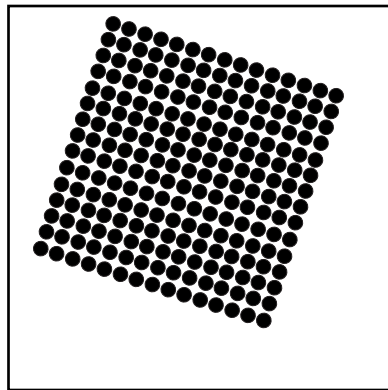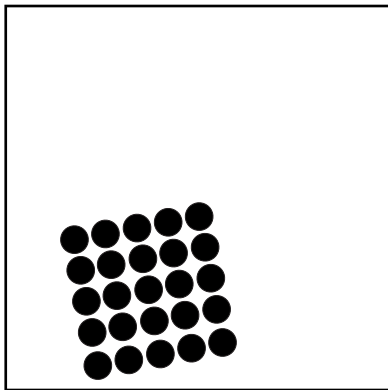# Single, Double and Triple Contrasts
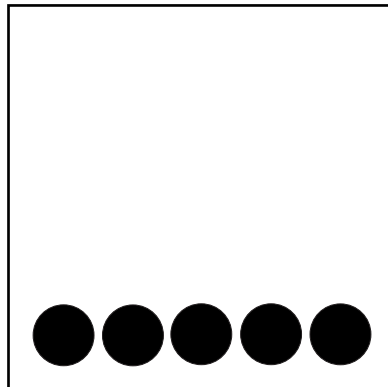
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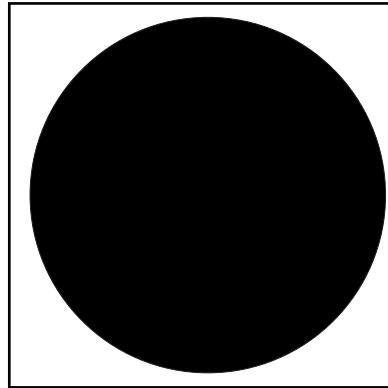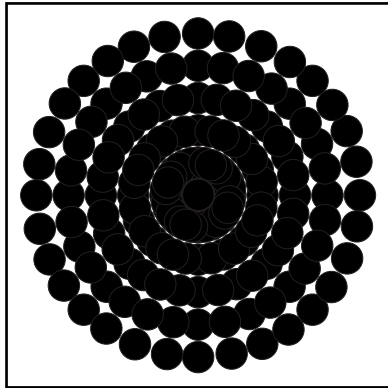
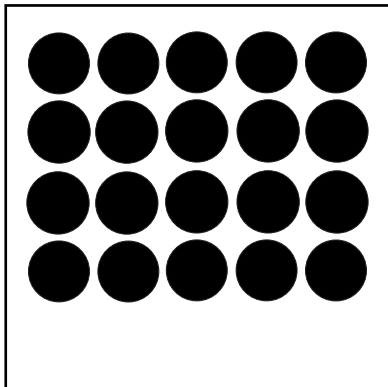CONTRAST: TEXTURE

CONTRAST: DIRECTION
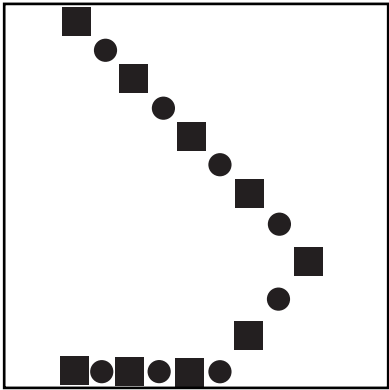

CONTRAST: FORM

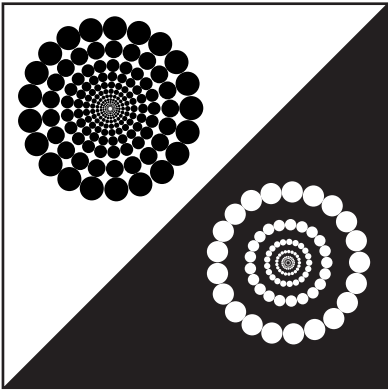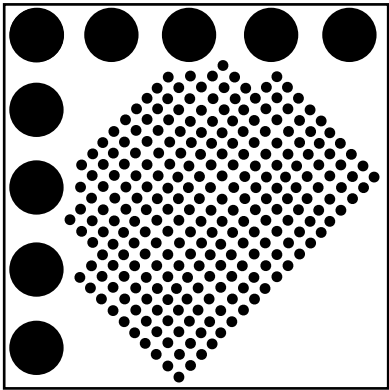CONTRAST: SCALE

CONTRAST: WEIGHT
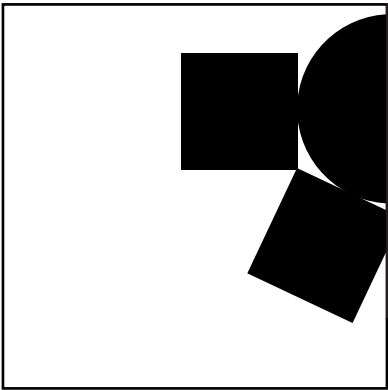

CONTRAST: SPACE

DOUBLE
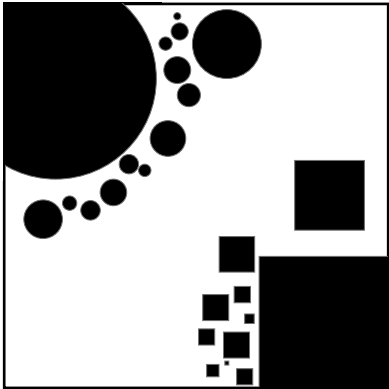

CONTRAST: DIRECTION AND FORM
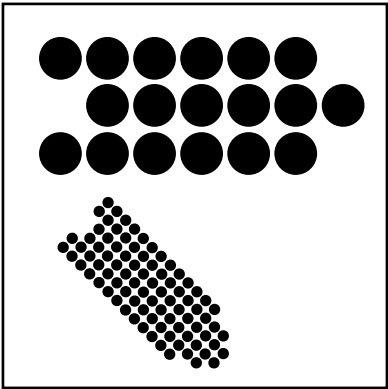

CONTRAST: TEXTURE AND SPACE

CONTRAST: SCALE AND WEIGHT
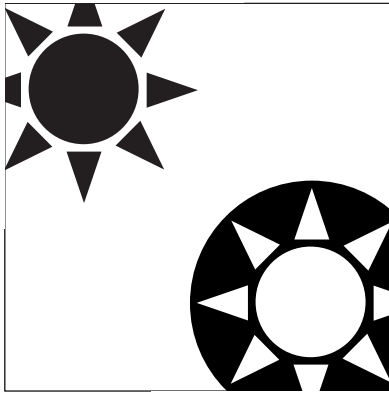

CONTRAST: FORM AND SPACE
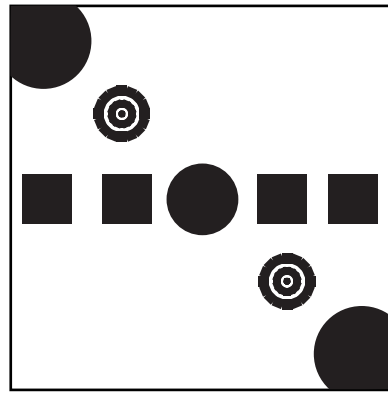

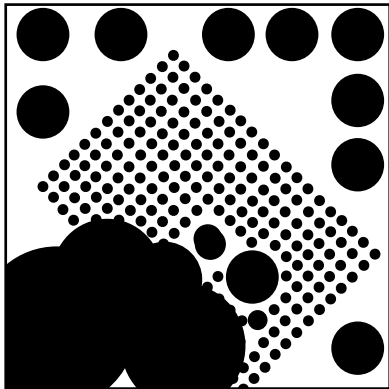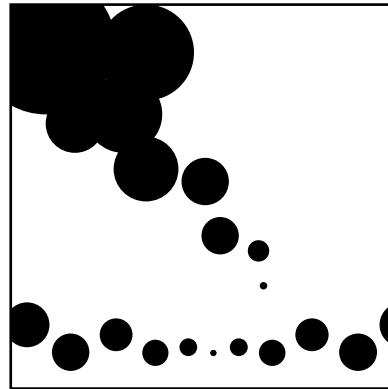CONTRAST: SCALE AND FORM

