

Project #2 Iconography

Iconography is a branch of art history that studies visual images, symbols, and the interpretations of such. It is related to semiotics as semiotics is about signs/symbols.

For Project #2 you will create an 8.5"x11" iconographic self-portrait using semiotics- [signs and symbols](#) that you create as vectors, textures, text, and color in Illustrator. This as a non-representational image that can be understood as self-branding and/or a conceptual puzzle. You are expected you to bring your own interests and passions into this project as this is an opportunity to illustrate content about yourself with composition, strategies of interaction, design principals, and formal decision making as it relates to semiotics.

Non-representational means that you are not illustrating yourself with a portrait of your face/body. Instead, show who you are by using [signs and symbols](#).

Required Reading: [Is Google Making Us Stupid?](#)

Format and Formal Component:

In this project compositional and formal concerns should be your priority. You must explore focal point, composition, and interaction between text and image, how text and image interact with the defined frame, and complexity of figure-ground relationships.

Must include:

1. **Unique Text in the form of your name.** Your text should be custom made, use the vector abilities in Illustrator to make a non-standard font face. You can start with a font then use Create Outlines to make it into editable shapes. You may write your name in another language if that is meaningful for you.
2. **Images in the form of [signs and symbols](#).** This is non-representational, meaning that you are not illustrating your face but telling us about you through semiotics. Think of who you are, your background, your interests, your goals. What do these things look like, formally?
3. Optional content: if it helps your portrait you can include additional text like a saying or quote that is meaningful.
4. Before turning in your file make sure to Outline all [Type](#). You will turn in an Adobe Illustrator file, it should be a .ai with your name: vaughn_icon.ai is a good file name convention.

Fieldwork:

Your sketchbook will act as a place for your research so that you can develop of your project idea (design work, ideation, layout, content development, additions, and subtractions). Quick drawings, collage and lists are all good initial ways to start.

Conceptual Component:

How is your image read? How is it interpreted in terms of gestalt (parts relating to the whole)? How are the semiotics (interplay of [signs and symbols](#)) interpreted? Does it convey specific meaning to the reader, and not just the author? How is a portrait of the artist revealed through sustained interpretation?

Evaluative feedback will be based on the following:

- Craft: the digital construction/techniques and final product.
- Composition: incorporation of several compositional techniques and design principals, considers text and image.
- Theme: how well do your visual choices communicate who you are.
- Innovation: go outside the norm, can you demonstrate the content in a new or original way?

Terminology:

Signs, Symbols, Icons, Indexes, Gestalt

Composition, Focal Point, Interaction, figure/ground

Defined Frame, Typeface/Font

Design