

Mini Project 3: Image/Text Juxtapositions

For this assignment, you will be making **five** separate image/text juxtapositions that will give you practice in:

- Creating new, interesting, and surprising possibilities for interpretation through juxtaposition.
- Making **all** aspects of a composition (font size, font placement, colors, clarity, etc.) contribute to the overall meaning of the piece.

Composing juxtapositions

You must make one juxtaposition where you place a quote (any quote – from a movie, a poem, a political figure...) on a picture. You're looking to avoid the literal. In other words, if your quote is about a dirty kitchen, it's not going to cut it to stick the quote on a picture of a dirty kitchen. If it is a quote from Plato, you don't want your image to be a portrait of Plato. You want to compose an *unexpected* juxtaposition that offers some sort of message and interpretive possibilities. The idea is **NOT** to go to memegenerator.net and make a meme.

You must also make four juxtapositions where you place a *single word* on a picture. The idea is the same as the quote juxtaposition; you want the single word and picture to suggest a message or meaning that wasn't there until you stuck them together. However, these can be much trickier, for you only get one word per picture. You can use any words you like (you should four different words for these juxtapositions).

To get started, flip through *The Medium is the Message* and identify juxtapositions in the text. You might also try sticking a question mark after any of your words and see how that changes the composition, or experiment with other punctuation and character effects. (I strongly suggest that you not leave the question mark or other punctuation in your final version.)

Grading Criteria

1. Your juxtaposition must be interesting, striking, and in some way spark thought. Yes, this is a bit vague. **You don't want to be too literal and you don't want to be too vague that an audience can't even begin to interpret them.** The best way to think about this is you want to make some sort of cultural commentary or some kind of local/world point-of-view statement.



2. Beyond the message or suggestion in each juxtaposition, you are also being graded on your ability to make every bit of the composition contribute to the overall meaning. This means you cannot just stick the word or quote on the picture without thought and be done with it. The look of the word/quote (size, typeface, color, placement, arrangement) should also communicate meaning. In other words, the choices made in creating and placing the quote/word should be rhetorical and linked to your overall purpose.

3. Technical: the juxtapositions should be overall large enough to see clearly. The final images should be in JPEG format (though Canvas can accept a variety of file types), or at the very least, pdf (Word files look different on different computers based on user settings). Now is a great time to learn how to save files in pdf.

4. The final grade for this assignment will be representative of the whole package, representing my feeling for the overall quality of work and effort. The five manipulations are not graded separately.

The Written Element

For each of the five juxtaposition images you will write a brief paragraph to explain the message or meaning you were going for (though be aware that your intended message may not be the only way to interpret your compositions). Explain your reasoning and articulate for each manipulation why you made the composition choices you did and how they contribute to your purpose. What message does the typeface you chose send, for example.

These brief explanations are important. If I'm not instantly clued into your compositions, a strong written explanation may help me see what you were going for and help me see your compositions in new ways.