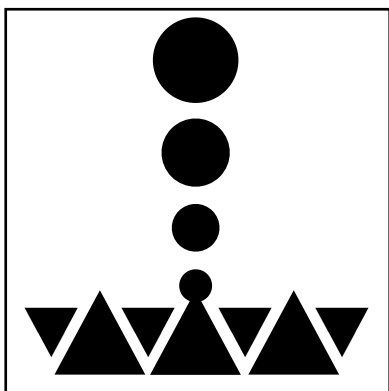CONTRAST: DIRECTION AND TEXTURE

TRIPLE

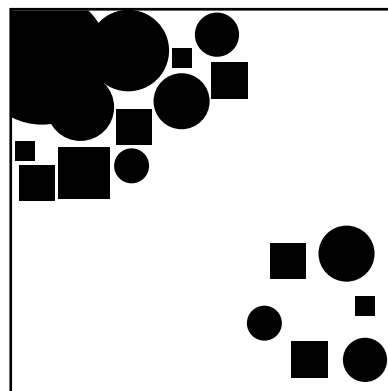CONTRAST: SCALE, FORM AND SPACE

CONTRAST: DIRECTION, FORM AND TEXTURE

CONTRAST: WEIGHT, SCALE AND TEXTURE

CONTRAST: DIRECTION, SCALE, AND WEIGHT

CONTRAST: SCALE, DIRECTION AND FORM

CONTRAST: SPACE, FORM AND WEIGHT

Project 2
A and B Composition
Archive

SPOON
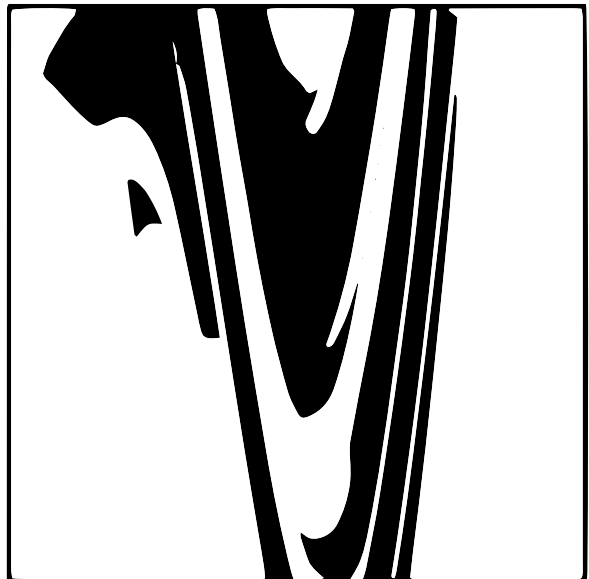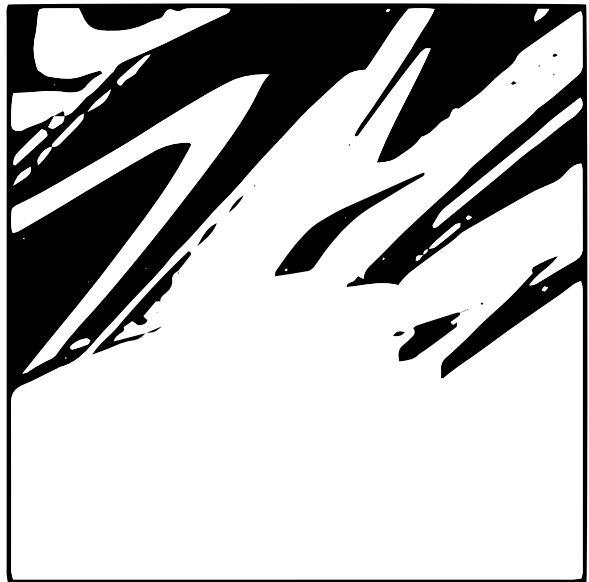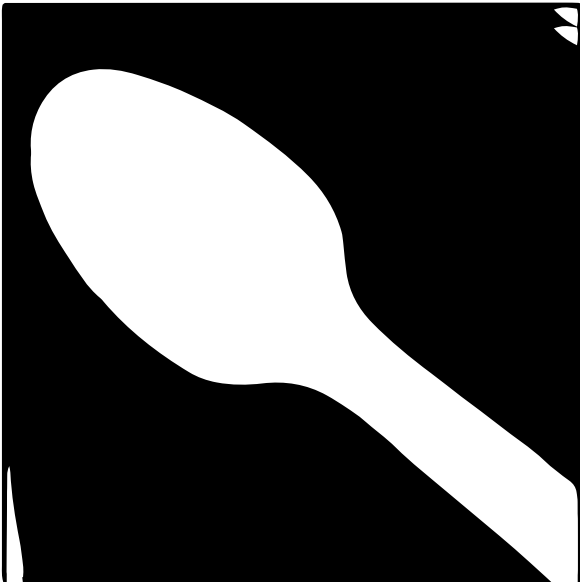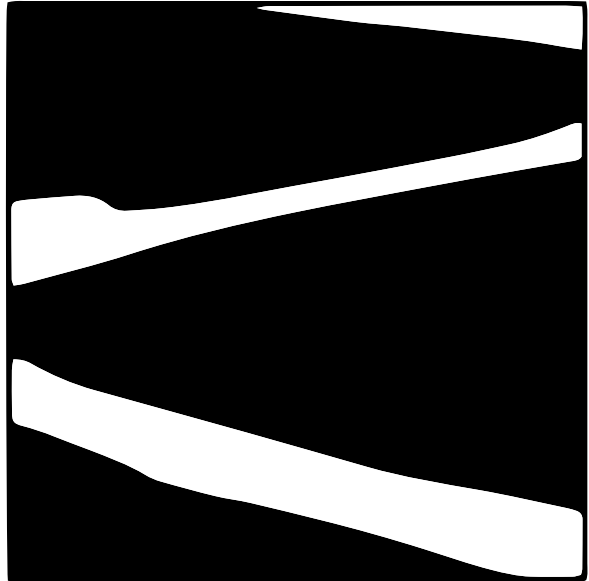
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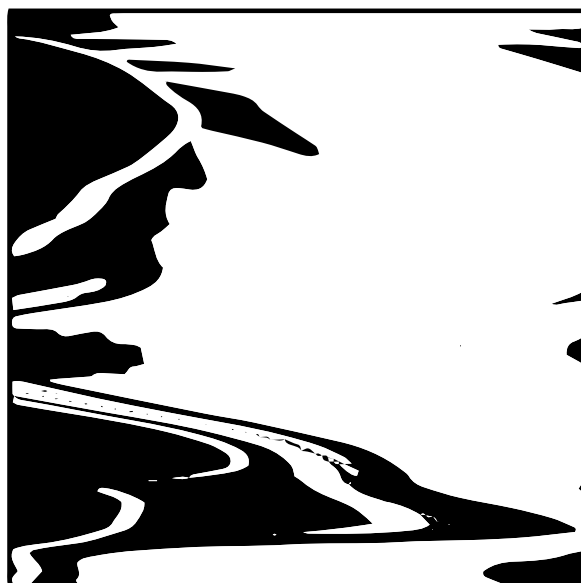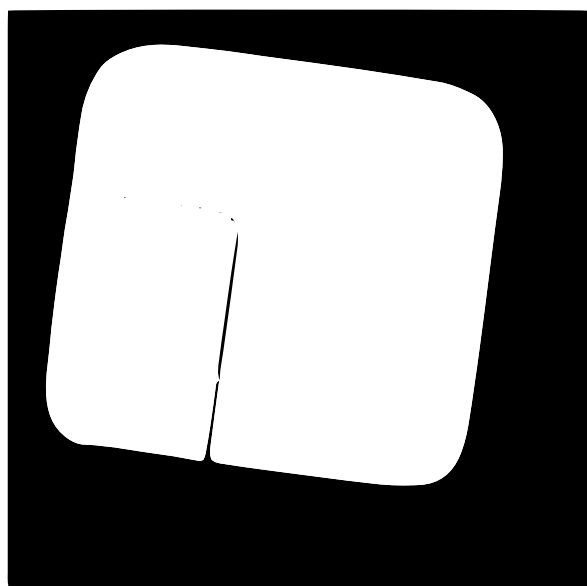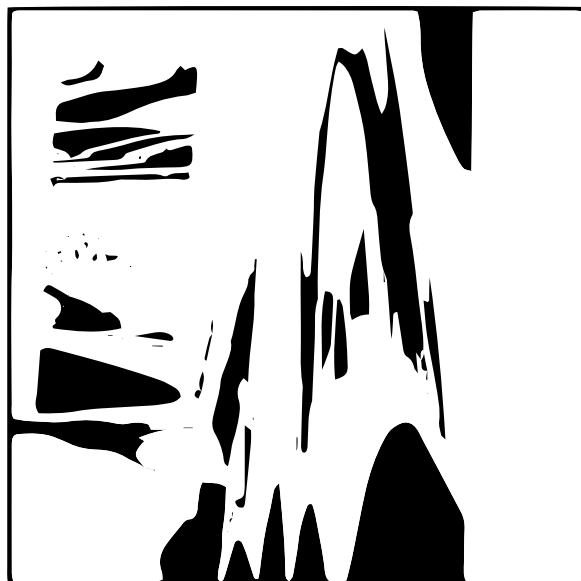
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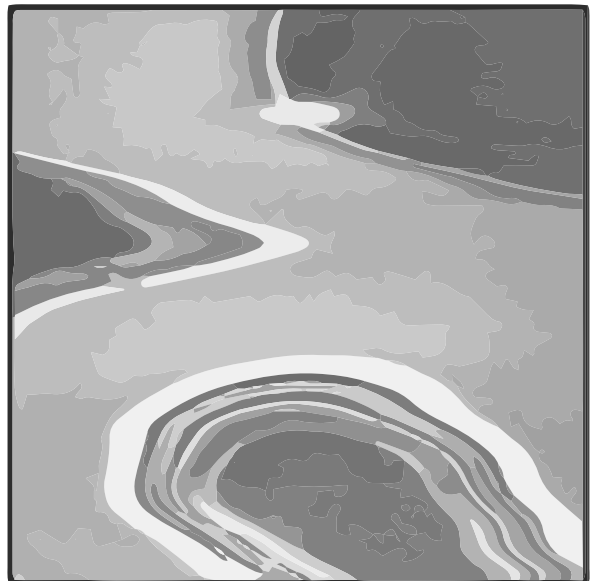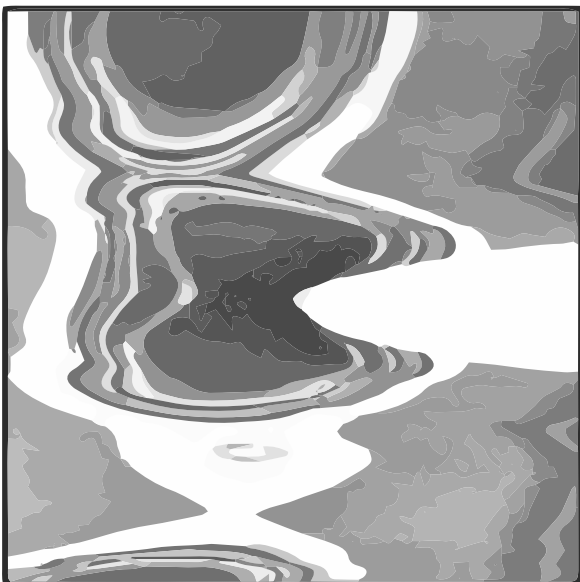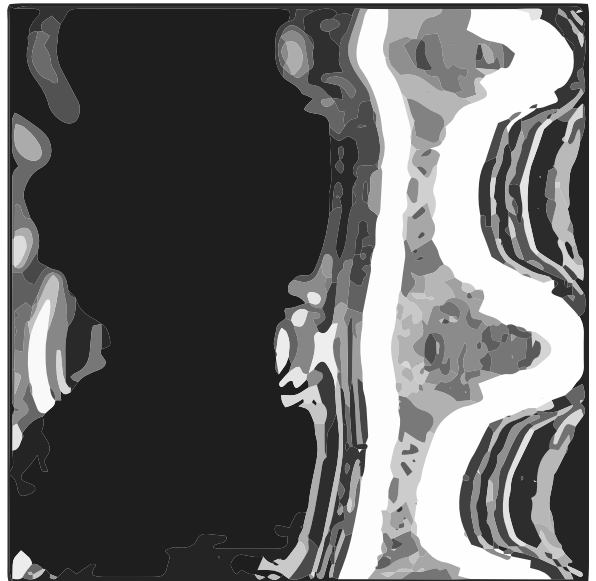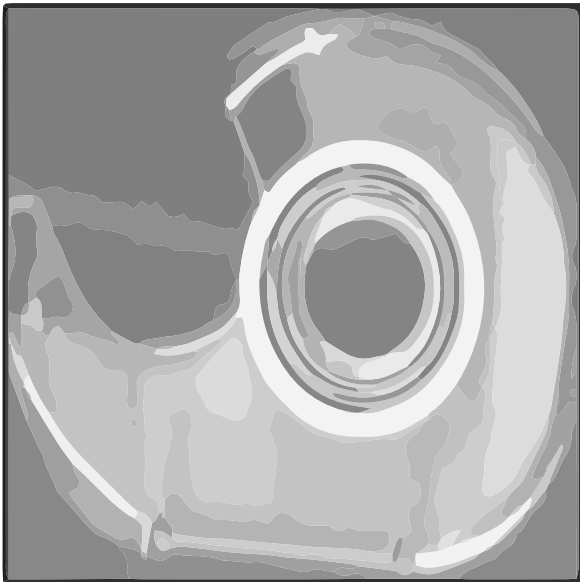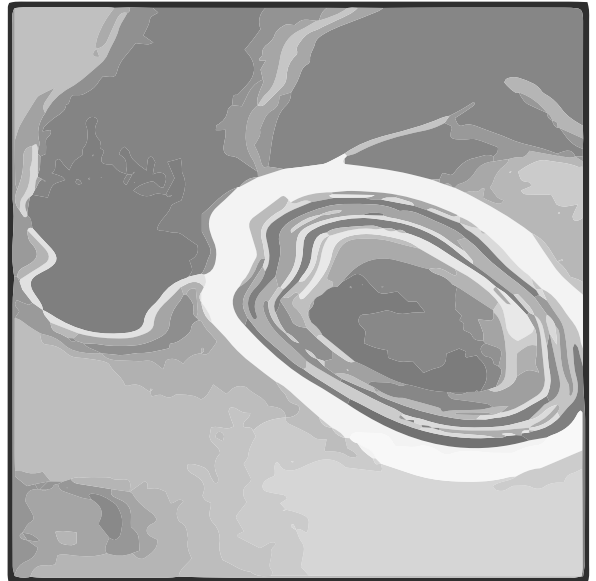
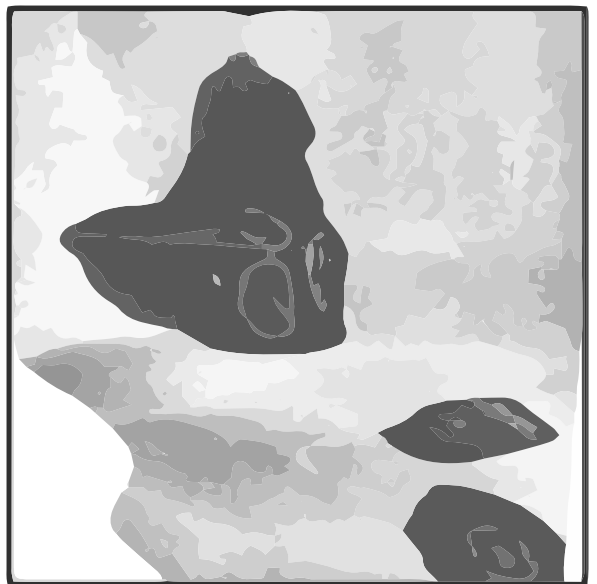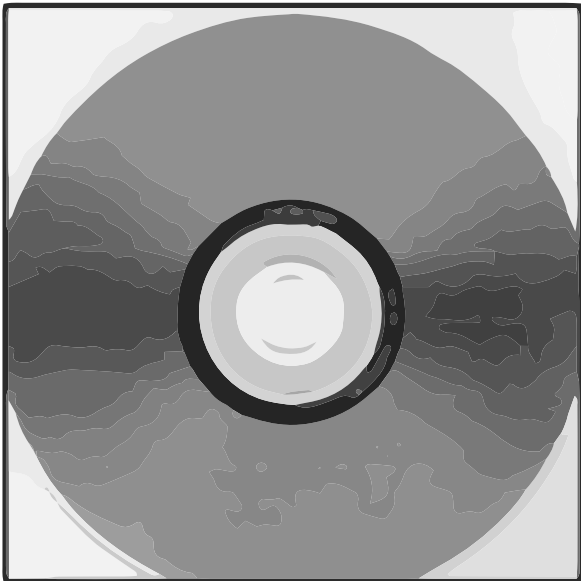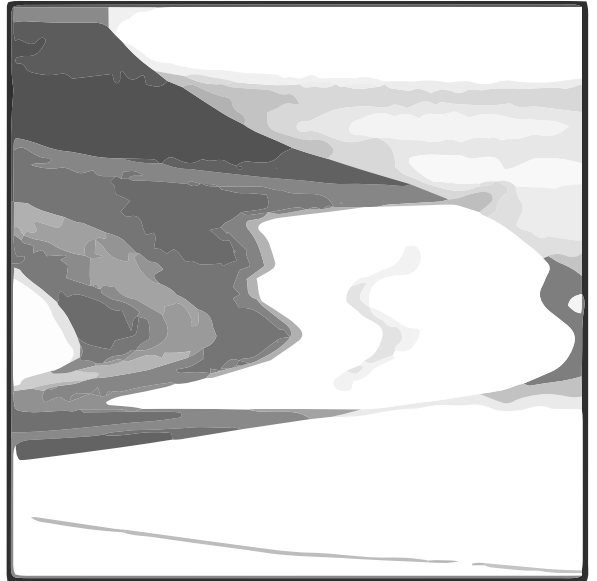# PAPER CLIP
