

PROJECT 2:
Poem/Speech/Lyrics
Process Book

SONG:
THAT'S THE WAY LOVE GOES
by
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ART 251 - Comm. Design 1

1. Choose a poem, speech, or song with words that inspire you. Think about where you can find a Poem. Go beyond doing a search for the word 'poem'. Ex. poets.org[Links to an external site.](#)
Where would you look for famous Speeches? Think of someone you admire then search "'Their Name' speeches"
If you want to choose a Song, you likely have a favorite source where you to listen to music. Find the Lyrics to the song, so you can study them.

That's The Way Love Goes - Janet Jackson

Like a moth to a flame
Burned by the fire
My love is blind
Can't you see my desire
That's the way love goes

2. Narrow the focus of your poem, speech, or song to some of the words or a single phrase that inspires imagery.

Like a moth to a flame

What sticks out the most in the lyrics above is the first two lines: "Like a moth to a flame, burned by the fire." That's definitely the lyric that puts an image in your head.

3. Begin Research

Find a minimum of 5 examples of similar/inspirational designs for your project. These can be scanned (if from printed sources) or digitally captured (screen grab) for inclusion in the PB document. Include a URL or Information where the example came from with each design.

(Inspirational images may be from Google and Pinterest as they are just for inspiration and will not be used in your final project).

Record your thoughts and words related to the creative beginnings of your project.

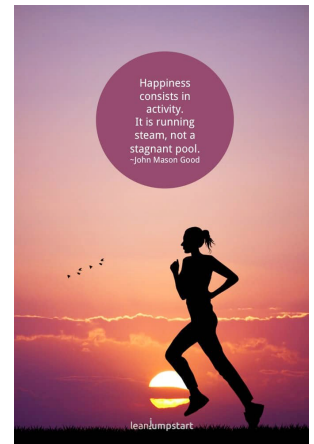
The song is obviously about a deep love. The lyrics I've selected talk about how the love one has for another person can be so passionate and devotive that they become "blind" to other factors; they're only focusing on the love and what it could blossom into. They don't realize that what they think is purely beneficial can actually be damaging to their own being. That's where the moth and flame come into play. Moths are attracted to the light, but do not understand that they will be burned if they get too close.



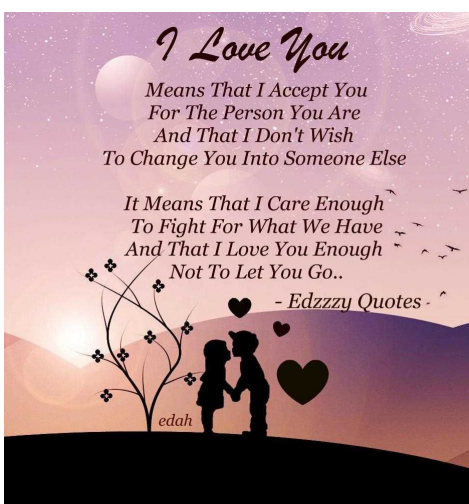
<https://www.tomoson.com/blog/inspirational-quotes-about-life/>



<https://www.istockphoto.com/vector/you-are-stronger-than-you-think-inspirational-hand-written-lettering-quote-trendy-gm1340057275-420231898?phrase=inspirational+quotes&searchscope=image%2Cfilm>



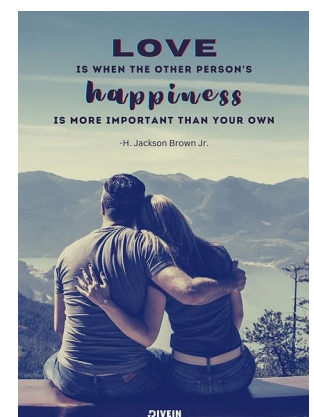
<https://leanjumpstart.com/picture-quotes/>



