

## Brief

A museum has commissioned you to create a response to one or more artists in their major upcoming exhibition: *Masters of Seeing*. The exhibition will feature the work of three individuals - sculptor Alexander Calder, graphic artist MC Escher and conceptual pioneer Sol Lewitt.

The museum is asking for visual, animated content that is inspired by key themes and ideas of either the artists' life or work to use around the museum through print, digital and/or exhibition design. These visuals **must** be made with code as it is the desire of the curator to present a visual language both as a response to the exhibition but also one which speaks to a modern way of "seeing".

The museum encourages both playful and experimental exploration of any treatments you see fit and are open to your concepts and personal reflections on the chosen artists' work.

The project will be broken up into three stages for assessment:

- Task 1: Concept
- Task 2: Build
- Task 3: Final presentation

*This studio will also involve a mandatory physical visit to the National Gallery of Victoria to see Alexander Calder's exhibition in Week 2 where you will start to collect your initial inspirations.*

## Task 1: Concept

Research one or more of the artists' life and/or work to uncover and construct two clearly defined concepts for your proposed visuals.

### Mandatory items

- Process journal documenting inspiration and ideas(500 words with accompanying images)
- Two clearly presented concepts in process journal (200 words each with accompanying images/sketches)

### Assessment criteria (30%)

- 3 x Weekly code sketches with references in comments(20pts)
- Documentation of research and inspiration in process journal(40pts)
- 2 x Clearly defined concepts in process journal(40pts)

**Due date:** Fri 9 Aug 2019, 11pm AEST

**Reminder: No assessments will be accepted without a cover sheet**

Criteria	Marking (pts)					
Documentation of research and inspiration in process journal(500 words)	Task clearly shows exceptional thought, effort and research in exploring the chosen artist's life and/or body of work for inspiration. Process is documented thoroughly and concisely. Ability to critically identify opportunities for further exploration and communicate these back are exemplary. <b>40pts</b>	Task shows a good amount of thought, effort and research in exploring the chosen artist's life and/or body of work for inspiration. Process is documented adequately. A sufficient approach to critically identify opportunities for further exploration and communicate these back have been explored. <b>35pts</b>	Task shows some amount of thought, effort and research in exploring the chosen artist's life and/or body of work for inspiration. Process is documented. Opportunities and/or communication for further exploration is not entirely clear. <b>30pts</b>	Task shows little amount of thought, effort and research in exploring a chosen artist's life and/or body of work for inspiration. Process is roughly documented and opportunities and/or communication for further exploration is unclear. <b>20pts</b>	Task shows little to no amount of thought, effort and research in exploring a chosen artist's life and/or body of work for inspiration. Process needs much more thought, clarity and communication. <b>10pts</b>	Not present <b>0pts</b>
Two clearly defined concepts in process journal(200 words each)	Task clearly presents two unique and poetic directions in the form of images and words with documentation. Each concept is distinct, complete and experimentally explored with inspiration and process that binds each concept with the chosen artist. <b>40pts</b>	Task adequately presents two directions in the form of images and words with documentation. Each concept is distinct, complete and sufficiently explored with inspiration and process that binds each concept with the chosen artist. <b>35pts</b>	Task presents two directions in the form of images and words with some documentation. Each concept is distinct but could use extra experimentation and exploration to create a stronger connection with the chosen artist. <b>30pts</b>	Task presents one or two directions in the form of images and words with little documentation. Both concepts could use extra documentation, experimentation and exploration to create a clearer connection with the chosen artist. <b>20pts</b>	Task presents one or two directions in the form of images and words with little to no documentation. In addition, there is no clear connection with the chosen artists and/or concepts.. <b>10pts</b>	Not present <b>0pts</b>
3 x weekly code sketches (Each task will be marked for both technical ability and creativity)	Clearly shows an understanding of the weekly coding practicals and has confidently explored the creative potential of each exercise with an exceptionally unique perspective. <b>20pts</b>	Task show a good understanding of the weekly coding practicals and has explored the creative potential of each exercise in a competent manner. <b>15pts</b>	Tasks show little to no understanding of the coding practicals and/or no effort has been made to explore or develop the exercises further. <b>5pts</b>			Not present <b>0pts</b>

## Task 2: Build

After a collaborative consultation with your client(slash lecturer), you will be provided with ideas and areas to explore for your deliverables. This may be a single concept, or perhaps a combination of the two for you to explore further. Your task is to expand upon your ideas in Task 1, in order to build the final visuals for the exhibition.

### Mandatory

- Process journal documenting inspiration and ideas(500 words with accompanying images)
- Interactive sketch demonstrating proposed final visuals

### Assessments criteria (40%)

- 6 x weekly code sketches with references in comments(12pts)
- Interactive sketch demo(12pts)
- Process journal documenting any development or research leading to final sketch(16pts)
  - Please be sure to include all developments of your interactive sketch as part of this documentation

