

IMAGE DEVELOPMENT AND DESIGN STRATEGIES

1. Image Sources: The visual arts involve the use of image sources and image-development and design strategies to transform ideas and experiences into visual images. (Note that “image” is used to describe all visual forms, both 2D and 3D.) Image sources provide the inspiration for the creation of an artwork. Image sources include:

- emotions and feelings
- ideas and concepts
- imagination
- memories
- observation
- other sensory experiences.



2. Image-development strategies are the processes used to transform these ideas and experiences in a particular way for particular effects. Image-development strategies include:

distortion—misrepresenting and pulling out of shape any part of an image

elaboration—embellishing or adding detail to part or all of an image

exaggeration—over-emphasizing or intensifying a portion or aspect of an image

fragmentation—detaching, isolating, or breaking up part or all of an image

juxtaposition—placing like or contrasting images or elements side-by-side in a way that changes the meaning or effect of each

magnification—increasing the apparent size of some or all of the elements in an image

metamorphosis—changing an image from one form to another

minification—decreasing the apparent size of an image

multiplication—reiterating or restating part or all of an image

personification—giving human characteristics to non-human forms

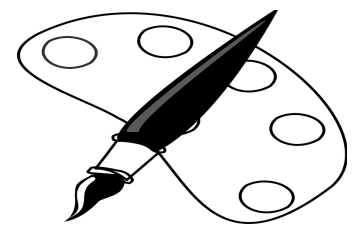
point of view—positioning the viewer physically relative to the created image

reversal—turning inside out, inverting, transposing, or converting to the opposite an effect in all or a portion of an image

rotation—revolving, moving, or rearranging an image or parts of an image

serialization—repeating multiple variations of an image in connection with each other

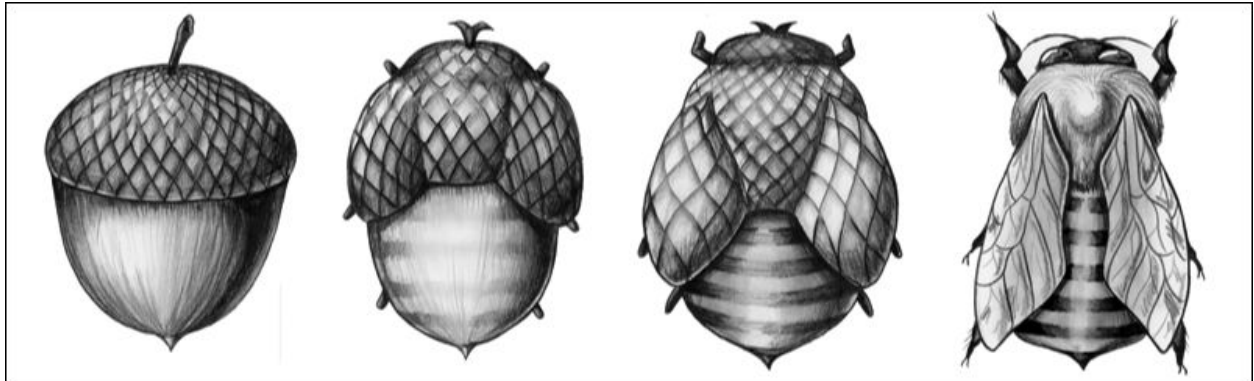
simplification—making an image less complex by the elimination of details.



(Source:

http://www.bced.gov.bc.ca/irp/pdfs/arts_education/2002visualarts1112_artfoundstudio_arts.pdf)

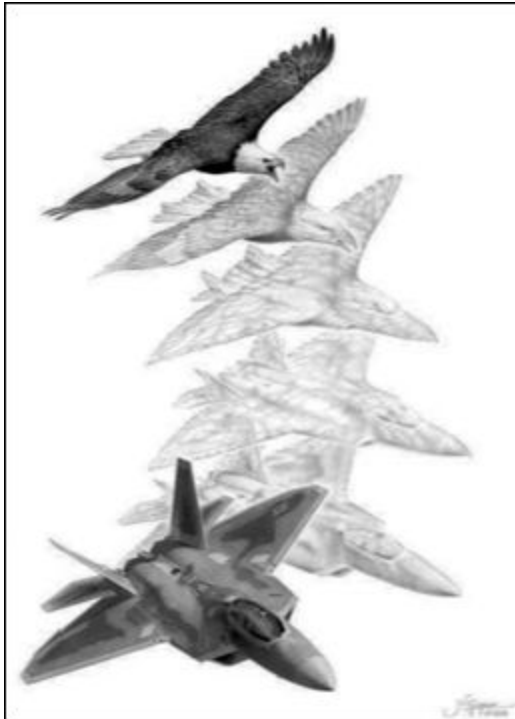
Grade 11 Metamorphosis Drawing Project



Metamorphosis

What is a metamorphosis? A metamorphosis is a change of form into a completely different one, by natural or supernatural means. Your original form can be a thing or person, inanimate or animate.

Your challenge is to capture your OWN unique & creative metamorphosis. This evolution can depict an inanimate to animate or even the other way around but is to be expressed with pencil on paper. Remember to focus on shading, shadows and incorporating texture.



Use photographic references - NOT someone else's illustration(s). You might have a motorcycle photo & a horse photo... Your job will be how to capture these two unrelated things into an image OR group of images. Remember in either case you MUST PLAN your space... I would recommend a small quick sketch as you see below on the elephant & violin.



