

Graphic Design Final - Designer Graphic & Article

RESEARCH ASSIGNMENT

Spend at least 1 class period (or at home) researching the below artists – choose your top 3 choices. We will draw numbers so there is a possibility that you will not get your first choice. (tip: make notes next to names to remember what their style is).

Bar, Noma
Bass, Saul
Beall, Lester
Bierut, Michael
Brody, Neville
Carboni, Erberto
Carson, David
Casey, Jacqueline
Cassandre, A.M.
Fairey, Shepard
Glaser, Milton
Hoch, Hannah
Kidd, Chip
Kozik, Frank
Lissitzky, El
Lubalin, Herb
Lustig, Alvin

Matter, Herbert
McKnight Kauffer, Edward
Moholy-Nagy, Laszlo
Muller-Brokmann, Josef
Rand, Paul
Ruder, Emil
Sagmeister, Stefan
Scher, Paula
Sutnar, Ladislav
Thompson, Bradbury
Tschichold, Jan
Walsh, Jessica

WRITTEN PORTION

Your paper must be typed and finally composed in InDesign. This should be approached as if your designer is being interviewed by a magazine writer. **So you are both the interviewer and the interviewee.**

The questions will need to be posed in your own voice and framed within the context of your designer. There are elements of information that need to be included that may not be posed in a question form, you will need to figure out a way to include this that feels natural within the interview.

In order to answer the questions thoughtfully and in the voice of the designer, **you will need to research the designer, understand as much as you can about them and their work, and use content appropriate vocabulary that relates to their work.** You would also find quotes from or citations about your designer to include in the article (be sure to cite).

Written Format. FOR SENIORS: YOU MAY HAVE ONE LESS SENTENCE PER PARAGRAPH IN ORDER TO MAKE UP FOR YOUR SHORTENED TIME FRAME.

I. Questions/Information to be included and answered:

A. Introduction/Bio Info (2 paragraphs)

1. (Paragraph 1, at least 5 sentences) Include artist's name, birthdates, birth place, and general biographical information. Introduce a little about what you will be discussing in your article.
2. (Paragraph 2 at least 5 sentences) Question(s) to be included:

- a) What influenced your path in life? (consider family, geography, schooling, etc....).
 - (1) Consider Family: Parents, Siblings, Married, Single. Was the family important to your artist? Did his/her family have any influence on their art? Residence: Where did the artist live? Did his/her home, city or country have any influence on his/her art? Was there any monumental experiences early in life that impacted them?

B. Artwork/Style/Education (3 paragraphs, at least 5 sentences each paragraph)

1. (Paragraph 1 & 2, at least 5 sentences each) How would you describe the style of work you produce? What are the recognizable characteristics that make your work unique to you?
 - a) Mediums, genre (period of art), subject matter, etc...
2. (Paragraph 3, at least 4 sentences) How do you think the time in history and cultural/societal events influenced your work?

C. Conclusion: (1 paragraph, at least 5 sentences)

1. Summarize the artist's style and why you found it interesting to "interview" them. Include what you like about the artist's work.

II. Design of your article:

- A. The written portion should be formatted to look like an article: columns, titles, headlines, graphic quotes, etc...**Your body copy should be no larger than 11 points**, with the exception of words/phrases pulled for emphasis.
- B. You need to include at least 2 pieces of work from your artist but no more than 3 within the copy of the article (Seniors and do 4 images). Each image should give the title and year as the caption. Each piece should also be referenced (i.e. explained, reflected on, tied to a thought, used as an example of style, etc...). Embed them naturally into the design, not just thrown in at the end.
- C. **Include at least 3 additional and original graphic elements in the typography.**
 1. Some examples may be: Emphasizing titles or sentences of importance through color/size or a more graphic font. The arrangement of copy is done so in an interesting and graphic manner showing artistry. Pulling quotes out to become more graphic typography and break up copy.

III. Works Cited/ Citations

- A. You must include a typed bibliography that contains the websites, articles and or books that you used.
- B. In paper citations should be made after information that is not "common knowledge." You need at least 3 citations within your writing.
 1. Common knowledge means you found the information on multiple websites (3 or more). Reference the Purdue Owl for MLA formatting and I strongly encourage you go to the Writing Center for help.

DESIGN & GRAPHICS

Create a color graphic to accompany your article. Think about this as an introduction to your article and a cover if it were for a magazine. Think about how to include a "title" of your piece about your designer and possibly even an image of your designer (if it should fit into your concept and is edited 80% from the original).