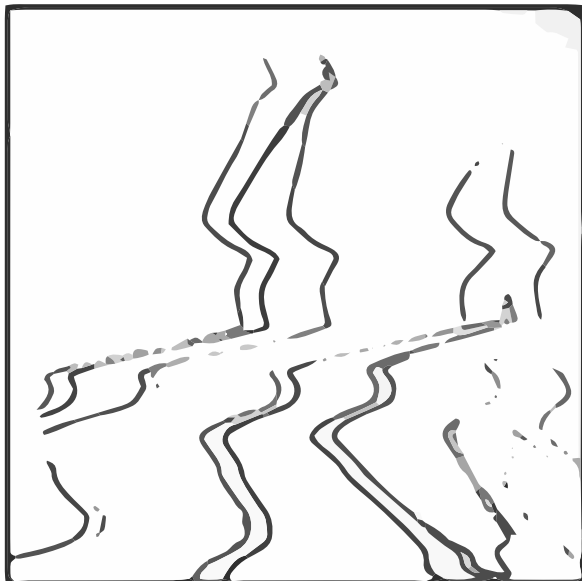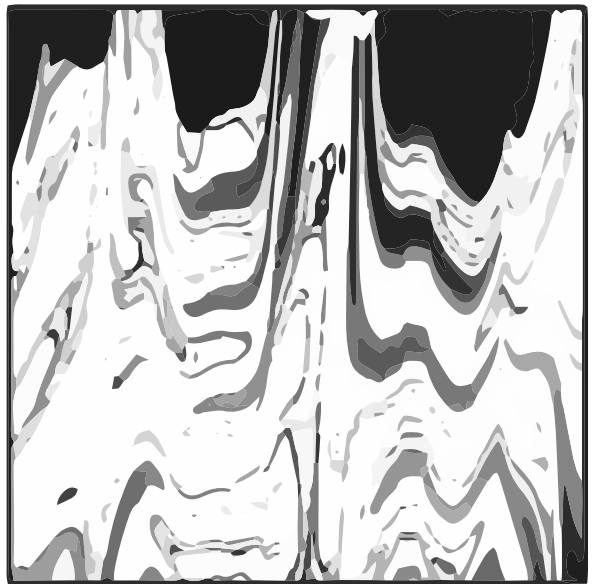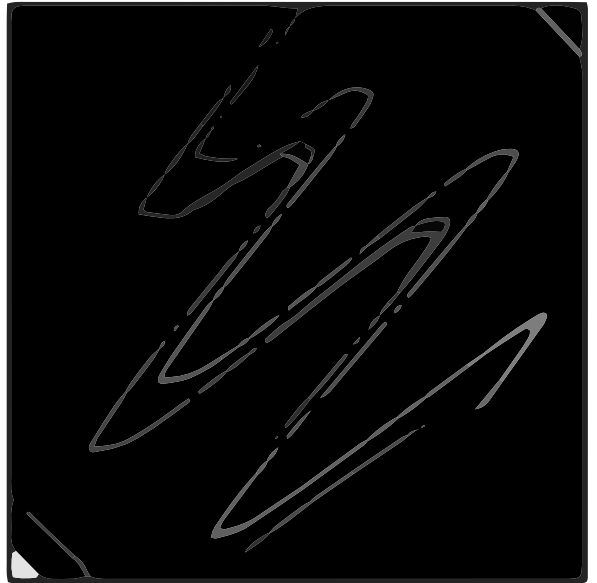
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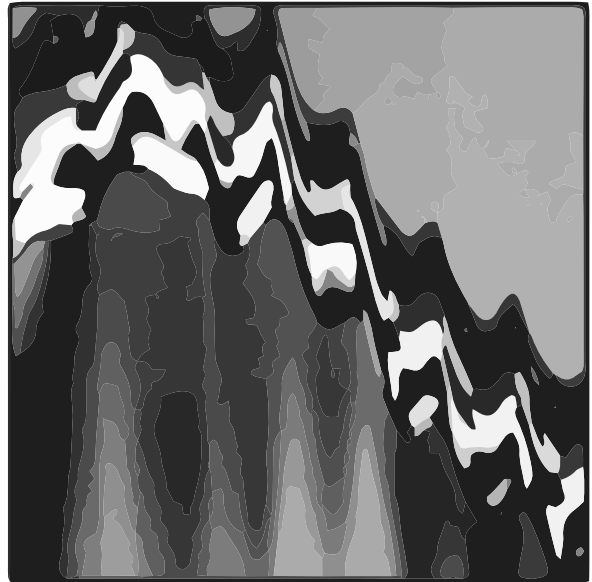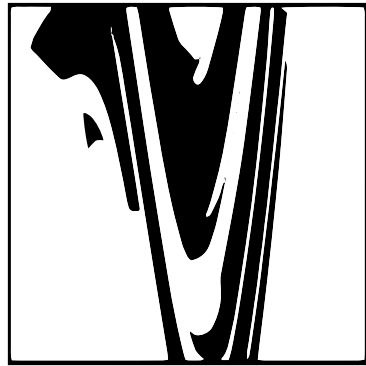
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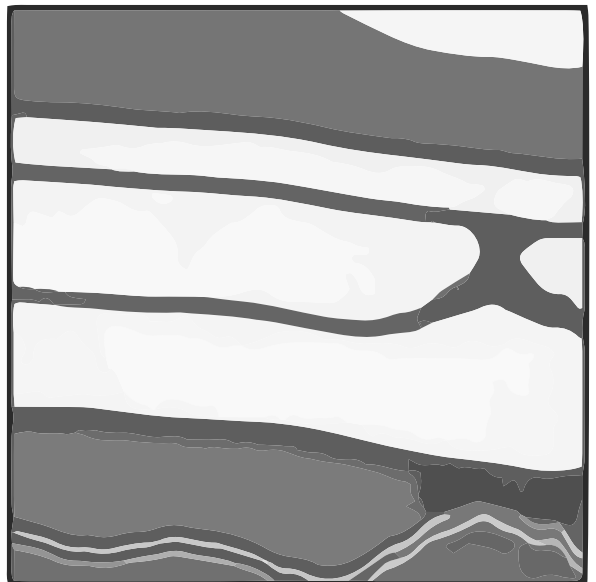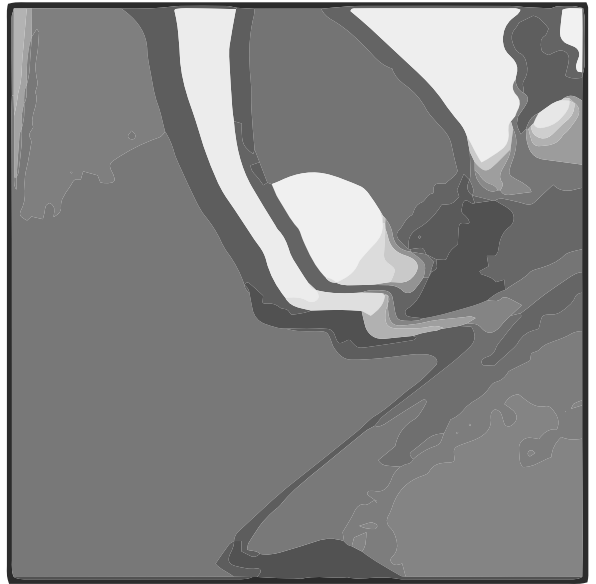
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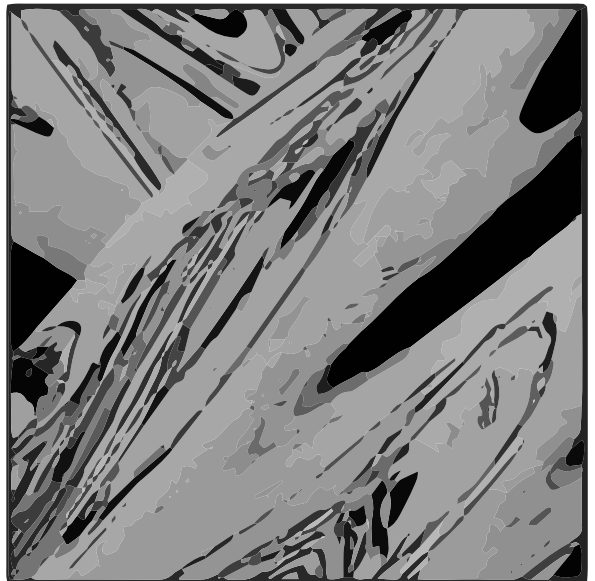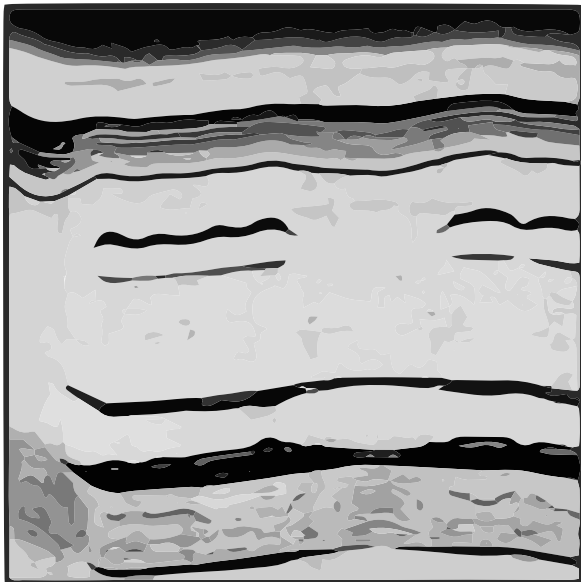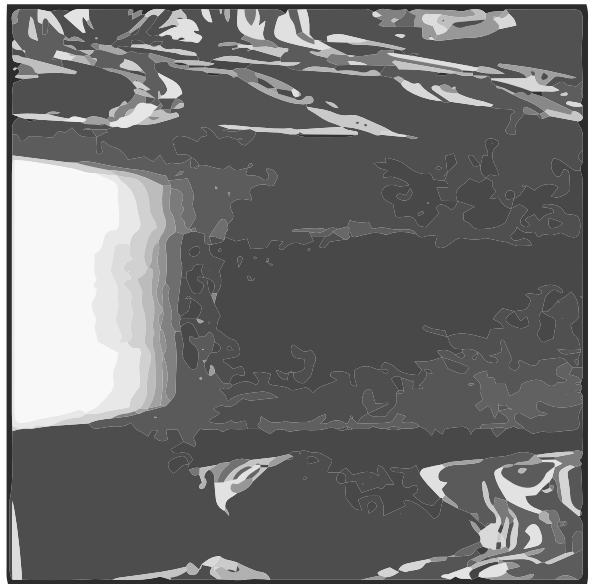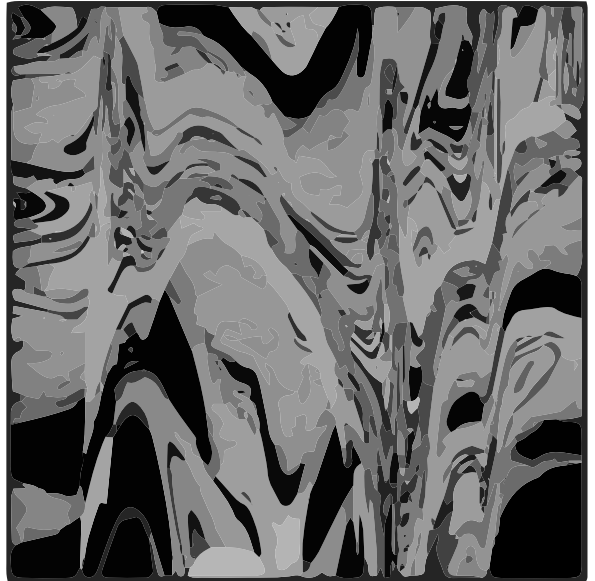
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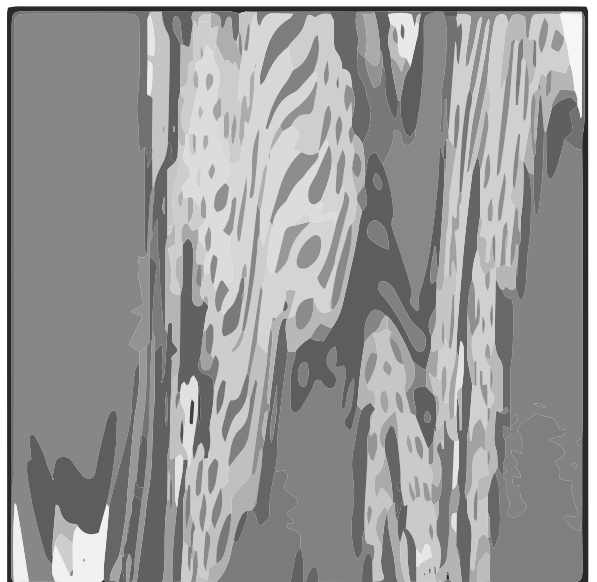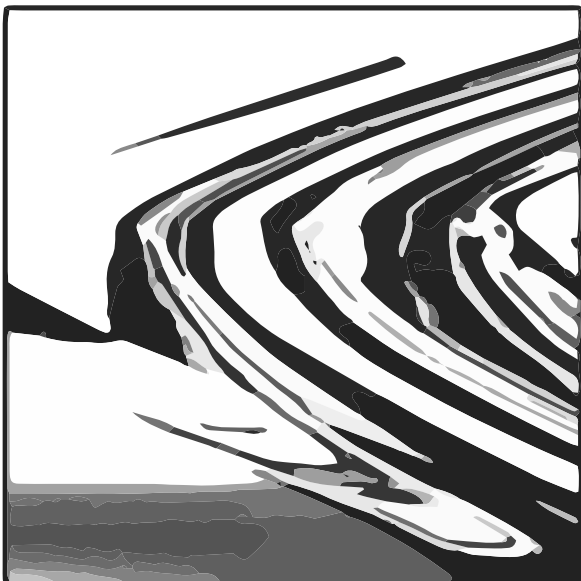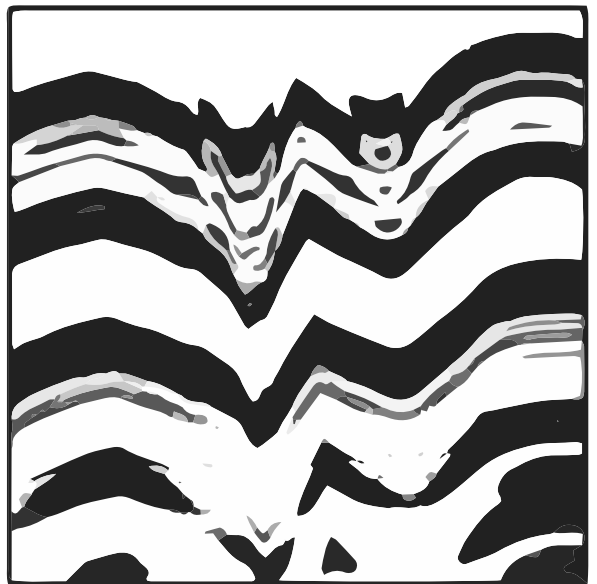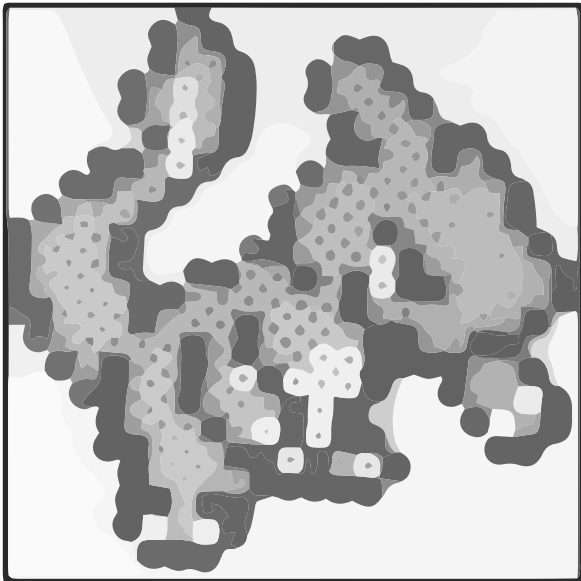
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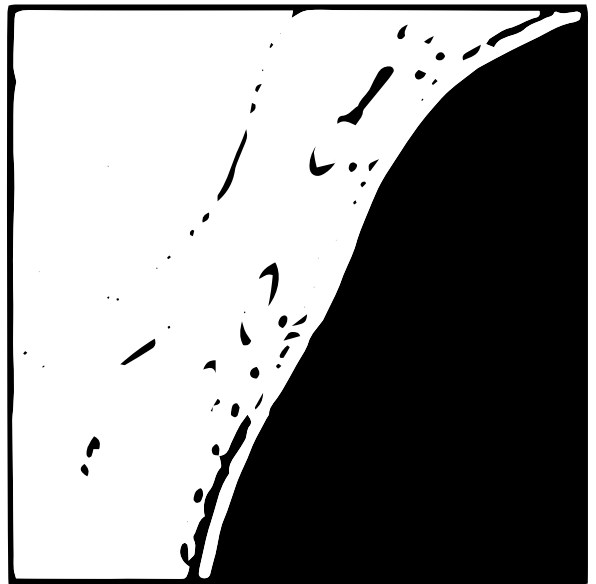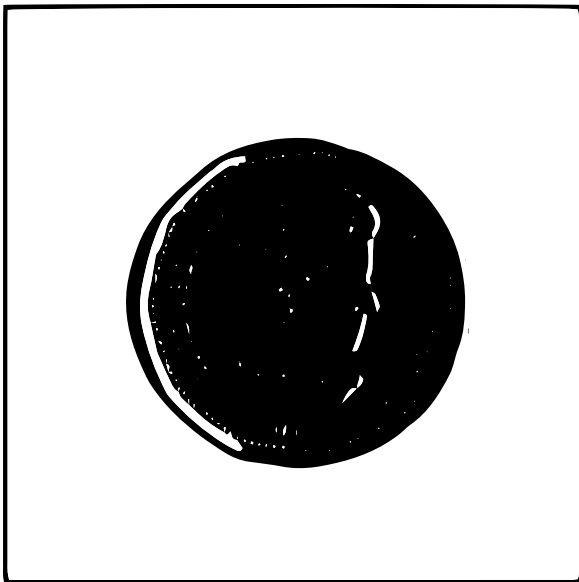
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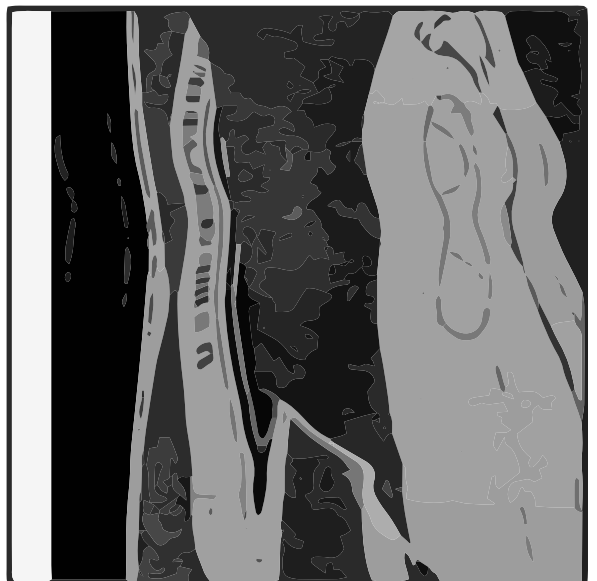
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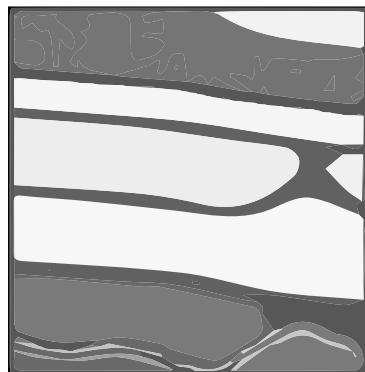# Digital Translations

