

Short Paper #1: Final Draft

Option 1

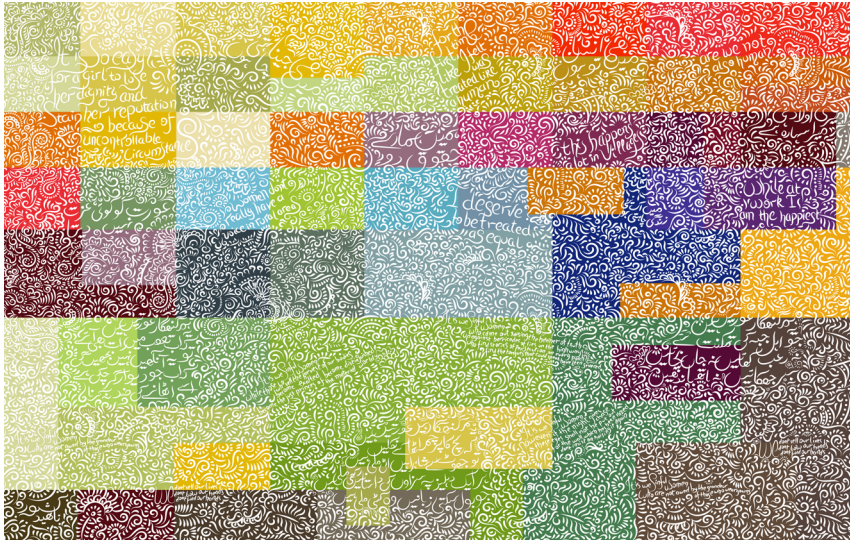


Figure 1. Ruby, *Wallpaper for Naqsh Café*, 2019. Print, 10ft x 6.8ft. Artist's collection.

Instructions:

Ruby needs a professional opinion on her wallpaper design. Write a 2-3 page report (double-spaced) that contains a thesis clearly stating whether (or to what extent) Ruby's design conveyed her concept and analyze at least 3 visual elements to illustrate your point. In your analysis, make sure that you explain why visual elements work well; conversely, if you determine that Ruby did not use one or more visual elements to their full potential to achieve her goal, propose how she can change her approach to make the design better.

Review Short Paper #1: Structure handout.

RUBY

25-35

Designer & Café Owner



- creative
- entrepreneurial
- optimistic

Bio

Ruby opened a café called Naqsh that uses the art of henna to empower women of Pakistan and to bring them and other marginalized communities in Lahore more employment opportunities. Being a designer by training, she decided to design the café interior herself. In one of her brand elements, the wallpaper, she combined the geometric and organic patterns inherent to henna art with a decorative fusion of Latin alphabet and Urdu lettering illicitly communicating feminist messages to avoid controversy in the patriarchal society.

Goals

- make the world a better place
- educate the underprivileged communities in the traditional art of henna
- create new economic opportunities and a sense of inclusion

Frustrations

- blind hate
- patriarchal societies

“ I enjoy doing henna art, and I want to use it to help people. I named my henna-based café Naqsh because it means leaving an imprint or mark on something or someone. ”

YOU

20-95

Art Consultant @ *Art.iWrite*



- diplomatic
- ambitious
- sophisticated art lover

Bio

You are a founder and principal of *Art.iWrite*, an NYC-based firm specializing in fine art consulting, advising, research, and writing. You develop trust and confidence with your customers by consistently delivering a high-quality service, meeting deadlines, and assuring transparency of your methods and resources. You enjoy reading scholarly journals, the *New York Times* art section, and intimidating-looking, large books.

Goals

- help people understand and appreciate art

Frustrations

- Oxford comma

“ Art solves everything. ”

The assignment represents a hypothetical situation. Personas may represent real people.

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