

AMENDMENT PROJECT

CLIFFORD PENAFLOR
ADV. IMAGE MANIPULATION
GD321 - SUMMER 2007

RESEARCH

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

-First Amendment

I decided to create a poster about the First Amendment.

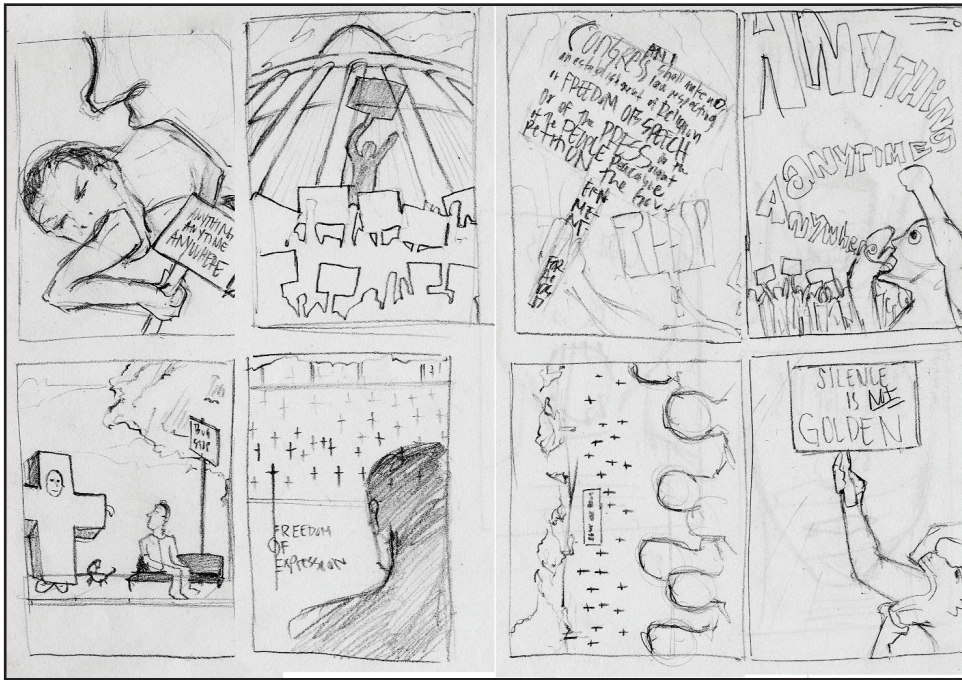
The First Amendment prevents the government from interfering with the rights to freedom of religion and expression. It was written because citizens of America demanded a guarantee of their right to speak out without trouble. The freedom of expression consists of the rights to freedom of assembly, press, petition, and speech. Two clauses in the First Amendment guarantee freedom of religion, the Establishment Clause and Free Exercise Clause.

Under this amendment, people have the right to speak freely and expressively without the government interfering with anything. It also gives the right to publish opinions, news and information; people have the right to publish their own magazines, newspapers, etc. What also can't be interfered is the right to gather in public to protest, to march, or create organizations nonviolently. Lastly, under freedom of expression, people have the right to appeal to the government in favor or against certain policies that affect them.

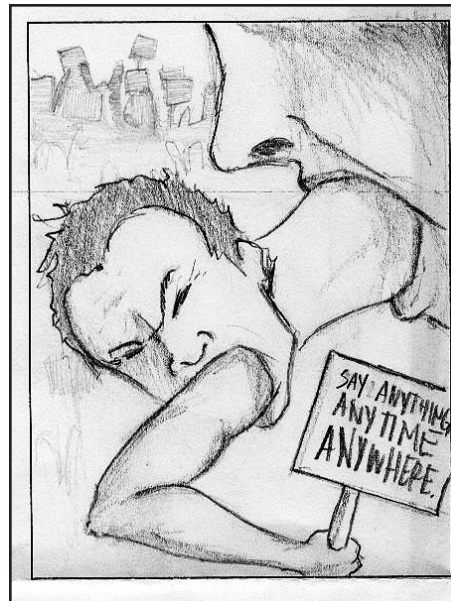
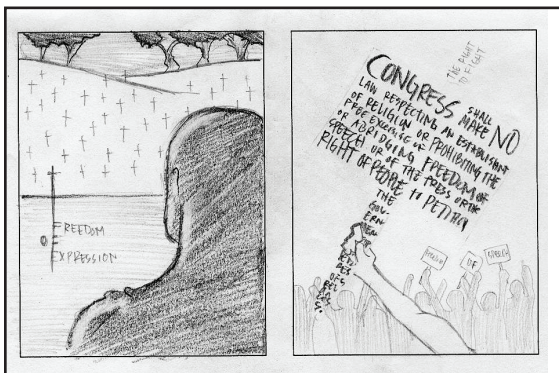
The establishment clause for freedom of religion prevents the government from passing legislation to establish an official religion or suggesting one religion over another. The free exercise clause prohibits the government from interfering with a person's practice of their religion.

I believe that this is a very important amendment for us; it's part of what makes America the "Land of the Free." Without the First Amendment, we won't be able to express our minds, emotions, and even a sense of freedom. Also, religious minorities could be persecuted, as well as people who takes protests, speech, and marches seriously. However, there are situations where certain actions are inappropriate and unnecessary, but often times, I think it's fair for people to say what they want to say.

THUMBS & ROUGHS



Here are the first set of thumbnails that I've drawn out. The ones that were the most effective were the "weird" ones, like the mouth-face-arm sketch and the man in a crucifix costume. The others were great, but not interesting enough.