<https://www.awesome11.com/11-awesome-inspirational-quotes-about-love/>



<https://www.divein.com/everyday/heart-touching-true-love-quotes/>



<https://www.divein.com/everyday/heart-touching-true-love-quotes/>

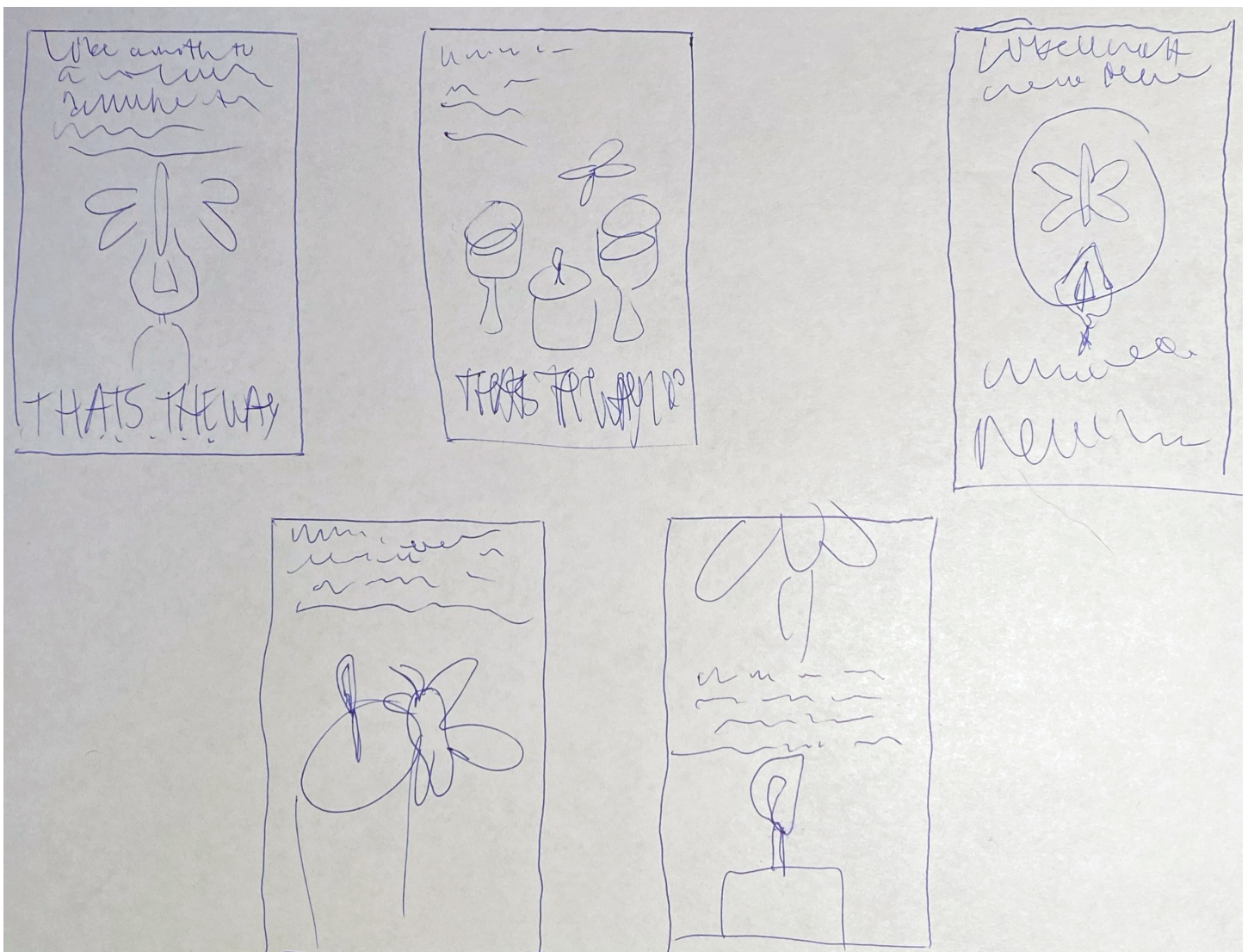
4. Thumbnails

These are 30-second drawings (by hand) that show your conversion of the research items into visual trials, moving toward a solution.

