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**GDSN 223**      **Connotations: Search for Content [part 1]**

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**Process**      Choose 20 images from Flickr to use for this project. Choose images which you find interesting, download the largest file possible, and save them to a folder. Number each of the images in sequential order.

Be sure that *all* images you use are available for reuse under a **creative commons license**. Record the creator's information and the license/use information for each image. Number each data entry so that it corresponds to the image number.

**Crop**      Using Photoshop, crop your images in a square format. Crop them to produce interesting composition, form, and expression. You may want some of your images to have a clear figure/ground relationship, others perhaps will be an overall field. There are no restrictions on how you crop your images; have fun with it and experiment widely. Be mindful of how pixelated the image becomes after you crop it. To avoid this, save the highest resolution file available on Flickr.

Save your cropped images to a new folder, that way you will not write over the originals. Add a black and white adjustment layer to your images. Then adjust the contrast, exposure, curves, etc. also using adjustment layers to get the desired look you want. One important thing to remember in Photoshop is to avoid destructive editing. Destructive editing is when you make changes to the original document that cannot be undone. Cropping and saving under the same file name (overwriting) is one example of destructive editing.

**Print**      Once they are cropped, adjusted and appropriately saved, print them out at 3" x 3" in black and white on card stock. Trim them out carefully and post them on the community image wall. Be sure to keep them in a straight grid structure. You do not need all of yours to be next to one another.

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For the next part of the assignment, you will choose images and apply a word to create a conceptual lens for viewing the images you selected. Abstraction runs on a scale from representational to non-objective. The act of looking, observing, reading, and then editing to produce communication is an important part of graphic design. As you look at the images on the wall, you should begin to draw connections between those that have a resonance with one another.

**Select**      Select 16 images from the community image wall that when combined as a group begin to have a clear meaning. You may choose any images that are on the wall; they need not be your own. What meaning you choose to construct is up to you. Let the images lead you.

**Scan**      Once you have a strong set of images, scan them into the computer. The scanner should be set to scan at 300dpi, gray scale. Each of your images should be 3" × 3". If they are not, re-size them in Photoshop. Make a new document in Photoshop that measures 12" × 12" at 300dpi.

**Assemble**      Copy your 16 scanned images into the 12"x12" square in Photoshop. This should be 4 images by 4 images. Give consideration to visual and spatial relationships between the images you chose. You should work to create a new image from the parts. One whose combined communicative value is greater than any one of the images alone. You may rotate, reflect, scale, etc.

Questions to ask yourself as you work:

What is the mood of my images?

How do shapes and spaces relate to one another?

Are the images cohesive?

Do they contrast? if so, what role does it play in the communication?

How can I organize them to have more clarity in their overall form?

**List**      Make a list of words that relate to your images. Choose several of those words and use them as the starting point for additional word lists. When you create word lists, understand that they are tools that help you remove your assumptions about an idea. The more you search beyond your original idea, the more likely you are to find a solution that is successful and surprising.

**Text**      Once you have an extensive set of words, begin to circle the ones that you find the most interesting when combined with your images. In Photoshop using the type tool, set your word in all lowercase Helvetica Bold centered in the square. Make a new layer for each word so that you can switch between them. Trust your intuition. You may adjust the lightness or darkness of the type to create the most legible result.

**Print**      Print your final composition in black and white 12"x12" and flush mount it on 1/4" thick black foamcore.