SPOON

ORIGINAL

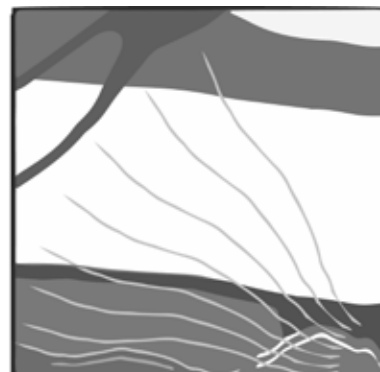TRANSLATION 2

TRANSLATION 1
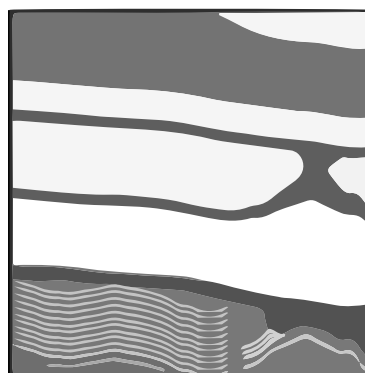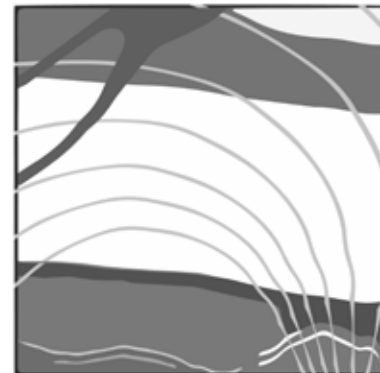

