Instructions

You are to find an ad that you believe has an interesting arrangement of positive and negative spaces. You will use the ad to reconstruct the ad as a simplified collage that shows how these spaces interact.

First, identify the areas of positive space—those that convey information. Next, identify areas of negative space that are 1) light colored, 2) medium colored and 3) dark colored. You are to show each of the four areas in a different colored (or patterned or textured) material. Your materials choices should reflect the contrasts in the ad.

An easy way to define the areas is with several sheets of tracing paper. Place the first piece over the ad and draw the basic shapes of the positive areas. Repeat for two of the other areas on the other sheets. (Let your backing sheet represent one of the tonal areas.) Now you have cutting templates for your shapes.

Assemble your collage with rubber cement (or spray adhesive). Do not use grade school type construction paper as a material.

Mount it properly. (see MOUNTING INSTRUCTIONS)

Tape the original ad to the back of the mounting board and MAKE SURE YOUR NAME AND SECTION NUMBER ARE ON IT.

GRADING CRITERIA
1. Choice of ad
2. Ability to recognize spacial areas
3. Imaginative use of materials
4. Neatness and craftsmanship
5. Proper mounting.