

STUDIO CHALLENGE: TRANSFORMATIVE SELF

In this assignment you will create a transformative self-portrait in Photoshop. You will also engage in professional practice by submitting your artwork to an exhibition.

GOALS

Create a transformative self-portrait by using your imagination and Photoshop. Create an 11 by 17 inch composition for print (300 PPI resolution) using Photoshop as your main tool.

CONCEPT (Idea Development & Research)

FANTASY

Allow yourself some time to imagine a fantasy version of yourself. Brainstorm some fantastic characters, animals, machines, movies, games, paintings, settings or other cultural artifacts of which you might love to imagine yourself being part. For example, I might like to imagine myself as a gigantic child, clad in Gucci and sitting in Paris building the Eiffel Tower out of spaghetti and tape. Nothing is too weird, wild or absurd and the sky's the limit. Push yourself to come up with multiple ideas.

NEUROSCIENCE

Review the list of neuroscience research provided. Select one article to read further. If you can, use an interactive way of reading the article. Mark it up. Underline. Make notes. Do this with a Wacom, iPad, your phone or good old fashion paper printing and writing utensil.

SYNECTICS

Browse the list of synectic approaches in a separate attachment to this assignment. Select ONE synectic prompt to try with your work.

INSTRUCTIONS

1. Begin with your brainstorm. Your brainstorm should include your list of fantastical ideas and your synectic approaches.
2. Gather images. TRY to have at least:
 - a. 2 (TWO) original photographs
 - b. 1 scanned item - this can be an original texture, fabric or paper of your choosing. It could be a found photo from a magazine, an old snapshot or a cool fabric.
3. Paint. Try to include your own digital drawing and painting to complete your transformation. Try using direct brush work in addition to filters (e.g., liquify filter, mixer brush, blend modes and other filters).

WRITING

Write a two-paragraph reflection discussing your transformation and the choices you made along the way. Discuss which neuroscience concept you selected from your brainstorm, which synectics you choose and why.

SUBMIT YOUR ARTWORK

1. Save your work as a low-resolution PSD file, a PDF and a high-resolution JPG file using the course naming convention (lastname-firstinitial.jpg, lastname-firstinitial.psd).
2. Submit your work to Center for BrainHealth via the link provided in eLearning.