

Graphic Design Final - Designer Graphic & Article

ASSIGNMENT 1

RESEARCH ASSIGNMENT

Spend at least 1 class period (or at home) researching the below artists – choose your top 3 choices. We will draw names 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

ASSIGNMENT 2

WRITING ASSIGNMENT Create a minimum of **3 pages cited article (2 pages for Seniors)**

summarizing your designer. Your paper must be typed in InDesign. Pretend like this is an article in a magazine about your designer, you will create a visual introducing your article so be sure you have enough information to really understand their work. It should be formatted to look like an article - think columns, titles, headline, etc...and should **include** the following elements:

1. **Introduction**

- Introduce your designer.
- What was the reason you chose this designer?

2. **His/Her Life**

- Date and birthplace
- 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?
- Training or education: Was your artist self-taught? Was he/she trained or educated in the arts? Did he/she do an apprenticeship? Tell about any special or interesting facts or events in your artist's life.

3. **His/Her Art**

- In which period of art did this artist do his/her work? Describe the period of art. What was happening in the art world at the time? What media did your artist use?
- What kinds of subjects did your designer depict? Did he/she prefer to work with one or two particular subjects? Did he/she try many subjects? Why? Any other interesting facts about his/her designs?
- What are the characteristics that easily make your designer recognizable?
- **Include at least 3 pieces of work from your artist (2 for Seniors). It should give the title, year as the caption. Each piece should also be referenced within your paper either in the "Art" section or the "Reflection" section. These examples should be no larger than 2"x2" (meaning, not taking up an entire column!)**

4. **Reflection**

- Is there something about the designer’s work that you like, or the way they use the elements and principles of design? Do you admire their control of the materials or their techniques more than you admire the subject matter?

5. Bibliography

- You must include a typed bibliography that contains the websites, articles and or books that you used. In paper citations should be made after information that is not “common knowledge.” Common knowledge meaning you found the information on multiple websites (3 or more). Reference the Purdue Owl for MLA formatting.

ASSIGNMENT 3

Title Graphic

Create a color graphic to accompany your article, think about this as an introduction to your article. 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). The graphic should adopt the typical stylistic conventions of your chosen designer. This means that your choice of typefaces, layout composition, color, images and white space should be influenced by those typically used by your chosen designer. 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.

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!!

Your graphic must include all of the following:

1. Copy should include:
 - designer's name
 - birth/death dates (if applicable)
 - title of your piece
 - your name in the byline
2. Image(s) done in the style that your designer might typically use, but is created by you
3. Typography that corresponds to your designer’s style and aesthetic.

Graphic Designer Rubric: Article & Graphic -- Final

Paper

Spelling/Grammar:

Spelling is correct; grammar and usage are correct and contribute to clarity and style. _____/5

Introduction

Description of what you will be discussing _____/5 pts
 Introducing designer and what they do

His/Her Life - some suggestions below:

- Education
- Where/When they were born
- Family life
- Experience in design

Awards
Quotes

_____/10 pts

His/Her Art - include below
style/work examples (3 for underclassmen, 2 for seniors)
subject matters
philosophy
materials/technique

_____/10 pts

Reflection/Conclusion
What you like about artist
What you found interesting
A description of their work in your own words

_____/5 pts

Bibliography & In text citation

_____/5 pts

Article: _____/40 pts

Design
Sketches

You used class time wisely to try various compositions and arrangement in order to produce best possible. You discussed concept with instructor to gain feedback.

_____/10 pts

Graphic

The title page included assigned copy (designer's name, designer's birth / death dates, title of article, your name as the "writer") it should also 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.

_____/25 pts

There are at least 3 graphic elements included in the article (i.e. images inserted in copy, titles emphasized through color/size, arrangement of copy is done so in an interesting and graphic manner).

_____/15 pts

Visual Elements & Principles

The artwork shows that the student showed an awareness of the elements and principles of design; used the elements and principles effectively. The project is attractive and stimulates viewer interest.

_____/25 pts

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.

_____/25 pts

Graphic: _____/100 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.

_____/10 pts

Total Score for Final: _____/ 150 pts