

Mary Stewart

Sixth Edition

Launching the Imagination

A Comprehensive Guide to Three-Dimensional Design

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Launching the Imagination

A Comprehensive Guide to Three-
Dimensional Design

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sixth edition

Mary Stewart





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dedication

Launching the Imagination :

A Comprehensive Guide to Three-Dimensional Design

is dedicated to

Anne Stagg, MFA

Launching the Imagination treats design as both a verb and a noun—as both a process and a product. Through an immersion in 2D, 3D, and 4D concepts and possibilities, students develop visual thinking strategies that will serve them throughout their studies and their careers. They discover that design is deliberate—a process of exploring a wide range of solutions and choosing the most promising option for development. They are encouraged to analyze each resulting solution thoughtfully in order to produce the clearest and most inventive solution to each assignment. And they find inspiration in the work of others, analyzing the art of the past and the present for insights.

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- 1:1 or group help

preface

HALLMARKS OF OUR NEW EDITION OF *LAUNCHING THE IMAGINATION*

Building on the strengths of the previous five editions, *Launching the Imagination*, sixth edition, is even more

- **Concise** . Content has been refined so that maximum content can be communicated as clearly and concisely as possible.
- **Colorful** . In addition to the full color used throughout the book, the writing is livelier than that in most textbooks. Analogies expand communication, and every visual example has been carefully selected for maximum impact.
- **Comprehensive** . *Launching the Imagination* is the only foundational text with full sections devoted to critical and creative thinking and to time-based design. The photo program is global, represents a myriad of stylistic approaches, and prominently features design and media arts as well as more traditional art forms.
- **Contemporary** . More than half of the visual examples represent artworks completed since 1970, and over 100 represent works completed since 2000.
- **Compelling** . Interviews with exemplars of creativity have always been an important feature of this book. Three of the best past profiles have been revised and a new profile has been added. Now inserted into the body of

the text, each interview deliberately builds on its chapter content. In [Chapter 5](#) , designer Steve Quinn describes the seven-step sequence he uses in developing websites, logos, and motion graphics. In [Chapter 8](#) , Jim Elniski describes *The Greenhouse Chicago* , an innovative home that is both highly energy efficient and elegant. In [Chapter 11](#) , ceramicist David MacDonald describes his influences and work process. And, in the new profile in [Chapter 6](#) , artist Sara Mast describes an ambitious art and science collaboration begun in celebration of the ideas of Albert Einstein.

- We have also added a new feature called Success Stories. These short interviews explore connections between foundational coursework and career success. In [Chapter 5](#) , Elizabeth Nelson discusses her wide-ranging design work at the Shedd Aquarium in Chicago. In [Chapter 6](#) , Jane Parkerson Ferry describes her work as Curator of Education at the Orlando Museum of Art. Jason Chin’s interview in [Chapter 7](#) connects directly to his self-designed project in the Self Assignment feature earlier in the chapter. As a freshman at Syracuse University, he completed this ambitious illustration project as the final project in a Two-Dimensional Design course. In the [Chapter 7](#) interview, he describes his current work as a professional illustrator. In [Chapter 8](#) , Dennis Montagna describes connections between his art and design major and his current historical preservation work for the National Park Service.
- Almost fifty new images have been added, representing major contemporary artists and designers including Wolfgang Buttress, Do Ho Suh, Garo Antreasian, Janet Ballweg, Phoebe Morris, Alain Cornu, and Natalya Zahn.

To suit a variety of design curricula, *Launching the Imagination* is offered in three versions: a comprehensive version containing all four parts; a 2D-only version containing Parts 1 and 2 covering 2D design; and a 3D-only version containing [Parts 2](#) and [3](#) . You have the 3D version, which includes the following eight chapters: [Chapter 5](#) : Problem Seeking and Problem Solving; [Chapter 6](#) : Cultivating Creativity; [Chapter 7](#) : Developing Critical Thinking; [Chapter 8](#) : Constructing Meaning; [Chapter 9](#) : Three-Dimensional Design

Elements; [Chapter 10](#) : Principles of Three-Dimensional Design; [Chapter 11](#) :
Materials and Methods; and [Chapter 12](#) : Physical and Cerebral.

CHAPTER-BY-CHAPTER CHANGES

Each chapter has been updated and, where needed, reorganized to maximize clarity. Improvements include the following:

Chapter 5 : The Steve Quinn interview is woven into the body of the chapter, and a *Success Story* with designer Elizabeth Nelson has been added.

Chapter 6 : An interview with Sara Mast has been embedded into the chapter and a *Success Story* with Curator of Education Jane Parkerson Ferry has been added.

Chapter 7 : The new Jason Chin *Success Story* clearly demonstrates connections between his foundational coursework and his current career as an illustrator.

Chapter 8 : The interview with Jim Elniski has been updated and the Dennis Montagna *Success Story* has been added.

