Portfolio

Student’s Name
UFID
email

Submitted to the School of Art & Art History
University of Florida
March 15, 2005
Student's Name

American History
2004, Independent Project
Accordion Fold Book (Ink on Paper, Photocopier)
6 x 60 inches (folds to 6x10 inches)

This piece was completed Summer A of 2004 when I took American History I. Unfortunately, I had taken the AP course in high school, making this course considerably boring. Each week for the six week course I drew in place of taking traditional notes. This piece represents American History from colonization to 1875.
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Year, Course
Medium
Dimension (H x W x D)
Written description of the work and concept
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Dear Viewers,

This is not censorship, this is an act of mercy.
The advertisement that resides under this notice is **tacky** and of poor design. Look if you want, but you’ve been warned. As designers, we must not be merely salesmen, or a translator of the marketing data. Alongside this economic **responsibility** we bear, we contribute to the shaping of our environment.

This advertisement is a hindrance to the **visual environment** that we must live in.

The advertisement in question is particularly atrocious. What affects us so much about this ad is the outrageous use of image. We are so bombarded by the visual, to the point of **overcompaction**.

Perhaps the imagery is **overcompensating** for the product’s attributes. This representation of the product is so unreal that the product looks out of place and foolish.

Sincerely,

Roger Excoffon

Roger Excoffon


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