

# OPTICAL ILLUSION PROJECT

## 40 Points

Due Date \_\_\_\_\_

For this project, you will research optical illusions and create a digital graphic of an illusion. Your graphic will present the illusion along with an explanation for why the illusion is able to trick the human mind into thinking that it is real.

Your project graphic must meet the following requirements:

1. You will **construct the graphic digitally** using computer software such as Photoshop, GIMP, CorelDraw, PowerPoint, LibreOffice Draw, etc.
2. The **final product must be either a PDF or JPEG graphics file** that can be opened on any computer.
3. The **name of your file should be First Name Last Name Illusion Project**. For example, if your name is *John Smiffy*, then the file name should be *John Smiffy Illusion Project*.
4. By the specified due date, you will either **email your project to [jroberts@stonehamschools.org](mailto:jroberts@stonehamschools.org) or save the project to the Student Drop drive**.
5. The dimensions of your graphic should be **exactly 13" x 19"**. The orientation of your graphic can be either landscape or portrait.
6. Your graphic should be **only 1-page long**. That means you will need to fit all information onto one 13" x 19" canvas.
7. The graphic must be **easily readable from 3 feet away**.
8. Your **name should be subtly displayed in a corner of your graphic**.
9. Your graphic should have **an obvious title**.
10. The graphic should **display the illusion**.
11. The illusion **is unique or at least uncommon**. Try to pick something that other students won't use.
12. The illusion **should work**.
13. The illusion **should not be a video or animation**. It must be an illusion that works if the graphic is printed out onto paper.
14. The graphic should include **clear and concise directions on how to see the illusion**.
15. The graphic should include **a basic scientific explanation for why the illusion works**. In other words, how is the illusion able to trick our eyes and brains?
16. You may add any other information you choose, but **any additional information added to your graphic should be relevant to your illusion**. DO NOT ADD ADDITIONAL ILLUSIONS UNLESS THEY ARE DIRECTLY RELATED TO YOUR MAIN ILLUSION!
17. Your graphic **should look like a professional made it**. Creating a professional-looking graphic will take time, vision, technique, and talent. Study several professional graphics to see what they did to improve the graphic's appearance and try to copy their techniques.

Your grade will be based on how well your illusion works, how professional your graphic appears, the accuracy of your directions and explanation, and how unique your illusion is. The following is the rubric that will be used to grade your project:

PROJECT REQUIREMENT MET?	NO	YES
1. The graphic is turned in on time.	-20%/day	-0%
2. The graphic is constructed digitally.	-60%	-0%
3. The final digital file is either a PDF or JPEG file.	-20%	-0%
4. The file name has your name in it and is written as instructed.	-5%	-0%
5. The file is either emailed to Mr. Roberts or saved to the Student Drop.	-25%	-0%
6. The dimensions of your graphic are exactly 13" x 19".	-15%	-0%
7. The graphic is a single page.	-35%	-0%
8. The graphic is easily readable on a 20" computer screen from 3 feet away.	-10%	-0%
9. Your name is subtly displayed in a corner of the graphic.	-5%	-0%
10. The graphic has an appropriate title.	-5%	-0%
11. The title is obvious and easy to find.	-5%	-0%
12. The graphic displays your illusion.	-100%	-0%
13. The illusion is unique or at least uncommon.	-5%	-0%
14. The illusion works for most people viewing your graphic.	-20%	-0%
15. The graphic does not contain any video or animation.	-30%	-0%
16. The graphic displays clear and concise directions on how to see the illusion.	-15%	-0%
17. The graphic displays a basic scientific explanation for why the illusion works.	-25%	-0%
18. The directions and/or scientific explanation are not plagiarized.	-50%	-0%
19. The scientific explanation is easy to understand.	-5%	-0%
20. Any additional information on your graphic is relevant and directly related to your illusion.	-5%	-0%
21. The graphic has a neat line or border around the entire graphic.	-4%	-0%
22. Font, line, polygon, background, and image colors work well together so that the graphic is easy to read and interesting to look at without creating a "sensory overload".	-4%	-0%
23. The illusion image and all other images are high-resolution images, free from pixilation.	-4%	-0%
24. The graphic is free from "dead spots" where there is too much empty space.	-4%	-0%
25. The graphic is not overloaded with information and/or graphics.	-4%	-0%
26. The fonts on the graphic are consistent, infrequently changing style and/or size.	-4%	-0%
27. The graphic is eye-catching, but not in a way that creates sensory overload.	-4%	-0%
28. The arrangement of the graphic is intuitive and easy to follow.	-4%	-0%
29. The graphic looks like a professional graphic artist could have made it.	-4%	-0%