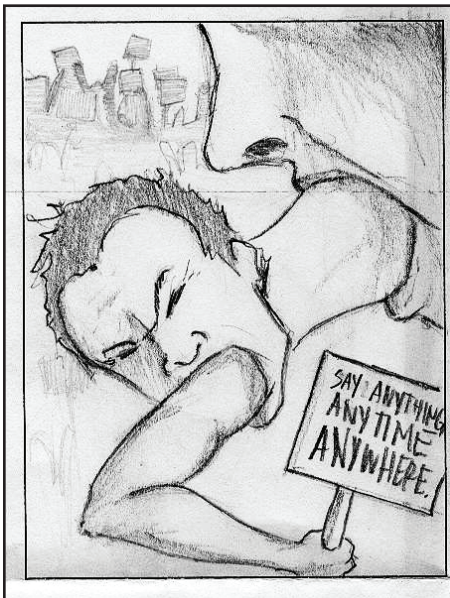
These four are better etched out versions of the thumbs. I've decided to go with the first one. However, it was evident late in the quarter that it wasn't a good choice...

COMPS & REVISION



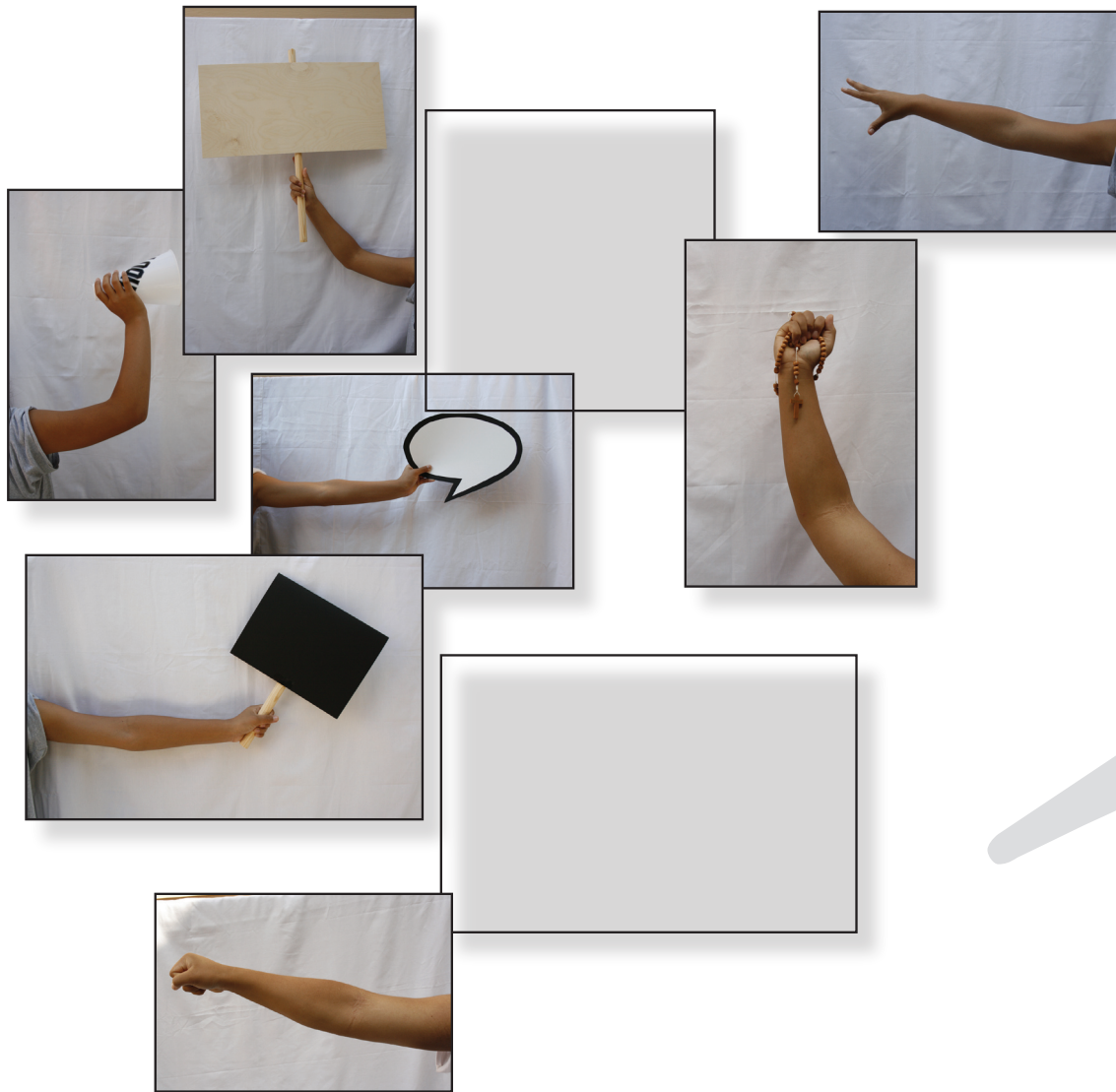
Although the second comp looks more pleasing, it didn't have that "weird" factor that I was trying to go for. I decided to create the first comp.

However, during the class critiques for the pre-final posters, the majority of the class thought it was a little too weird and did not understand the entire concept. After giving it some thought, I did not have a definitive concept but just the fact that it was very odd. I took a step back and decided to recreate the rough.



Instead of a face coming out, I'll have many arms holding protest/speech-related objects. My intention was to still have the poster look oddly interesting, so I decided to keep the face. 'The person is free to do whatever she wishes to.'

IMAGES & COLORS



The source images consist of mostly arms. There are a number of different types of object each person is holding, such as two different kinds of pickett signs, two quote bubbles, a rosary, a shouting cone, and many hand gestures. There are more arm shots [that I used] than the ones shown on this page.

The color scheme is mostly brown because of the skin color and lighting. The entire peice should have a sense of unity, so every part of the poster won't feel left out.



FINAL DESIGN

AMENDMENT
PROJECT

