

Constructivism Project (Development)

- OBJECTIVE** Russian Constructivists used diagonals to create dynamic compositions. Another characteristic of their designs was the use of limited color and high contrast. Utilizing these elements will enable you to create a dramatic design with a focal point.
- MATERIALS**
- drawing paper, watercolor paper or illustration board (15" x 20")
 - painting materials
 - pencils, colored pencils, markers, ink pens
 - collage materials (magazines, newspapers, computer prints, etc.)
- GRADING** 10 points. Grade based upon timely completion and use of focal point/emphasis techniques.
- INSTRUCTIONS**
- 1) Once you have found collage materials and decided upon a subject for your project you will need to experiment with different compositions. Create at least 4 different versions of one idea from among your thumbnail sketches. You should add the photographic image (in the form of photocopies or sketches) and add color using colored paper, markers, paint or colored pencils. This will allow you to visualize the final version, which will be 11" x 14" or 11" x 15."
 - 2) The final poster should incorporate the basic characteristics of Constructivist design but add your own unique twist. This could be in the form of your color choices, the way you use type or the addition of other graphic elements. Remember to emphasize or create a focal point. Note the examples below. In Figure A the photograph of the woman is the focal point. In Figure B the high contrast skirt and shoes are the focal point. Figure C uses high contrast and highly recognizable images from popular culture to create a focal point. In Figure D the runner and the idea of motion is emphasized.