TRANSLATION 3

KEYCHAIN
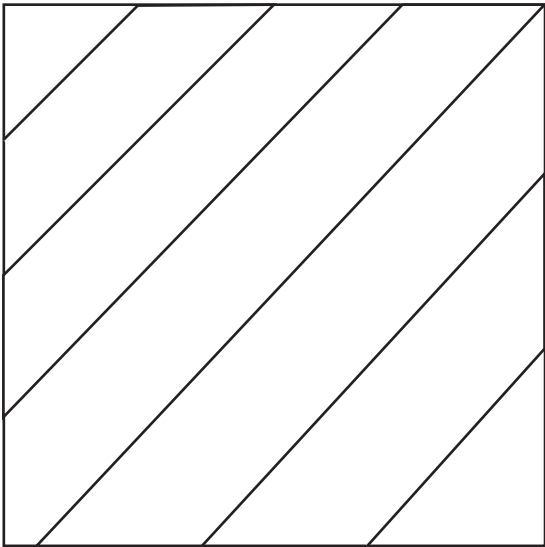

ORIGINAL

TRANSLATION 2

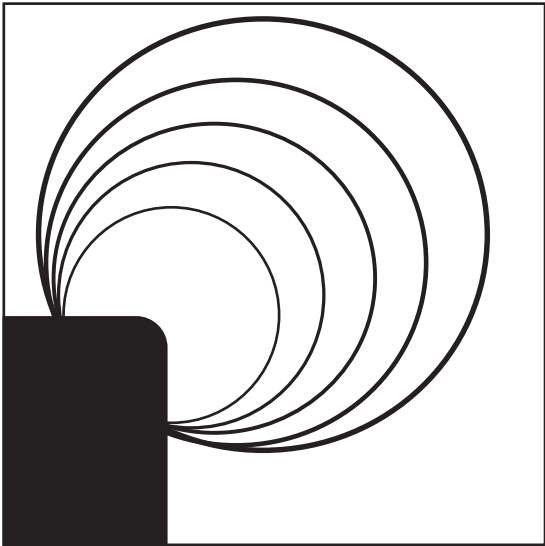TRANSLATION 1

TRANSLATION 3
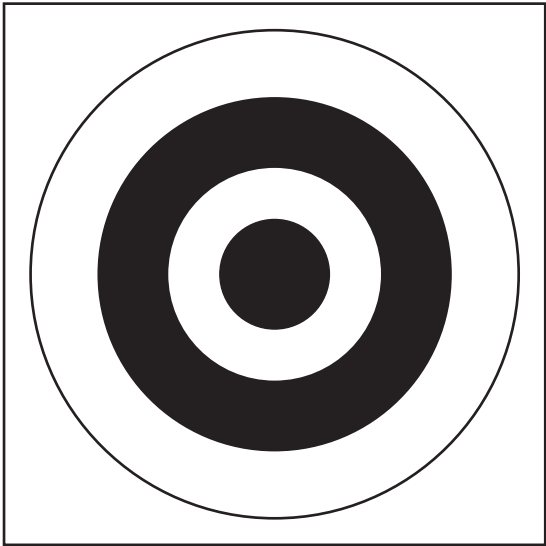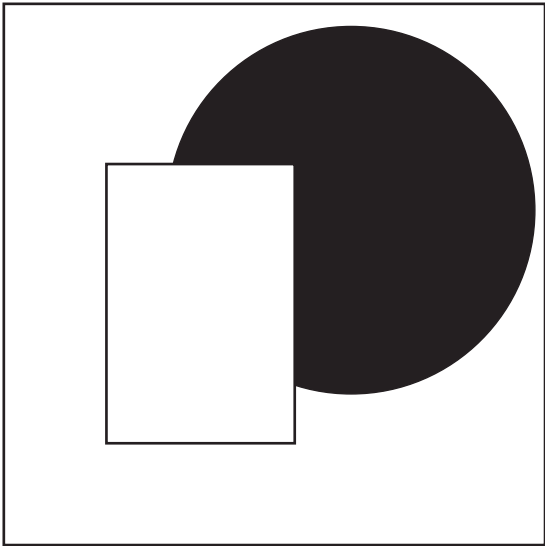
Project 4a, 4b, 4c
Single, Double and Triple Contrasts
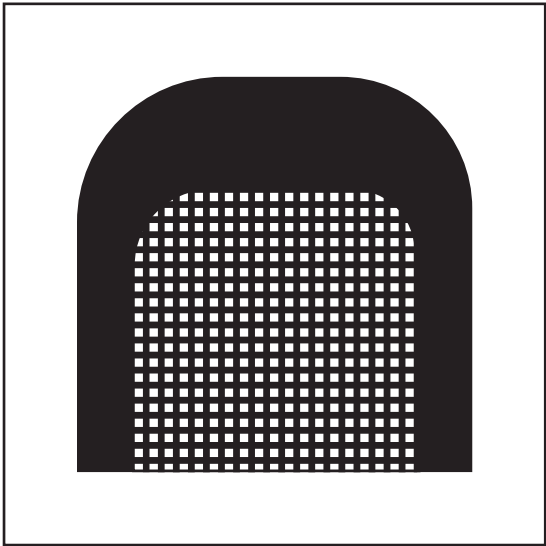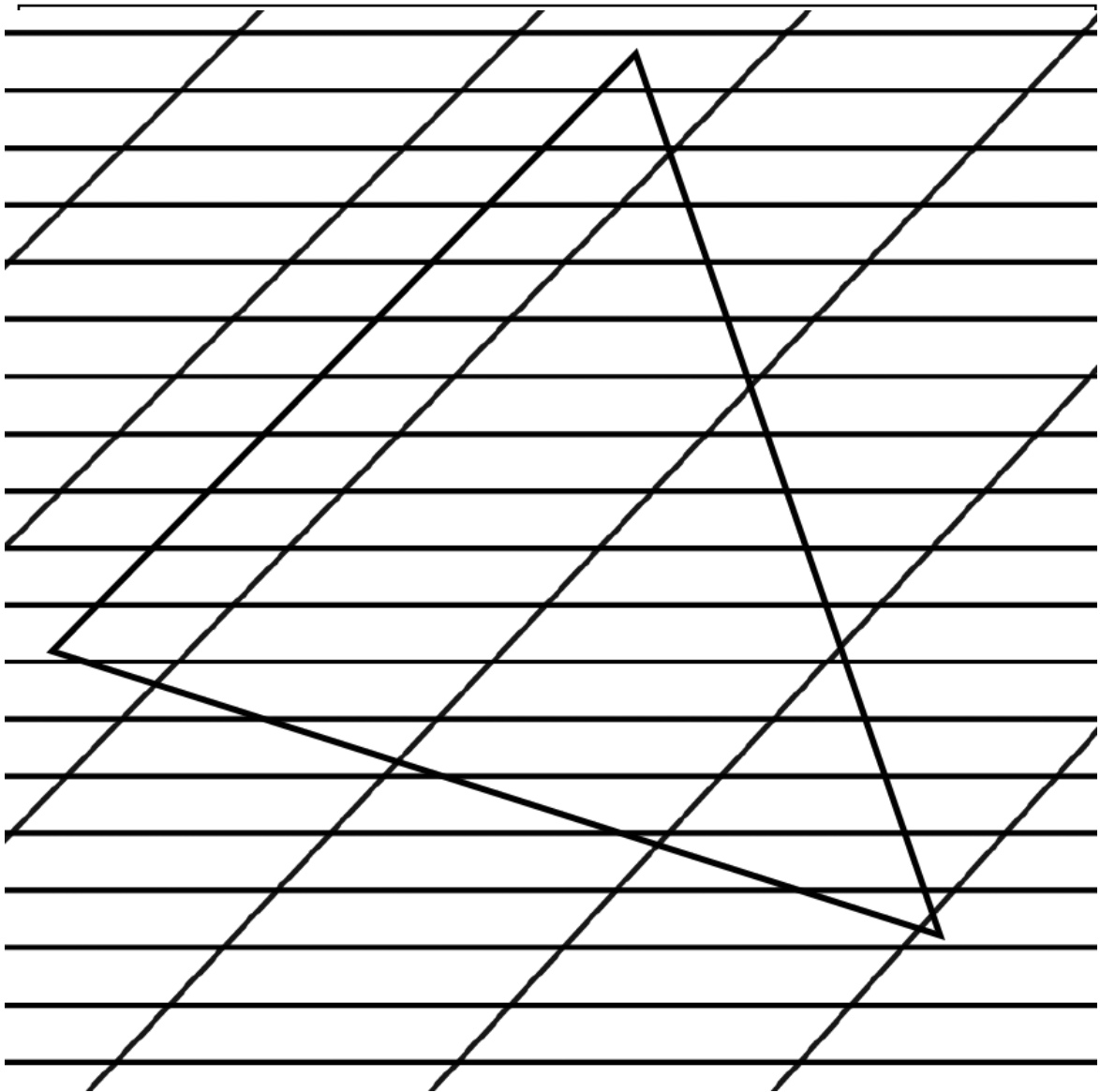
Project 4a

