# SUBTEXT project

**•sub·text** [**suhb**-tekst]

The underlying or implicit meaning, as of a literary work.

This project aims to convey an implied message; providing visual clues about the relationship between disparate visual elements… often featuring typography. Sometimes images can play off one another, or relay mixed messages of a paradoxical nature.

**•par·a·dox** [**par**-*uh*-doks]

A statement or proposition that seems self-contradictory or absurd but in reality expresses a possible truth.

"The way of paradoxes is the way of truth." – Oscar Wilde

**•jux·ta·po·si·tion** [juhk-st*uh*-p*uh*-**zish**-*uh*n]

The state of being placed or situated side by side; "it is the result of the *juxtaposition* of contrasting colors."

Explore and play with creative ***Juxtaposition:*** Contrast—even contradiction—between what the message says or the outline shows vs. the internal image contained within.
*For example:*
An image of fire burning inside the word *ice.*
—or—
An image of a toxic environment inside the word *healthy.*

The contrast or relationship of the outline shape vs. the internal image should generate interest for the viewer. Design with the sample projects as creative guide.

## "Paste Into" technique (picture-in-a-picture):

Create a **selection outline** of an object or person within your image. In a *different* image file, copy an image to the clipboard. Return to your original image and **Paste Into** your selection outline (Edit > Paste Into). Adjust the placement of the pasted image as you wish.

## "Type Mask" technique (picture-in-a-typeface):

Create a selection in the shape of a font using the **Type Mask Tool** in Photoshop. In a *different* image file, copy an image to the clipboard. Return to your original image and **Paste Into** your selection outline (Edit > Paste Into). Adjust the placement of the pasted image as you wish.

## Project specifications:

- At least 8" x 10", 200 ppi
- Horizontal, vertical, or square are all o.k. formats.
- Digital file only (no printing necessary)—turn in assignment as a **JPEG**, quality level: 8