

## Message Making first day notes:

Messages have meanings—and *searching for* and *creating* meaning is at the very core of what it is to be human. A message and its meaning may or may not be understood, and each message operates on many levels—true or false, innocent or seductive, clear or obfuscated.

We all are exposed to messages constantly every day, but it's different if *you* are the one who creates the message. Our creative focus as designers involves the **making** of original messages that will convey an intended impression for the viewer (or listener).

- What would you like to say, in images and words?
- Will it be profound, or frivolous?
- Will it be forgotten, or will it change someone's life?
- What is *impact*, and are we capable of it every day?

Slide show of various words/digital photos/scans for discussion about messages.

### 1. Types of messages (brainstorm):

For the next five minutes (in your group) please write a quick list of all the different kinds of messages you can think of—(hint: think of every method you've ever heard of for delivering or receiving any kind of message). Choose one person from your group to read the list to the rest of us.

### 2. Messages in our language (again, brainstorm):

Please jot down a separate list of examples where the word "message" shows up in our everyday language—literally: what phrases contain the word **message**?

**Reveal the syllabus:** expectations, weekly projects, portfolio review component of class, grading, attendance, etc.

### ***Portfolio:***

This class contains an opportunity to further develop your design portfolio. Yes, there are two portfolio classes built in to your Bachelor's program: Portfolio I (during 7<sup>th</sup> quarter), and Portfolio II (during 12<sup>th</sup> quarter, for graduation). Additionally, this Message Making class will serve as a checkpoint to help you edit & assemble your collection of work. This process is a chance to collect and showcase a few of your best pieces from *all* your previous classes, not just the Message class. We'll identify your strongest work so far, as well as areas to improve or add to.