Direction
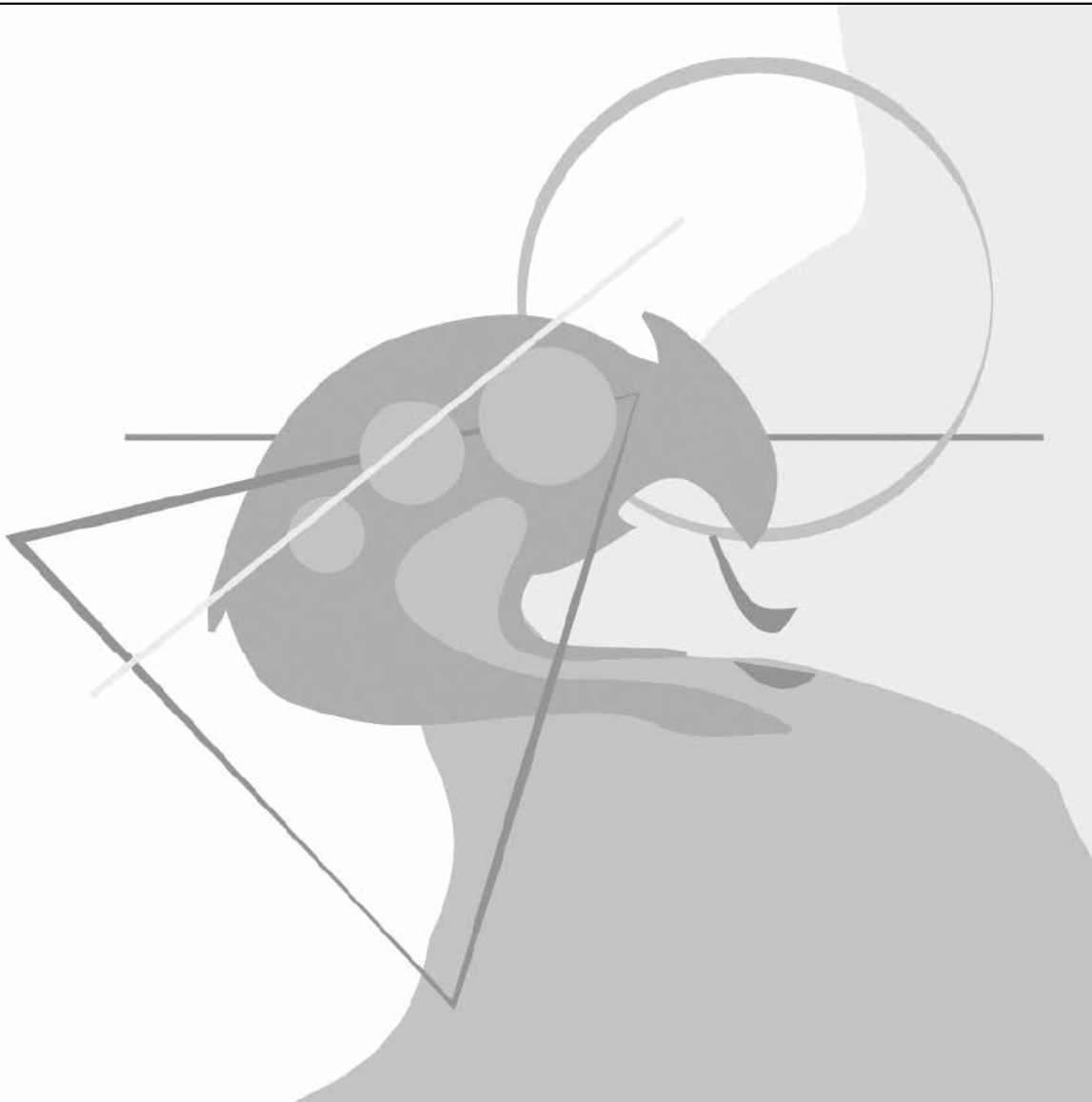
Scale

Space

Weight

Form

Texture

form space scale

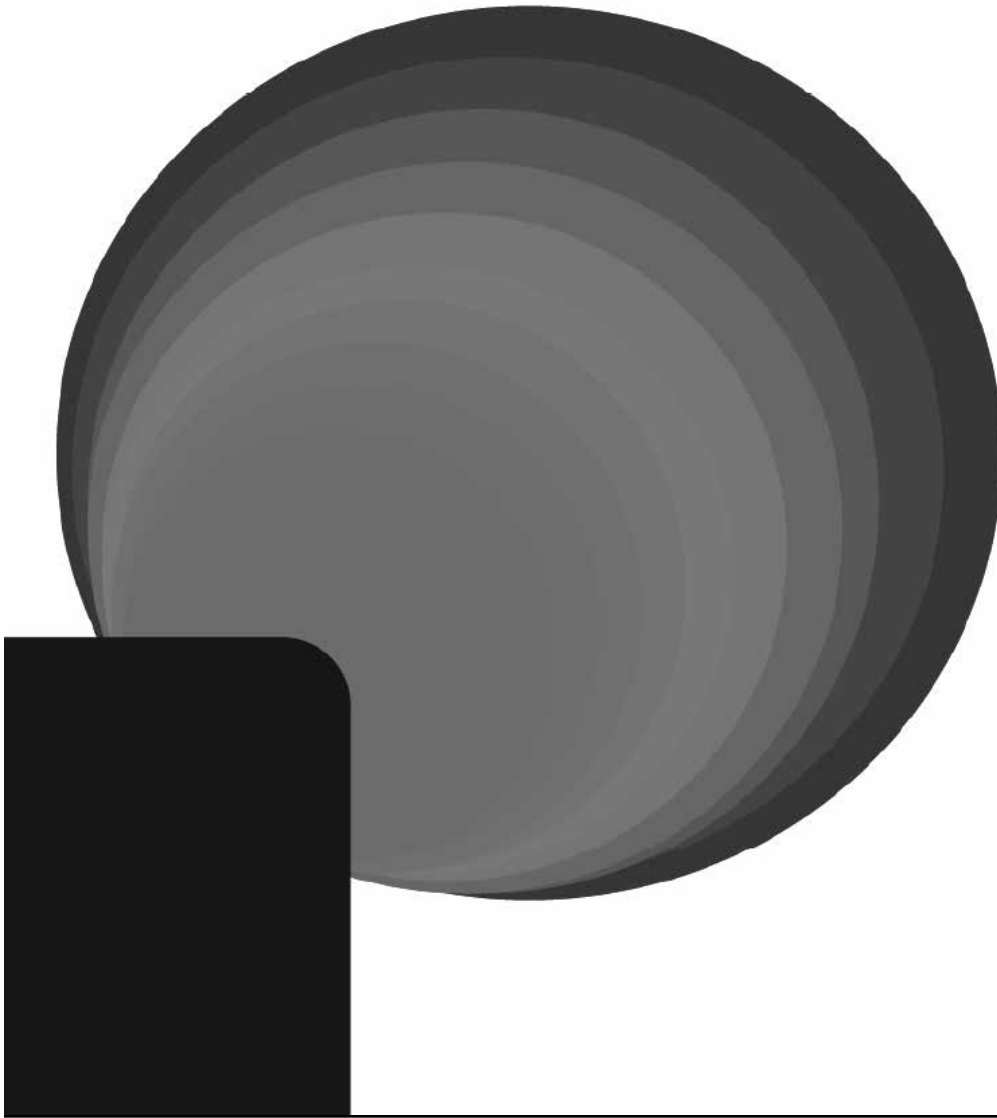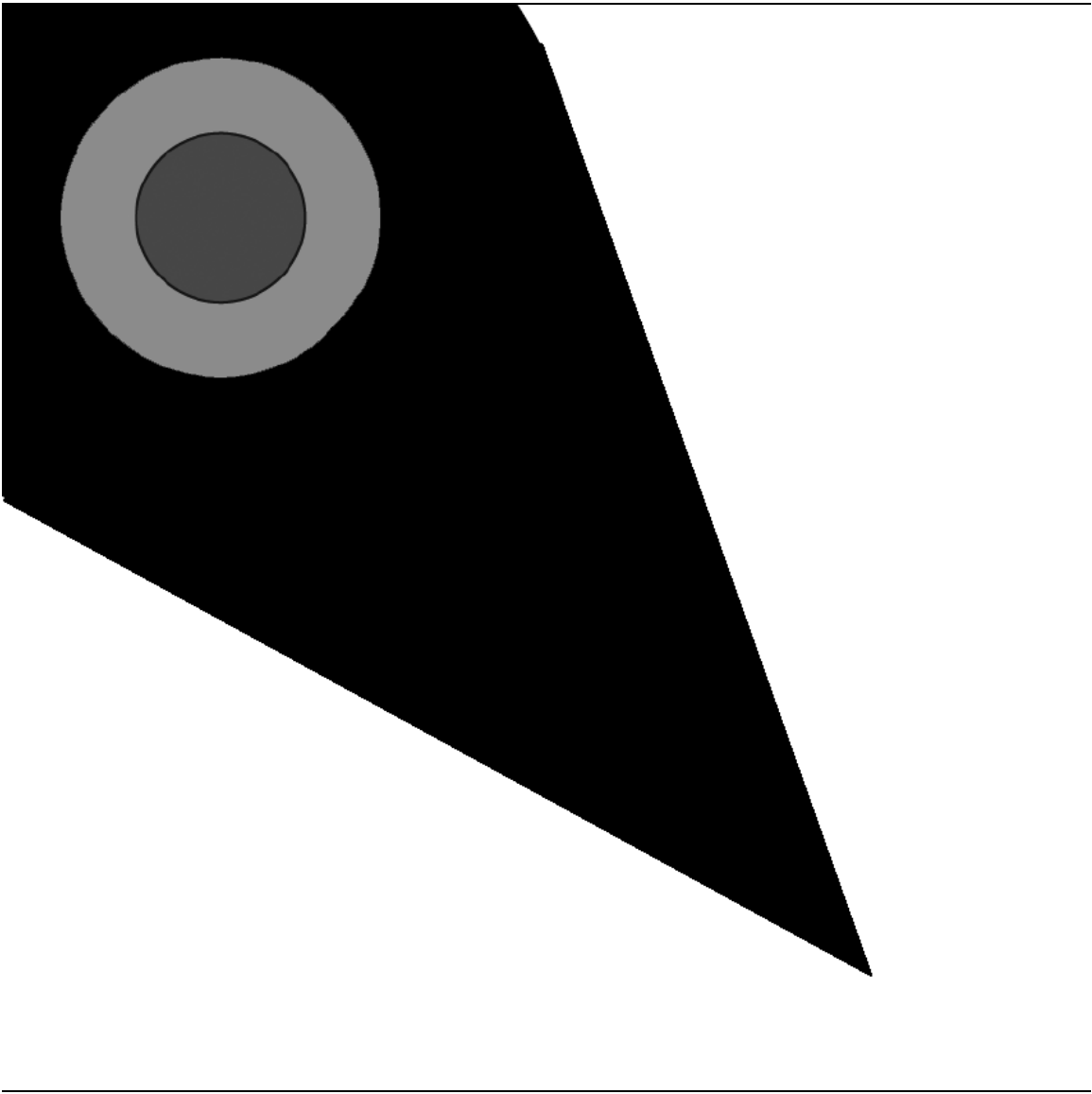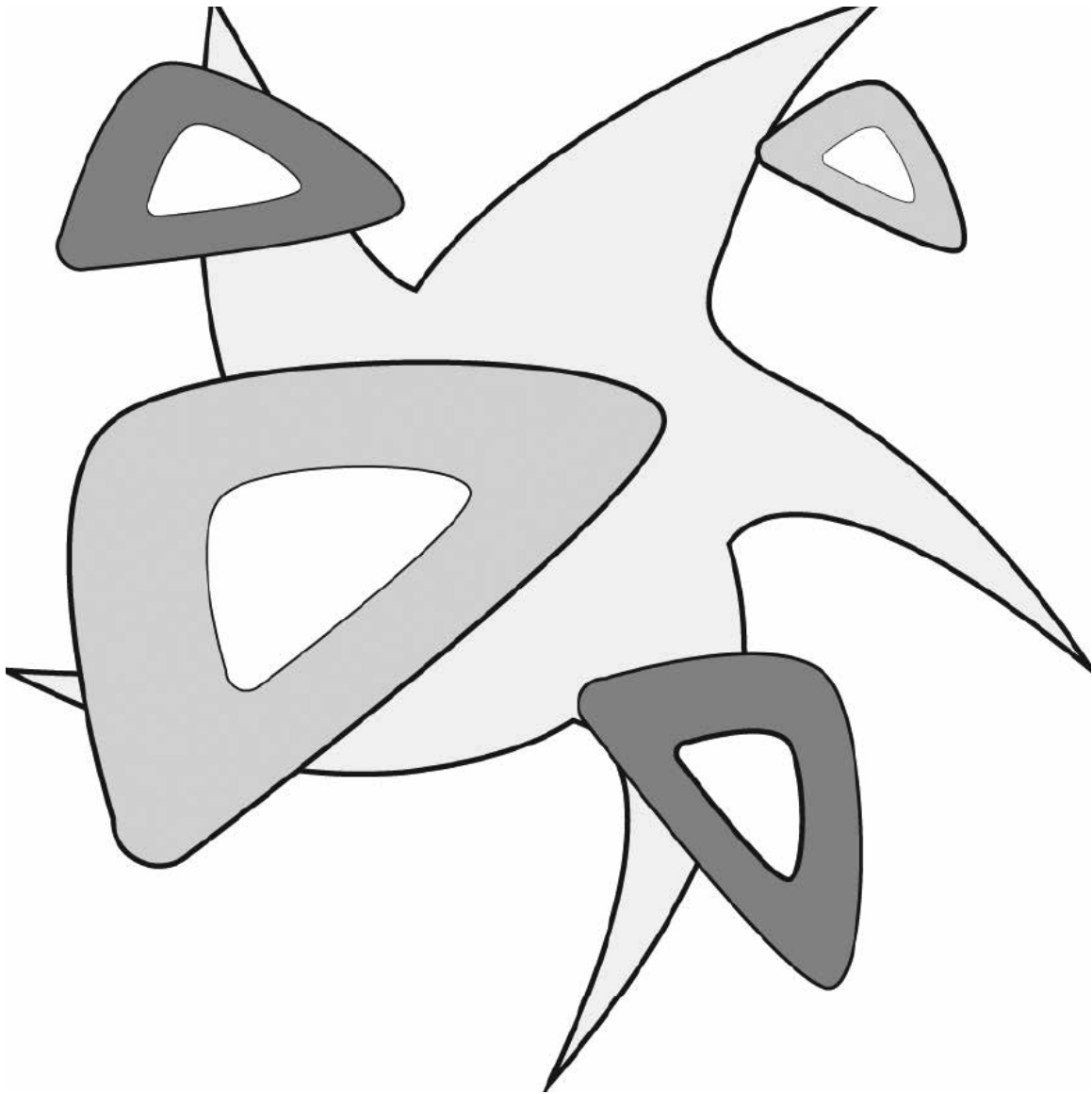## DIRECTION AND TEXTURE