The graphic should adopt the typical stylistic conventions of your chosen designer. This means that your choice of typefaces, composition, color, images, and white space should be influenced by those typically used by your chosen designer but should still be in your personal artistic aesthetic. You do not have to do the entire thing with computer, but should be arranged in Illustrator & Photoshop so that you can save it and import into InDesign. The size of each page will be 8.5"x11" portrait.

Although you are representing your artists style you are NOT copying it. They should be influential but you should not just replicate something they have already done. Be creative, make it your own.

Your graphic title page must include all of the following:

1. Copy should include:
 - designer's name
 - birth/death dates (if applicable)
 - title of your article
 - your name in the byline (small and thoughtfully placed)

2. Image(s) done in the style that your designer might typically use, but is created by you and also reflective of your style. No images should have a copy write, if they do you must change them 80%.
3. Typography that corresponds to your designer's style and aesthetic.
4. An excellent understanding of composition, design elements, creativity, and originality.

Graphic Designer Rubric: Article & Graphic -- Final

WRITTEN COMPONENT

Formatting. 10 pts.

Spelling/Grammar: Spelling and grammar are accurate and contribute to clarity and style. Sentence structure is thoughtful and transitions show fluid writing. Copy font is no larger than 11 point. _____/5

Citations/Works Cited: Works cited on a separate sheet of paper that is done in MLA format. You have at least 3 in text citations, done correctly in MLA format _____/5

Introduction/Bio Info (2 paragraphs). 15 pts.

Paragraph 1, at least 4 sentences - Include artist's name, birthdates, birth place, and general biographical information. Introduce a little about what you will be discussing in your article. _____/5

Paragraph 2, at least 5 sentences - Question(s) to be included: What influenced your path in life? (consider family, geography, schooling, etc...). Consider Family: Parents, Siblings, Married, Single. Was the family important to your artist? Did his/her family have any influence on their art? Residence: Where did the artist live? Did his/her home, city or country have any influence on his/her art? Was there any monumental experiences early in life that impacted them? _____/10

Artwork/Style/Education (3 paragraphs) 20 pts.

Paragraph 1 & 2 at least 5 sentences each - Questions included and answered thoughtfully: How would you describe the style of work you produce? What are the recognizable characteristics that make your work unique to you? Mediums, genre (period of art), subject matter, etc... _____/15

Paragraph 3 at least 4 sentences - Questions included and answered thoughtfully: How do you think the time in history and cultural/societal events influenced your work? _____/5

Conclusion (1 paragraph) 5 pts.

1 paragraph, at least 5 sentences - Summarize the artist's style and why you found it interesting to "interview" them. Include what you like about the artist's work. _____/5

Written Component Total: _____/50 pts

DESIGN & GRAPHICS

PLANNING TIME

You used class time wisely to try various compositions and arrangement in order to produce best possible artwork. You discussed concept with instructor to gain feedback, you paced yourself accordingly. _____/5

DETAILS

The title page included assigned copy (designer's name, designer's birth / death dates, title of article, your name as the "writer" in the by line) that is compositionally meaningful (meaning you didn't just slap these on). _____/5

DESIGNER INFLUENCE

Should include image(s) done in the style that your designer might typically use, but is created by you. The overall design was influenced by your chosen designer but not a copy of his/her work. _____/15

GRAPHICS

There are at least 3 graphic elements included in the article body (i.e. titles emphasized through color/size, arrangement of copy is done so in an interesting and graphic manner, quotes are pulled out to become more graphic typography). _____/10

DESIGN ELEMENTS/PRINCIPLES

The artwork shows that the student showed an awareness of the elements and principles of design; the composition is thoughtful, the type doesn't run off the page, every element is thoughtful. Your execution is professional and utilizes not only your knowledge of design and art, but also your tools of Illustrator, PS, and InDesign. Your graphic shows a sophisticated demonstration of visual communication that encompasses both form and function. There is obvious visual hierarchy and excellent use of space. _____/30

TYPOGRAPHY

Titles, text, colors and graphics are exemplary. The artwork shows that the student showed an awareness of typography. Students tried different styles and sizes of type to find the right one(s). The chosen type was influenced by the designer. The spacing of the typography was thoughtful and executed in a way showing proficiency in the understanding of design principles. _____/20

DESIGN & GRAPHICS TOTAL: _____/85 pts

EFFORT FOR ENTIRE PROJECT

Student worked productively, came prepared to work and used their class time wisely. Student was active and engaged during class. Students acted positively, politely and in a respectful manner with a cooperative, collaborative and creative attitude towards all others in class. Student turned in her very best work and writing. _____/15 pts

Total Score for Final: _____/ 150 pts