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|  |  | IADT DL836 BSc Creative Computing | | | |
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| DL836 Generative Design | Assignment 1 Generative Design Colour Experiment | | | |
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| BScCreative Computing Level 8  ECTS **10 CREDITS** Project Start Date November 5th 2018 Submission Date November 26th 2018 | **Brief Summary**  i) Produce a number of expermental colour images using code developed in p5.js and controlled by a number of input parameters  ii) Present your experimental outputs and your rationale (500 words) on **November 26th, 2018**.  **Description**  You have been asked to create a generative design for a book cover (A4 Portrait). The books topic is discussing generative design processes and the importance of colour theory. At this stage in the module we have examined a number of interesting methods (listed below) when manipulating color on screen. Whether using existing media or randomily generated controlled colour sets we have created the ability to generate visual output to the screen. This has been controlled by parameters/variables set by the developer.   * Understanding colour modes * Using the mouse as an input variable * Saving and exporting snapshots using useful parameter data * Creative iterative loops to draw objects to the screen * Experimenting with the beginShape() function and simple trigonometry * Generating randon but controlled colour sets * Understanding colour theory and how colours can be made work together * Using interpolation methods to create in between value * Importing images and manipulating the pixel Array * Using the generative design javascript library to sort colours * Using map() and constrain() function in p5.js * Using simple maths to fragment shapes * Experimenting with gradients, opacity, offsets   You need to be aware of all of these possibilities (theoretically at least) to formulate a response to these exercise. Your output will be generated through a number of experimental pieces of code and finally arriving at your desired outcome. To start this project you will need to develop a theoretical construct around which you will base your experiment on. One idea may be to examine an existing image, its colour values and mapping those to letter values (a,b,c..) and creating a visual based on text instead of shape. Experimenting with pixelation effects, rotation and noise. Using shape as a medium to construct colour image.  This assignment will go towards **30% of the overall Continous assessment** mark for the module. | | | |
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|  | **Submission Details** | | | |
|  | You will need to submit evidence of your experimental process. Versions of your code will need to be saved regularly with dated outputs (jpg or png) moving towards your final piece of code and output. All files should be zipped together and submitted via blackboard on the morning of the presentation. You will also need to submit a written piece explaining basis of your idea (500 words) and the parameters you have allowed to be controlled by the user. | | | |

**Detailed Marking Scheme**

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| Category | Detailed requirements | Marks available | Mark |
| Evidence of Process | A good submission should include the following:   * Incremental process evidence. This can be achieved through github making sure commits are clear and documented. Also image based evidence to be included at all stages. * A theoretical framework for what you are trying to achieve * The key here is an iterative process is evident | 20 |  |
| Theoretical basis of the idea | * Your project should be based on some theory (colour) and it is this that you are exploring through experimentation | 20 |  |
| Experimental Outcomes | * Selection & editing * Impact * Contrast, balance and aesthetic | 30 |  |
| Coding | * All code should be well documented and commented. * Version control should be evident * Good code structure should be implemented | 30 |  |
| **Total** |  | **100** |  |