

Project 1 Tshirt Design

overview

Graphic Design is an ever-expanding field. As a design professional, you might find yourself creating metagraphics to apply to a building, motion graphics to teach children how to read, and everything in-between. Twenty-first century graphic designers create and shape our visual environment. So, how do you become a graphic designer? Our initial project has a number of objectives.

objectives

- to learn what it means to develop a design “eye”
- to develop an understanding of the nature and practice of graphic design
- to demonstrate the design process from idea to finished product
- to design a t-shirt that visualizes and communicates your own concept of graphic design

terminology

- | | | | |
|------------------|-----------------|--------------------|---------------|
| • graphic design | • comprehensive | • iconography | • audience |
| • research | • critique | • printing methods | • demographic |
| • thumbnails | • presentation | • mockup | |
| • roughs | • branding | • project brief | |

warmup exercise

Find three examples of (what you think of as) good design. Print each large enough to see when posted in the classroom. Print each on its own (letter size) sheet of paper. On the back of the sheet, make a list of the reasons why you think it is successful. Then find three examples of bad design (print as indicated above) and again note why you think they are unsuccessful on the back of each sheet. Bring all six to next class, and prepare to defend your decisions. (note: do not search “good” or “bad” design on google...find your own examples in magazines, posters, branding, etc.)

phase I: Graphic Design is...T-Shirt 100 Ideas

due _____

Brainstorming: Explore the purpose of Graphic Design, and brainstorm 100 ideas of what Graphic Design is or does, or means to you. Example: Graphic Design can help save lives. Graphic Design is..., Graphic Design is like a..., Graphic Design can... or just implied. The text **must** include the words **Graphic Design**. Research what Graphic Design is via your text, library, or the Internet. Research should inform your conceptual solution. Hint: Discovery is easier than invention. Ideas in their completed form do not just fall from the sky above. You must engage the process to uncover the “not yet realized.” Embrace unexpected results!

Type the list of 100 ideas on 8.5 x 11 paper with your name centered at the top followed by Graphic Design is..., number list 1-100 and bind in your pocket folder, bring to class.

phase II: Explore Concepts

thumbs due _____

roughs due _____

thumbnails: Consider the audience and the context in which the T-shirt will exist. Using your 100 concepts, begin sketching 75 thumbnails of T-shirt designs on 8.5 x 11 paper, number the thumbnails 1-75; Star your favorite 12. Consider iconography, various typefaces, typography, scale and punctuation. Reach beyond the most obvious ideas You can use humor, metaphor or analogy. Consider iconography, typography, scale, and punctuation. The text must include the words “Graphic Design”. Create 12 roughs based upon your favorite thumbnails. Begin to add details, indicate fonts, etc. Organize and bind neatly in a thin pocket folder with metal clips.

phase III: 3 Final Comps

due _____

Select your favorite 3 Roughs and create 3 Comps digitally in Adobe Illustrator.. Copy/Paste the Illustrator design on the T-shirt template provided in Photoshop, type your name 8 point Helvetica .5 up from bottom of page, print each separately on 8.5 x 11 paper for presentation, bind in your process folder.

minimalist abstraction examples

<http://graphicdesignjunction.com/2012/09/100-minimal-poster-designs/>

<http://www.fastcodesign.com/3027229/the-bible-reduced-to-minimalist-posters/1>

<http://www.mymodernmet.com/profiles/blogs/rowan-stocks-moore-minimalist-disney-posters/>

<http://laughingsquid.com/minimalist-posters-of-disney-movies/>

<http://www.graphicdesignblog.org/minimalist-posters/>

written self-assessment

On the form provided, describe your conceptual meaning(s) behind this project. Explain your process for arriving at the concept(s), describe (research, materials, sketches, brainstorming).

readings

chapter 1: About Graphic Design

chapter 5: Generating Ideas

supplementary pearson videos

Experience the Media Assignments:

(myartslab, Designer Profile Videos and Closer Looks, Chapter 1: About Graphic Design)

Watch the Video: Guide to Graphic Design with Crit Wall Cover

http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/art/santoroVideos/G2GD_Crit_Wall_Tablet.html

Watch the Video: Designer Profile Interview with Scott W. Santoro

http://media.pearsoncmg.com/ph/hss/SSA_SHARED_MEDIA_1/art/santoroVideos/G2GD_Scott_Santoro_Tablet.html

Understand the Concepts: View the Closer Look: The Centre Pompidou

<http://closerlook.pearsoncmg.com/view.php?type=closerlook&id=495>

View the Closer Look: The Rolling Stone Exhibit

<http://closerlook.pearsoncmg.com/view.php?type=closerlook&id=496>