

## Project 2 — Discovering the relationship between design and human experience

class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

this course is 4 semester  
units and graded.

### problem statement

creative work reaches deep into our intuitive and unconscious minds, into our hearts and feelings. the sea change design process helped to define your calling.

now you will examine the ways in which this abstract idea can be interpreted and represented in visual form, offering clarity, embedded meaning and understanding to the viewer.

stay away from literal translation and use metaphors and story telling for your design.

emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. you will be expected to experiment and explore, thereby expanding on your visualizing skills.

### goal

visualize highly abstract ideas that source from your growing awareness of the deeper aspects of yourself, by exploring design elements, typography and diverse processes.

### deliverable

#### design a poster calendar for the year 2017

**visualize your calling and its embedded meaning**, in your own personal voice by exploring diverse processes and techniques:

eg drawing, photography, xerography, abstraction, typography, collage, textures, sculpture, different types of materials: paper, fabric, vellum, cardboard, metal, wood, foil...

22"x 28" MINIMUM final size

4cp

main level of information: your calling (you can add your embedded meaning as secondary level info)

secondary level of information: 2017 , all 12 months of the year (keep it to less than 1/4 of the format)

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graphic design

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**office hours:**  
tth 11:30am–12:30pm

### course syllabus and handouts

<http://www.sjsu.edu/people/andrea.english/>

### Schedule:

9/22 project kick-off

9/27 Lecture | work in class

**9/29 REVIEW: thumbnails** | work in class

**10/04 REVIEW: 2 sets of options half size**

10/06 work in class

**10/11 REVIEW: 1 set of options full size**

10/13 final consultation

**10/18 PRESENTATION plus P4 review**

required on 10/18:

- printed poster
- a digital pdf file of your calendar labeled: **lastname\_197p2.pdf**
- ALL SCANNED workshop sheets (defining moment + calling) labeled: **lastname\_workshops.pdf**
- proof of all scanned process work of p2