FORM AND SCALE
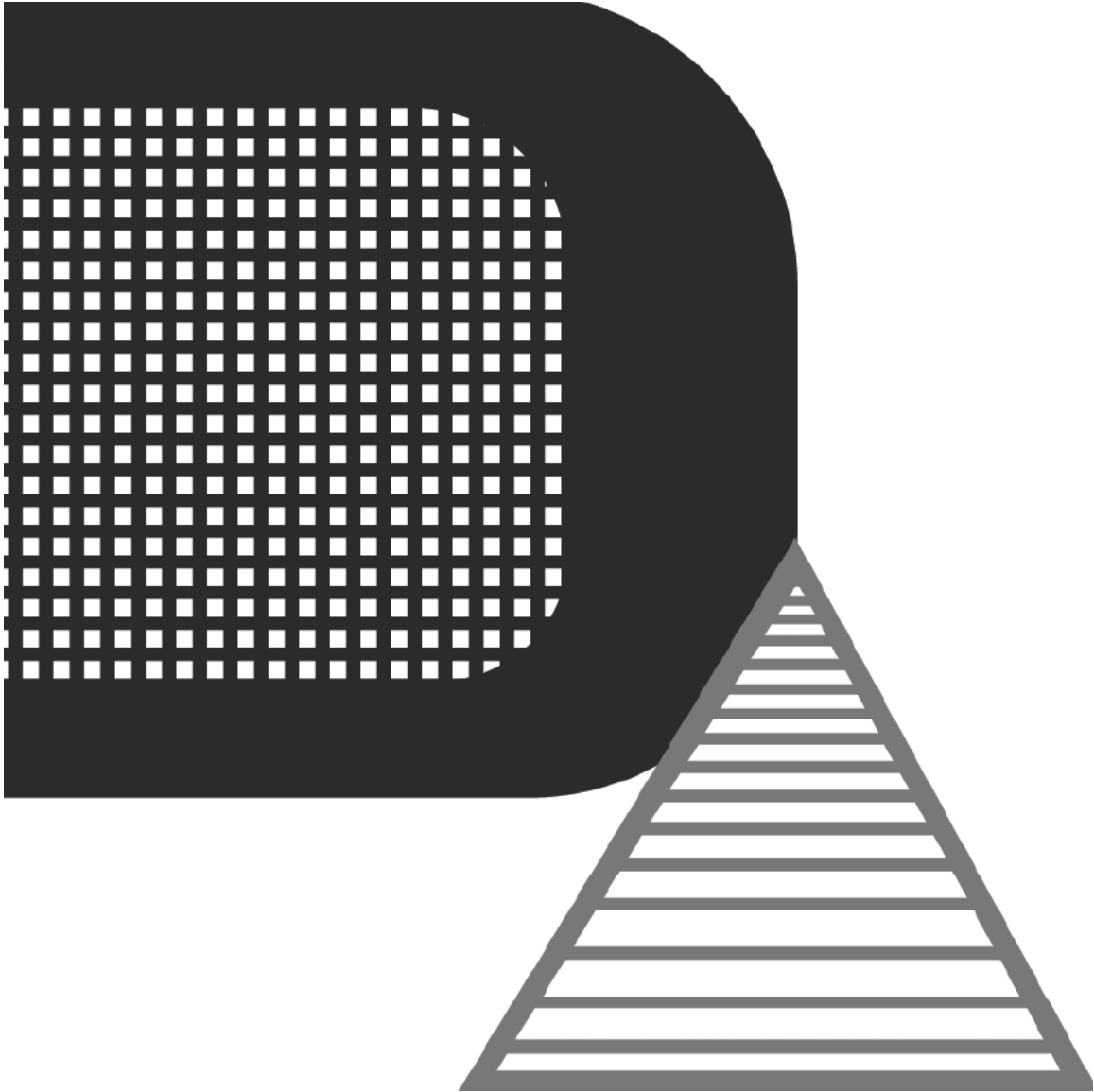
WEIGHT AND SPACE
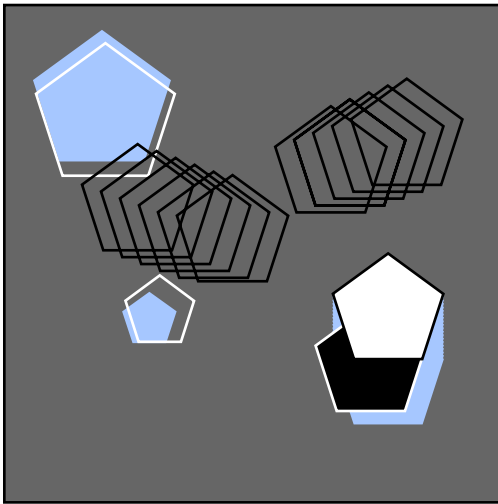
WEIGHT AND FORM
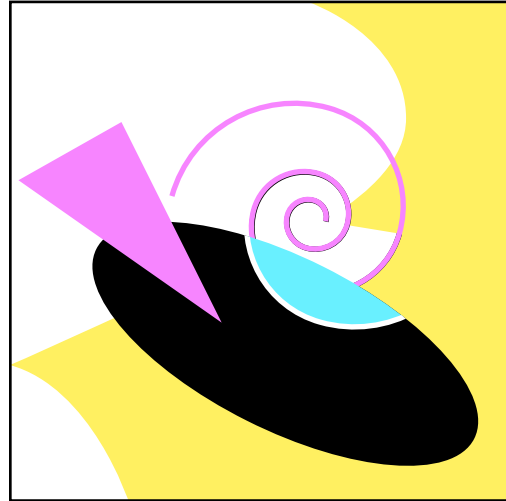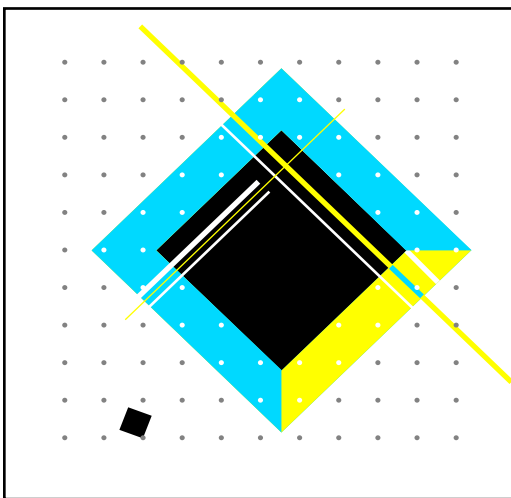
SCALE AND FORM
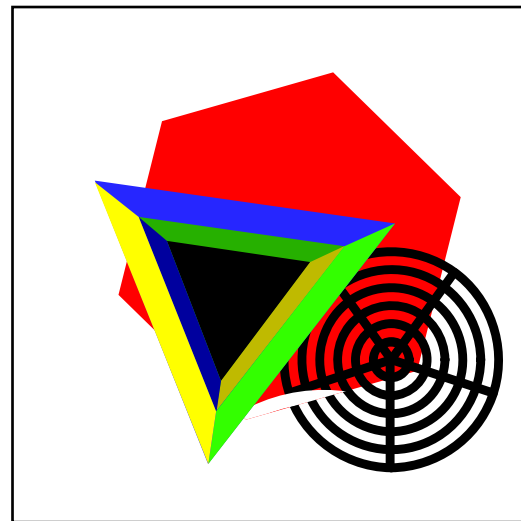
FORM AND TEXTURE

