

# PUBLIC ART DESIGN

## 2 Dimensional Design

*Street Art design – collaboration project*



**DESCRIPTION:** Create a design for a public space. Inspired by street art, graffiti and murals use the elements and principles of design specifically focusing on color harmonies, shapes, composition and content.

## OBJECTIVES

**OBJECTIVES:** Adapt to and exploit an unconventional art medium. Effectively transform the space to communicate a viewpoint. Develop a broader understanding of design mediums and practices. Create a unified relationship between illusionistic space and real space. Work in collaboration with fellow artist towards a singular vision.

- The students will explore content through the discussion of political and cultural context of particular pieces of Public art.

### LEARNING OUTCOMES:

- Demonstrate the ability to manipulate a surface in 2d, 3d and time.
- Demonstrate the ability to manipulate the basic principles of color theory with various media.

## IMPORTANT DATES

### DUE DATE

VMA 102-1 - DEC. 1<sup>TH</sup> 10AM



VMA-102-2 - DEC. 2<sup>TH</sup> 8:30AM

VMA-102-3 - DEC. 3<sup>TH</sup> 10AM

Assignment must include:



- Proposal
- Final composition
- Mockup Photoshop image

### Execution: tools and materials



Any medium we have used thus far in class, stencils, collage style image overlays and If you want to add anything else or use another material make sure to check with me first.

*Know the true value of time: snatch, seize, no idleness, no laziness no procrastination...*



## PROJECT GUIDELINES

BEGIN BY SPENDING TIME IN THE PRE-APPROVED PUBLIC SPACE

Use the photographs provided to plan the appropriate imagery. Consider the elements of the space--walls, corners, floors, stairs, etc. which might be suitable for your design. Print multiple photographs out and experiment by drawing on the images and imposing your design on the image itself.

Your drawing should be inspired by and born out of the space it will inhabit. Do not design an image that could exist on just any wall. Your image should look like it was made for your space and the wall should look like it was made for the image. A successful installation creates an interdependent and holistic relationship between art and exhibition space.

Be willing to change plans as the drawing develops. Pay attention to the intermediary steps on the way to your end-goal. Allow the drawing to inform itself and influence your design.

### THE FINISHED PROJECT MUST HAVE:

- Proposal form, inspiration board, preliminary sketches, all research for the project.
- Final composition of the design
- Mockup using Photoshop.

**EVALUATION:** Designs will be graded based on creativity, ambition, craftsmanship, relationship to physical space and evidence of critical thinking.

## Project proposal form

**To clarify the roles and responsibility in the production of the Public Art Design, please provide the following as part of the process:**

### 1. LOCATION

- Identify the location you would like to enhance with your project
- Determine dimensions of area which will be used
- Identify other artwork already at the site that you would remove.
- Provide elevation sketches of site.

### 2. BUDGET

- List of materials to be used
- Prepare the project's proposed budget

### 3. PROJECT

- Define and describe your project. How does it enhance the area? How does your project relate to the location?
- Describe who will be executing what part of the project
- Work up your design and be prepared to present it with images or a scale model. Show the adjacent area in order to demonstrate there is a relationship to the site.
- Present your project's artwork/ design



*CREATIVE DESIGN  
IN A PUBLIC SPACE*

### RESOURCES:

- Street art
- Installation art
- Murals
- Environmental design
- Creative environmental graphic design

[floresvma.weebly.com](http://floresvma.weebly.com)

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## PROFESSOR

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Julio Stanly Flores, MFA

OFFICE B226E

EXT 1924

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