**Check-in:** 18 September 2019 (In class) / **Due date:** 4 October 2019, 11pm AEST

Criteria	Marking (pts)					
Process journal documenting any development or research leading to final sketch	Task clearly communicates an exceptional and unique level of dedication to the process of creativity and experimentation within creative coding. Many modes of inspiration, thought and ideas have influenced the near final visual/s. The full breadth of the process has been documented clearly and considerably. <b>40pts</b>	Task communicates a good level of dedication to the process of creativity and experimentation within creative coding. A few modes of inspiration, thought and ideas have influenced the near final visual/s. A considerable amount of the process has been documented. <b>35pts</b>	Task mostly communicates a level of dedication to the process of creativity and experimentation within creative coding. Further clarity is required around documentation. More inspiration, thoughts and ideas are required to completely realise the near final visual/s. <b>30pts</b>	Task attempts to communicate a process of creativity and experimentation within creative coding. Much further clarity is required around documentation. Inspiration, thoughts and ideas in journal are minimal. <b>20pts</b>	Task attempts to communicate a process of creativity and experimentation within creative coding however little to no content has been documented. <b>10pts</b>	Not present <b>0pts</b>
Interactive sketch demo	Task clearly presents an interactive sketch inspired by a previous concept. The method of interaction and experimentation demonstrates a thorough and well-thought evolution of the initial direction. The creativity is of unique and exceptional quality. Code executes and clearly and successfully demonstrates near final visuals. <b>40pts</b>	Task presents an interactive sketch inspired by a previous concept. The method of interaction demonstrates a competent evolution of the initial direction. A decent amount of creativity is shown in the approach. Code executes and demonstrates near final visuals sufficiently. <b>35pts</b>	Task presents a sketch inspired by a previous concept. The method of interaction demonstrates a slight evolution of the initial direction. Creative avenues and modes of interaction have not been fully explored and/or documented. Code may or may not execute to demonstrate near final visuals. <b>30pts</b>	Task presents an interactive sketch inspired by a previous direction. A method of interaction is demonstrated. Little to no experimentation and creativity is documented for this sketch. Code may or may not execute to demonstrate near final visuals. <b>20pts</b>	Task presents no effort in creating an interactive sketch inspired by a previous direction with little to no relation to any documentation and/or research. Code may or may not execute to demonstrate near final visuals. <b>10pts</b>	Not present <b>0pts</b>
Weekly code sketches	Clearly shows an understanding of the weekly coding practicals and has confidently explored the creative potential of each exercise with an exceptionally unique perspective. <b>20pts</b>	Task show a good understanding of the weekly coding practicals and has explored the creative potential of each exercise in a competent manner. <b>15pts</b>	Tasks show little to no understanding of the coding practicals and/or no effort has been made to explore or develop the exercises further. <b>5pts</b>			Not present <b>0pts</b>

### Task 3: Final presentation

Present and mock your ideas for the final visuals and how they could be used at the museum for the exhibition

- and -

Prepare a 10-minute presentation on your inspiration, process and final outputs. Use plenty of large images and tell your story. This is not meant to be a stiff or professional presentation, just a chance to share your work amongst peers. Have fun with it!

As an additional part of this assessment, each student will also be required to ask and be asked a question at the end of each presentation.

This is an opportunity for the class to discover more about your inspiration and process.

#### Mandatory

- Accompanying slides and live demo
- 10 minute presentation in front of class
- 1 answer to a question asked by a peer + 1 question for a peer's presentation
- Final process journal and visuals

#### Assessment criteria (30%)

- Presentation (60pts)
- Answer(5pts) and question(5pts)
- Final process journal and visuals (30pts)

**Presentation:** Wed 16 + 23 Oct, 9:30am-12:30pm (In class) / **Due date:** 26 October 2019, 11pm AEST

Assessment task	Criteria					
Final process journal and visuals   This will assess both Task 1, 2 and 3 in its entirety.	Overall project clearly presents unique and well executed final visual/s which have culminated from a tremendous amount of research, inspiration and self-initiated exploration. The visuals are finalised, playful and show an exceptional amount of understanding in both the opportunities of creative coding and the learning material provided. The thought processes and evolution of concepts are thorough and imaginative with confident and experimental flair. <b>60pts</b>	Overall project presents interesting and well executed final visual/s which have culminated from a good amount of research, inspiration and self-initiated exploration. The visuals are finalised, playful and show a good amount of understanding in both the opportunities of creative coding and the learning material provided. The thought processes and evolution of concepts are clear and well communicated. <b>50pts</b>	Overall project presents final visual/s which have culminated from a sufficient amount of research, inspiration and self-initiated exploration. The visuals are finalised and demonstrate some understanding in both the opportunities of creative coding and the learning material provided. The thought processes and evolution of concepts are relatively clear and communicated. <b>40pts</b>	Overall project presents some visual/s which have culminated from an amount of research and inspiration. More understanding into the abilities and opportunities of creative coding and the learning material provided needs to be communicated. More refinement and development of concept is required. Documentation is minimal. <b>30pts</b>	Overall project may or may not present visual/s with little to no evidence of research and inspiration. A significant amount of understanding into the abilities and opportunities of creative coding and the learning material provided are missing. Documentation is minimal. <b>10pts</b>	Not present <b>0pts</b>
Presentation	Presentation clearly communicates the story and process of the final visual/s to the class. An interesting and confident story is told with personality and accompanying visual material. Presentation demonstrates an exceptional comprehension of the possibilities of creative coding. Demo works. <b>30pts</b>	Presentation communicates the story and process of the final visual/s to the class. The process is explained with accompanying sufficient visual material. Presentation demonstrates a sufficient comprehension of the possibilities of creative coding. Demo works. <b>25pts</b>	Presentation communicates the process for the final visual/s to the class. It is explained with minimal visual material.  Presentation demonstrates a level of understanding of the possibilities of creative coding. Demo may or may not work. <b>15pts</b>	Presentation does not sufficiently demonstrate the process for the final visual/s to the class. It is explained with minimal to no visual material.  Much more attention is required to better communicate the thought process and execution of final output/s. Demo may or may not work. <b>10pts</b>		Not present <b>0pt</b>
Presentation answer	Student successfully answers a question from peer thoughtfully and considerably, expanding on their presentation. <b>5pt</b>	Student answers a question from peer. <b>2pt</b>	Not present <b>0pt</b>			
Presentation question	Student successfully asks a relevant question to peer thoughtfully and considerably. The question allows the peer to expand on their presentation. <b>5pt</b>	Students asks a question to peer. <b>2pt</b>	Not present <b>0pt</b>			