The finished size will be 6"x10". Work at a smaller size but proportionally to create these thumbnails.

Do at least 5 thumbnail sketches. You will need to scan these pages from your sketchbook for placement in the electronic document (PDF).

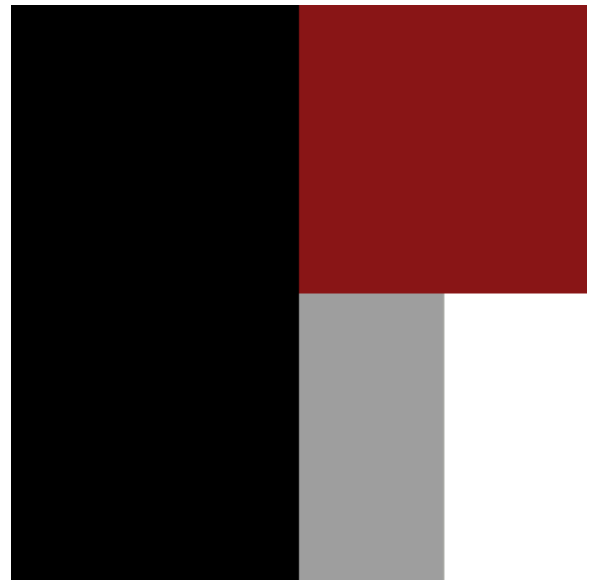
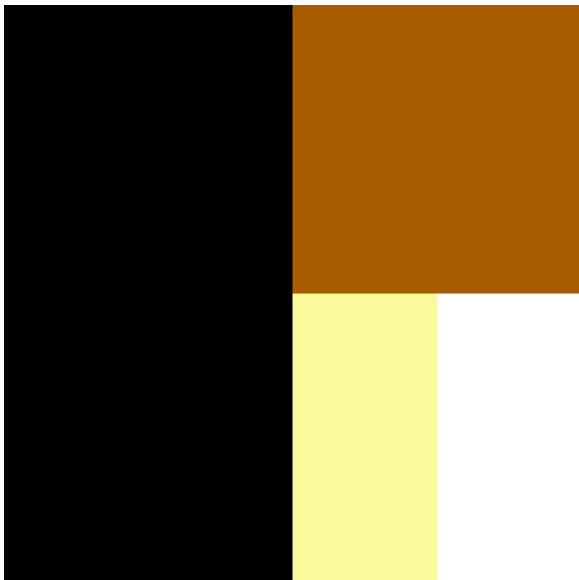
Note: you will be using a phrase or single words from the poem/speech/ lyrics as part of the composition.



5. Color Studies

Explore different color combinations and record these in your Research document. (Example: You can make collections of Swatches in Photoshop, then take a screen grab, and paste it into your document.)
Explore color for tone, mood, and focal point creation

I think that the background should be black, the text should probably be white or another accent color. Since there's a flame, I think red, orange, and yellow could work. I might use one of those colors to highlight certain words as well. The dark blue and the purple represents the night sky, while the warmer colors represent the fire, as mentioned above. These are a general idea of the color schemes I'll be exploring, not necessarily the final palette.



6. Collect Images

Consider taking the photos yourself - OR - Use these links to Photo Resources, or Public Domain Photo Resources. Find high res images you want to use to convey your idea. (You may not use images found through Google or Pinterest as these images will be used in your final art project and need to be free of copyright.)

Document where you acquired each image in your Process Book (include URLs or other source where you found the images)

Use up to 8 images but no less than 3.