Chapter 9 : Better examples of many of the artworks have been inserted.

Chapter 10 : Better examples of many of the artworks have been inserted.

Chapter 11 : Better examples of many of the artworks have been inserted.

Chapter 12 : This chapter has been substantially distilled, making its content more relevant to foundational courses.

ACKNOWLEDGMENTS

Every new edition of *Launching the Imagination* is a significant challenge that requires work by a supportive and experienced team. At McGraw-Hill, senior editor Sarah Remington provided oversight for the project as a whole. At Laurence King Publishers, editor Donald Dinwiddie helped strengthen and clarify the writing and provided all kinds of helpful advice. Sandy Wille and Egzon Shaqiri from the McGraw-Hill production team made this new edition possible behind the scenes. Photo researcher Alison Prior was remarkably tenacious in pursuing each permission and was wonderfully inventive in suggesting alternatives when necessary. Robin Farrow worked tirelessly to

develop the best possible layouts. Mat Kelly of Central College and A. Scott Baine of East Mississippi Community College contributed their expertise to assessments in Connect.

Images are at the heart of this book. I would like especially to thank all the artists and designers who granted permission for their artworks and the galleries, museums, archives, and private donors who provided the high-resolution images.

This edition is dedicated to four master educators. Dr. Dan Collins at Arizona State University has been an exemplar of innovation in education throughout his career. He is founding Co-Director of the PRISM lab (a 3D visualization and prototyping facility) and heads the foundation program in the School of Art (artCore). Through his leadership at the Telluride Institute in Colorado and as a Senior Sustainability Scholar at Arizona State, he continually seeks new ways to use art to advance the greater good. As past Director of the First-Year program at The School of the Art Institute of Chicago and co-founder of Integrative Teaching International, Jim Elniski has been a consistent and compelling voice for innovation in higher education. His community-based art projects, in conjunction with various human-service organizations, educational sites, and neighborhood

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associations, explore the dynamic interplay of the aesthetic experience, human behavior, and the social and natural environment. The two-dimensional design version of this book is dedicated to Nancy Callahan, a brilliant and versatile educator from the State University of New York at Oneonta. Callahan has inspired both students and professional book artists through her teaching, workshops, and exhibitions. The three-dimensional design version is dedicated to Anne Stagg, now serving as Associate Chair of the Florida State University Art Department. A versatile and inventive educator, Stagg is renowned for her honesty and strong commitment to students. All of these remarkable people are exemplars of the very best in higher education.

The following reviewers provided valuable insights and suggestions for the sixth edition:

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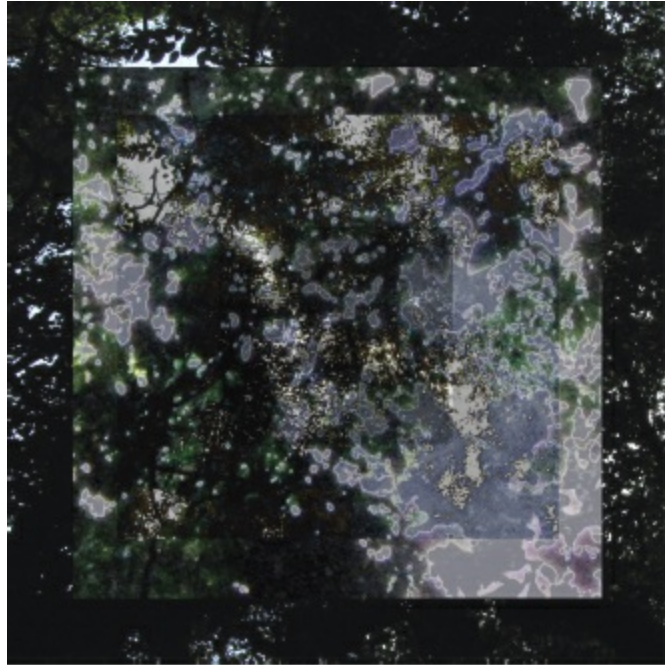
Author, artist, and educator Mary Stewart is a professor in the Department of Art at Florida State University. Her drawing, prints, and visual books have been shown in over 90 exhibitions nationally and internationally, and she has received two Pennsylvania Arts Council grants for collaborative choreography. A cofounder of Integrative Teaching International, she has given over 60 lectures and workshops on creative inquiry, curriculum design, educational leadership, and storytelling.



Author Mary Stewart with *Labyrinth* book.

Courtesy the author

As shown below, her *Continuum Series* connects the macroscopic with the microscopic. Fragments of towering trees are juxtaposed with images that suggest activity at a cellular level. In this series, Professor Stewart seeks to explore ways in which we construct and express knowledge, both of ourselves and of the world around us.



Mary Stewart, *Continuum #4* , 2012 . Digital collage, 44 × 44 in. (111.7 × 111.7 cm).

Courtesy the author