Scientist Valentines: *The Next Generation*

CTF Opportunity Due _____

Design Principles

1. **Simplicity**: Portrait, a few amorous words, and some design imagery appropriate to the scientist, perhaps some hearts, and the name.

2. **Portrait**: The portrait is the most immediately recognizable element of the design. Use the most attractive/appealing portrait available (via Google image search or something like it). Scientists often do their important work in their 20s and 30s, but are recognized much later in life. In our modern culture, subjective beauty is associated with youth. While images of noted scientists abound from their later years (when famous), use an image from their "youth" (20s or so). More important than a youthful image is making sure the portrait belongs to the scientist and not someone else with a similar name, or to someone else entirely (incorrectly tagged).

Often, grayscale images (black and white) are easier to work with. It's sometimes nice to color-replace the black with red or purple, but sepia tones can work, too. There is much latitude available in how best to process the portrait.

3. **Words**: This is where research and creativity come to bear. You must know what work your scientist is famous for. Then you must familiarize yourself with that work and its implications to develop a clever rephrasing of "Be My Valentine" / "I Love You" or similar sentiment appropriate to February 14. Principles to remember here:

   a. Brevity is the soul of wit. (The fewer the words, the better.)

   b. Physics is easy; comedy is hard. Twisting scientific principles into clever words of affection is not a simple task.

   c. Imitation is ***not*** the highest form of flattery. Be original.

4. **Graphic Elements**: It's nice to fill the frame with imagery appropriate to the scientists work. And also hearts. Color schemes in pinks, reds, and purples are best suited for Valentines, but other palettes can work, too.

5. **Backside Description:** A paragraph that explains the scientist's contributions in a manner that explains why the amorous phrase on the valentine is appropriate. End the description with your name and year. Uppercase: i. e., DEAN BAIRD 2016. If selected, yours will be added to the collection already posted.

The best way to get a sense of what make a good "Scientist Valentine" is to go through Dean Baird's collection online (a search for "scientist valentines flickr" will get you there). See how the design principles are adhered to (or violated) in the various valentines already posted.

As-Yet Unvalentined (there are more than those listed):

Daniel Bernoulli
Rachel Carson
Heinrich Hertz
Jan Oort
Edmund Halley
William Herschel
André-Marie Ampère
James Clerk Maxwell
Joseph Fraunhofer
Democritus
Clair Cameron Patterson
Annie Jump Cannon
Henrietta Swan Leavitt
Cecilia Payne
Alfred Wegener
Marie Tharp
Hypatia
Joseph Fourier
Victor Francis Hess
Fritz Zwicky
Vera Rubin
Robert Goddard
Christiaan Huygens
Mae Jemison