

## **Creative Project 2: The Medium is the Message**

### **Assignment Handout**

**Course:** ART 120: Introduction to Studio Art Practice

**Due Date:** Friday, March 21, 2025

### **Assignment**

Choose a story, object, or idea, possibly from your zine, and turn it into an independent work of art. You will research your topic to find relevant imagery, historical context, or stories worth telling. You will use the media and format of your work to communicate with your audience. Your topic must be historical and/or researchable. Project 1 was an opportunity to learn how to communicate what you are familiar with visually. Use Project 2 as an opportunity to connect with something larger than yourself.

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### **Guidelines**

#### **1. Topic: From your zine, or not**

- You have the option of expanding on a topic or material from your zine. If you have something you would like to further explore, thematically or otherwise from project 1, this is an opportunity to do so.
- Choose another object or story you would like to tell. You have the option of selecting a subject, topic, or story you are interested in and researching it further as the informing factor of your piece.
- WHATEVER YOU CHOOSE, it must be connected to history, a political or cultural movement, or a pressing issue. How can you use your piece to connect to the rest of the world?

#### **2. Process (detailed in homework below)**

- We will begin by coming up for 4 separate ideas you would like to look into
- We will research those ideas, asking similar questions to those of the Material Mapping Exercise: where are they from, how are they made, what impact do the materials have, who uses them, who are they made for?
- Your form will develop with your research. Some questions to consider are how does the scale of your piece inform how your viewer interacts with it? How does color and its shade communicate the tone of the work? How fragile does your piece look and what does that serve? Can your piece be touched by the viewer?

#### **3. Media and Format**

- **Add another dimension:**
  - Add a spatial dimension to create a sculptural or installation work. (Sculptural work must be larger than 12" in all dimensions.) OR
  - Add a time dimension to create a video or sound work.
- **Go big!** If you decide to do a purely 2D work, it must be larger than 36"x 36".
- **Create a collection of objects or 2d works.** The number of objects in the collection will depend on the complexity of each work. Please consult with the instructors.

## Deliverables

- Your final object(s)

AND

- A brief written reflection (approximately 500 words) explaining your creative process, choices of materials/media, and how the work communicates to the viewer. Reflect on:
    - Your work's context. What themes are you investigating? What does your audience need to know?
    - How did you use material to communicate? What does each aspect of the work inform the viewer of? How obvious do you think each of these is to someone unfamiliar with the work?
  - **Presentation:** Present your work thoughtfully and creatively. Consider how you present your zine to the audience as a part of the final product.
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## Project 2 Class Schedule

Feb 21 Class:	Introduction to the project Mapping an object's ecosystem exercise
Due Feb 28:	4 sketches/concepts for project 2 sent via email to <a href="mailto:dallasf@sunypoly.edu">dallasf@sunypoly.edu</a> and <a href="mailto:jofrea@sunypoly.edu">jofrea@sunypoly.edu</a> before the start of class <ul style="list-style-type: none"><li>- Include medium, scale, concept/story, and accompanying reference images and/or sketches</li></ul>
Feb 28 Class:	Sketch presentation to class In-class work time with 1 on 1 meetings
Due March 7:	Develop 2 sketches into proposals <ul style="list-style-type: none"><li>- Research, material studies, sketches, building plans, ready to execute with minor questions</li></ul> Reading: Braiding Sweetgrass Chapter 14
Mar 7 Class:	Small group feedback (groups of 4-5, 10 minutes each) Reading discussion 1 on 1 feedback and work time
Due Mar 21:	Final Zine/Critique presentation
Mar 21 Class:	Project 2 Critique