

Bumper sticker project  
Design 1  
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Goal: to construct a bumper sticker sized work that efficiently communicates a social concern/political issue.

Terms to remember:

Juxtapose: place side by side

asymmetrical; different on each side but visually balanced

Negative space: background areas..or other

Regarding Text:

A thesaurus can be helpful (online or book) in finding descriptive words.

Use indirect statements and as few words as possible. too many words will overpower the images and will be difficult to read from far away.

The use or absence of pronouns and/or punctuation can dramatically change the tone of your message.

Larg, blocky fonts read well from a distance. Bolding the text, adding spaces between words or letters, or making one word larger or smaller can change or reinforce the meaning of a phrase.

Regarding Images:

Collect more pictures than you will need. Unused images can be saved for other students.

- 1) find 20-30 visually interesting images
- 2) find an social concern that you're passionate about
  - a) are you going to explore the positives of that cause, or the negatives?
  - b) how will you show it?
    - think about the examples of photomontage that you've seen...
    - google Photomontage if you need more examples
    - take a close look at Barbara Krugers work
    - refer to the article you read
  - c) think about the implied messages in your composition
    - which words work best to send a message when combined with image?
- 3) narrow down your images to support that social cause (you can use 2-6 images only!)
- 4) begin to build up your photomontage on a 12"x12" piece of paper
- 5) cut a 11"x4 1/4" viewfinder out of a piece of 16"x 19" BLACK construction paper. Use this to find the best composition in your photomontage

6) When satisfied with a design, glue it down. (check with me first).