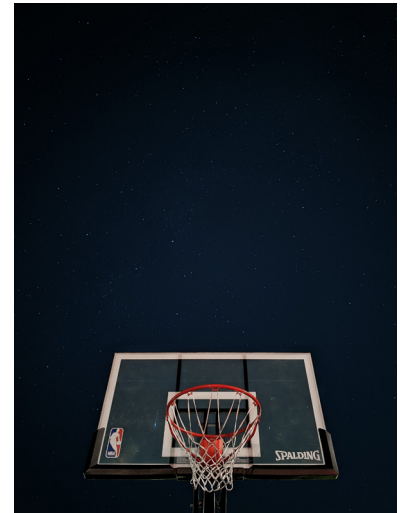
Images don't need to be the same size. Use Design Principles to scale and use perspective appropriately.



https://unsplash.com/photos/gzPBaEGx_YE



<https://www.pexels.com/photo/tall-trees-during-night-time-7142/>



<https://www.pexels.com/photo/white-and-red-basketball-system-3189980/>



<https://www.pexels.com/photo/white-and-yellow-moth-2482075/>



<https://www.pexels.com/photo/photo-of-full-moon-975012/>

P2: Poem/Speech/Song

6



<https://www.pexels.com/photo/candle-with-light-667500/>



<https://www.pexels.com/photo/candle-on-black-background-360177/>



<https://pixabay.com/photos/moth-large-insect-brown-pattern-645814/>



<https://pixabay.com/photos/moth-bug-insect-close-macro-night-1914/>



<https://pixabay.com/photos/moth-insect-shiny-transparent-wild-3292624/>

7. Text

You will use a phrase or single words from the poem/speech/lyrics as part of your composition.

Choose a typeface style that will fit the mood of your design.

Use typographical knowledge and skill to achieve integration of the words with the images.

Tip: Adobe fontsLinks to an external site. or Font SquirrelLinks to an external site. have numerous choices on fonts you can use.

The text does not need to be entirely readable. It can be partially obscured by the imagery.

Originally I wanted to have a script font, similar to the one below, but I'm worried about how easy it'll be to read against the background. Script/cursive writing just gives off that romantic vibe that the song has. My second instinct is to use a serif font, because it seems a little fancier than a sans-serif. I did include two sans-serif options, however. I think the taller, thinner option (Bebas Neue) is more fitting.

*Like a moth to a flame,
Burned by the fire...
My love is blind,
Can't you see my desire?
That's the way love goes...*

Blackjack

LIKE A MOTH TO A FLAME,
BURNED BY THE FIRE...
MY LOVE IS BLIND,
CAN'T YOU SEE MY DESIRE?
THAT'S THE WAY LOVE GOES...

Bebas Neue

Like a moth to a flame,
Burned by the fire...
My love is blind,
Can't you see my desire?
That's the way love goes...

Caviar Dreams

Like a moth to a flame,
Burned by the fire...
My love is blind,
Can't you see my desire?
That's the way love goes...

Poor Richard

8. Roughs

**Create a canvas in Photoshop that is 6"x10", at 300 dpi - CMYK
Rework your Thumbnail sketches into Roughs on the computer.**

This may include

placed images for all graphics

appropriate colors assigned to the design

It is up to the designer to make the images appear as one fluid image.

Principles of composition should be followed. Example, create a focal point using lines, contrast, or color to direct the viewer's eye.

It is important that the images represent your idea and that they maintain their pictorial clarity, so viewers can understand or interrupt the message being expressed.

It is required that you have a minimum of 3 (and up to 5) computer roughs in total. All roughs need to be included in the PB. You can place screen captures or PDFs or JPGs into the Process Book document.

I thought using a night-time setting was most romantic, so I've included a moon and starry sky in a few of them. I like the idea of having multiple moths flying around but having one at the center to focus on. I do not like the way that the three moths look together; I think only one should be in focus and the others should not be as detailed. I think what will be hardest is making the moths look as realistic as possible and having them blend in to the environment with the correct lighting. At this point I don't have a favorite, so they're all fair game to be the final.

(Images on next page)

