

# Words Doing What They Say:

## *Text as a Visual Image*

### PRIMARY OBJECTIVE:

- Students will **create** a 2-dimensional image using a descriptive word, and reinforce the word's concept/idea by the way it is presented, using **letter style** and **color** alone.

### SECONDARY OBJECTIVES:

- Students will **manipulate the elements of design** (line, shape, color, value, texture, and space) and the **principles of design** (balance, unity, contrast, and movement) to create an image using text style and color to communicate a concept/theme
- Students will **utilize a specific color harmony** within their image, using color to add to the effectiveness of their work.
- Explore the artmaking **process** through brainstorming, thumbnails, execution, and critique.
- Students will apply the four aspects of aesthetic scanning to a **verbal or written critique** of their work and at least one of their peer's artwork.

### MATERIALS:

- 18"x12" final product
- Color paper
- sharpie markers
- pencils
- prismacolor pencils
- watercolor pencils
- color markers

### TERMS TO KNOW:

- Monochromatic
- Analogous
- Complementary
- Triadic
- Secondary colors
- Tertiary

### PROCESS:

- 1) Brainstorm a list of active verbs, and descriptive nouns. You may do this as a group. Select a word that would be interesting to depict
- 2) Create a page of thumbnails exploring visual flow, color harmony, focal point, balance, and rhythm/movement.
- 3) After thumbnail approval and feedback (from teacher *and* peers), transfer idea VERY lightly to the final paper
- 4) Finish your word concept in a high quality, polished fashion on high quality, white paper.
- 5) Cut out the finished product, and mount in on a 12"x18" colored paper that completes your color harmony.
- 6) Add detail on the background that ties into the image as a whole.