Project 4c

direction space scale

space form weight
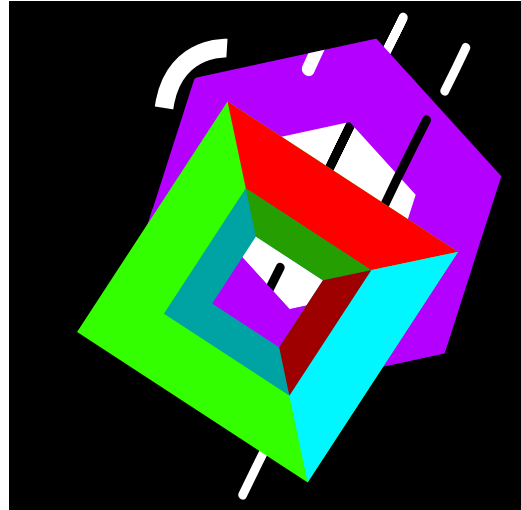

direction texture weight
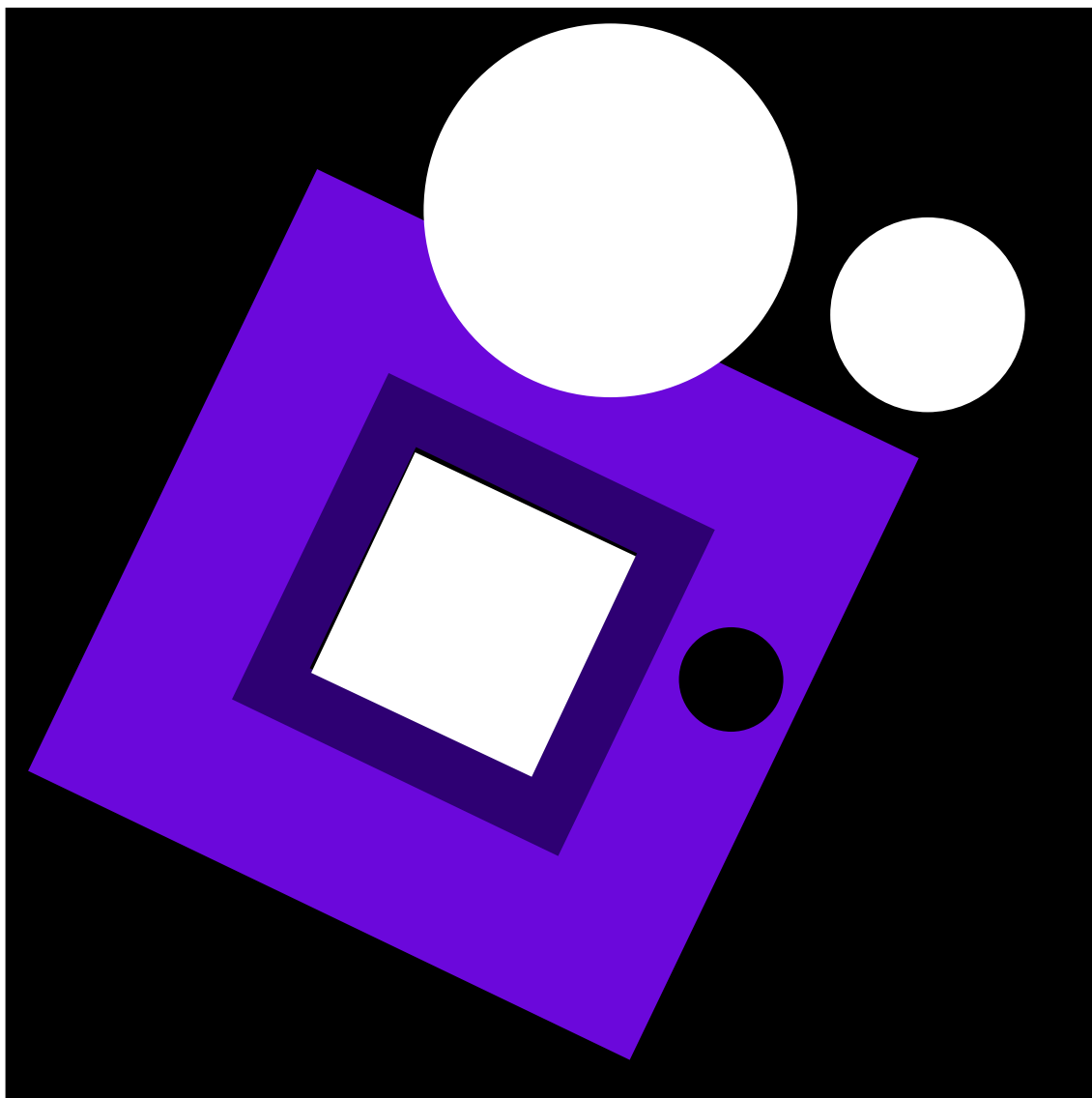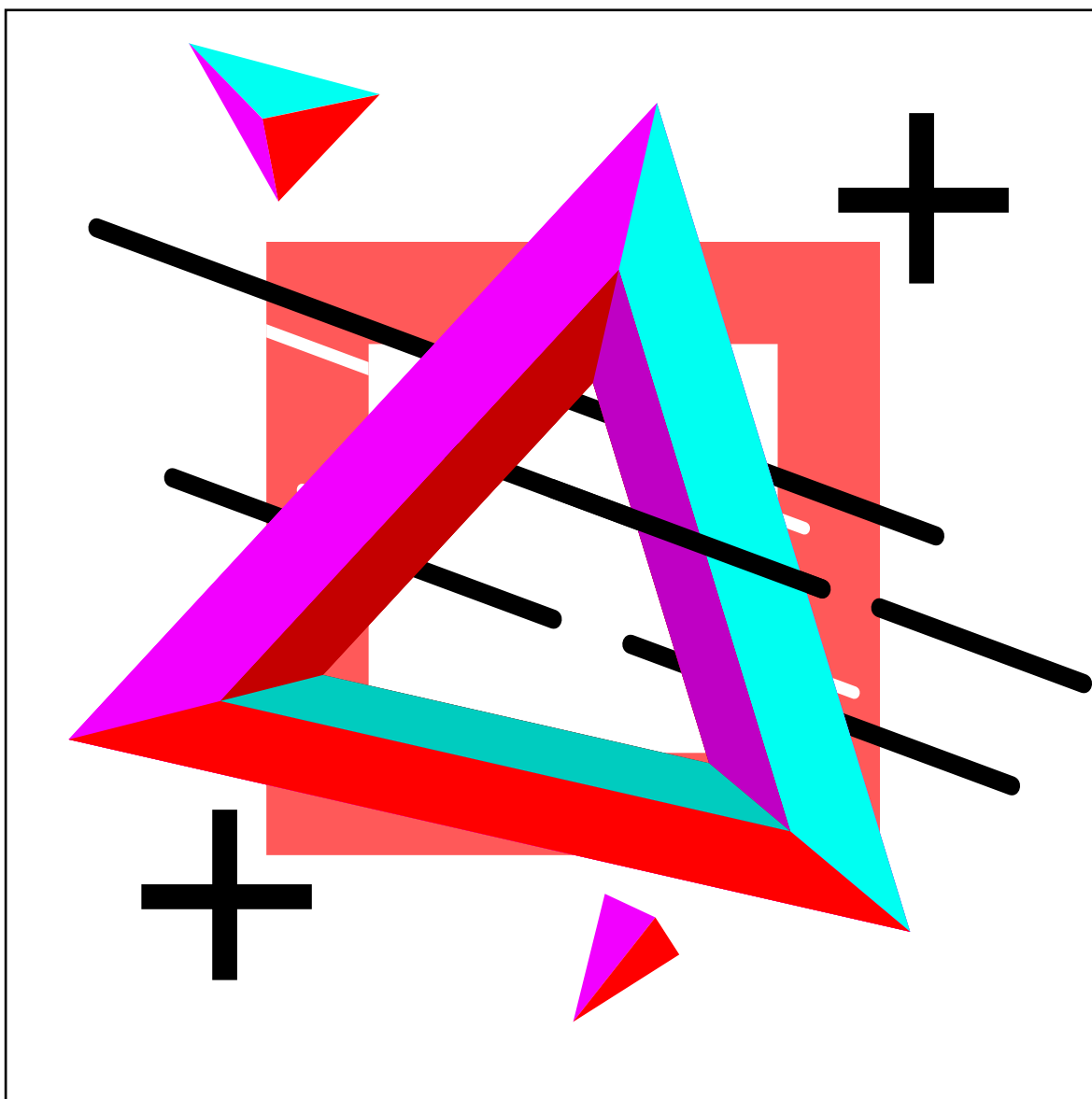

weight form space

texture scale weight
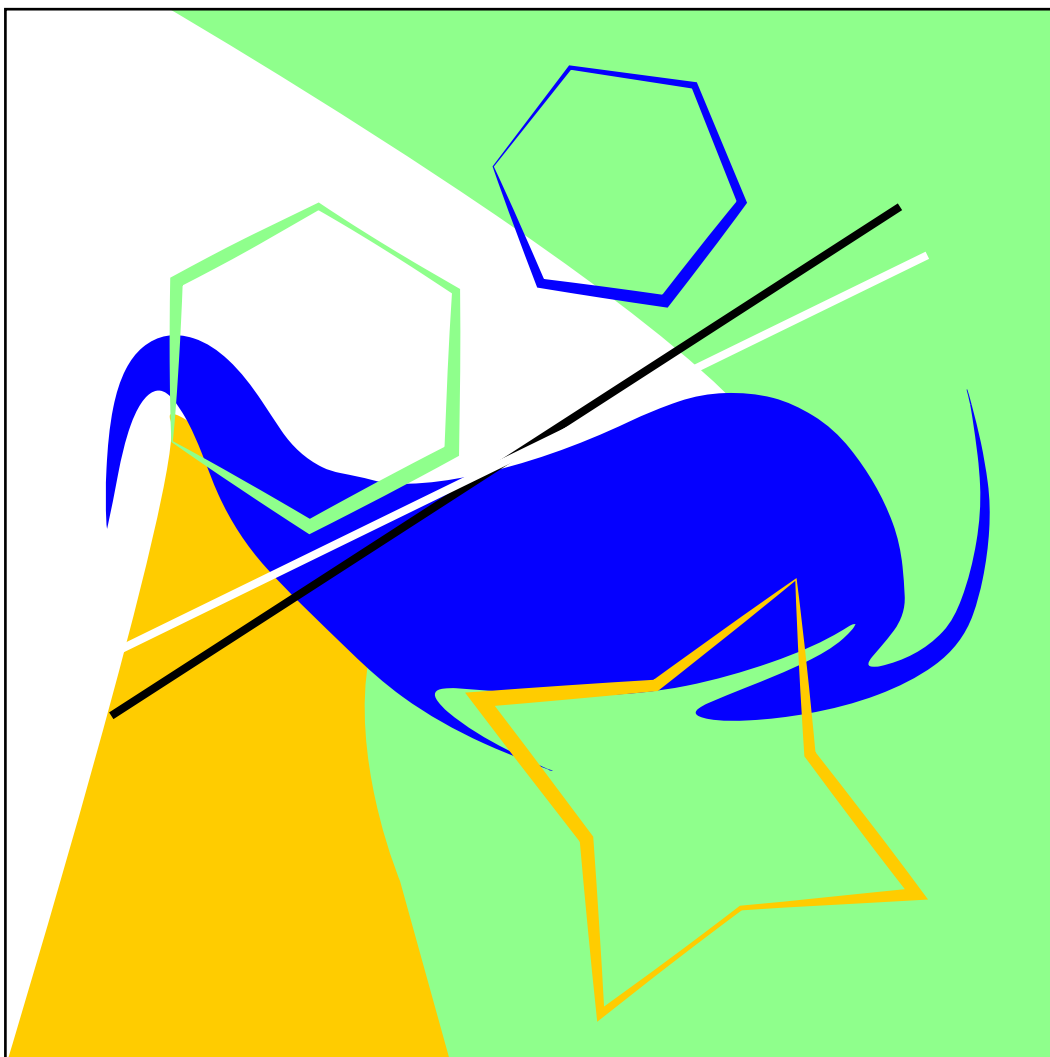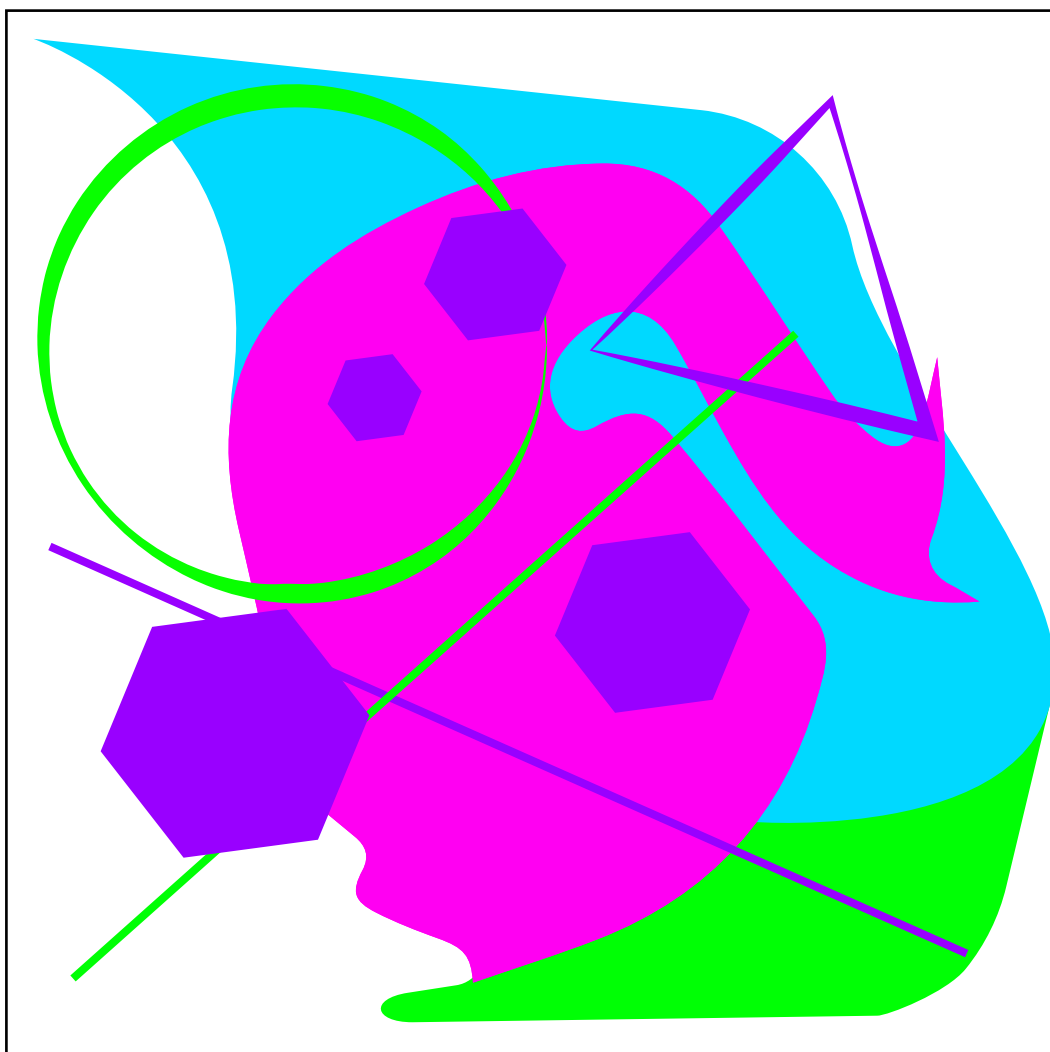

weight space form

form space scale

direction form scale

weight direction scale

scale form direction

direction space scale

direction form weight