

To: Mr. T. Parr tparr@powayusd.com
From: Sally Student <student@powayhigh.com>
Subject: fishes mad at a giant squid and one fish isn't
Date: February 11, 2010

Sally Student

Graphic Design #1

Period # 6

Type of Project: digital painting

Intention: My intention is to show that some people (represented by the squid) are unfairly judged due to prejudice just because of their different looks. I'm trying to convey the fear of the person judged. With a very worried and guilty looking fish on the side of the design, I want to imply that people do not have to take part in such unfair practices.

Rationale: This design is a much simplified lesson of prejudice. People can grasp the concept without the preaching of blunt words on the subject. It's less intimidating and can be used for a younger generation.

Product Description: In the bottom right-hand corner there is a cliff with a squid. It is facing a school of angry looking, round and sharp-toothed fish. They are all intently staring down the squid with bared teeth. The squid looks afraid and is holding up his tentacles to shield his face from the posse of hater-fish. He is also leaning away from the fish. One fish that is not in the group is in the bottom left-hand corner looking guilty and sympathetic. The designs on its body are distinctly different to show that he is not like the other fish: he is spotted while the others are striped. Because spots are less harsh than lines, it reveals the more gentle nature of the nicer fish. The colors are going to be bright pastel colors: the fish are going to be an orangey-red to contrast with the calming blue background in order to juxtapose their hatred with the natural flow of how the colors (aka: emotions) are supposed to be. The squid is going to be a dark pink color to take away from the stereotypical red color they are depicted in and put it in a friendlier persona, but it is also closer to a warm color to match a little with the mean fish and highlight the guilty fish off to the side. That fish is going to be green and purple because those are naturally calming colors and they will show the fish as more humane than the other fish. There will be no outline because I am going to use the burn and dodge tool along with shadowing to depict shadow and highlights. Instead of having the Squid move inland on the cliff I am going to reverse it so he is kind of being pushed off to give the picture a more powerful meaning.

Resources and Materials: website (illustration of a squid):
<http://static.howstuffworks.com/gif/squid-14b.jpg>

Attach concept sketches to this paper.

Consulting Hours Required:5

Consulting Fee Bid: 3000

Due Date: February 19, 2010

Attach concept sketches to this paper.