

Project 3 Designer Poster

overview

Create a poster on a twentieth-century graphic designer. Focus on one main idea—something you discovered about that person. Consider how he or she might have used metaphor, humor, abstraction, structure, or the vernacular to connect with an audience. Teach us, but also entertain us. Let this piece be a document of your research, seen through your own eyes. Full color. Size: 18" x 24"

objectives

- to study the style, philosophies, and principles of designers associated with movements from design/art history.
- to continue to utilize the design process, from brainstorming/research to the finished work.
- to use elements and principles of form (Balance (asymmetrical), Space (positive/negative), Unity (repetition), Contrast (size, value), Dominance (hierarchy), Direction (movement), Edge (bleed), Color (theories), typography (sensibilities), to create compelling poster designs
- to incorporate page layout techniques such as grid, internal structure, free placement. as a method to arrange information on a page.
- to develop your concepts into a finished poster design.

terminology

- | | | | |
|----------------|---------------|------------------|---------------|
| • abstraction | • digital age | • deconstruction | • mood boards |
| • art movement | • modernism | • frame | • typogram |

phase I: Initial Research: 3 Designer Vignettes

Typed List: Choose 3 designers (from list below). Create a typed list of at least 10 key elements/philosophies/principles that embody each designer's style.

William Morris	Herbert Bayer	Josef Müller-Brockmann	April Greiman
Henri De Toulouse-Lautrec	Jan Tschichold	Armin Hofmann	Tibor Kalman
E. McKnight Kauffer	Herbert Matter	Wolfgang Weingart	Paula Scher
A.M. Cassandre	Cipe Pineles	Wes Wilson	David Carson
El Lissitzky	Herbert Bayer	Victor Moscoso	Stefan Sagmeister
Alexander Rodchenko	Lester Beall	Milton Glaser	
Theo Van Doesburg	Alvin Lustig	Herb Lubalin	
Laszlo Moholy-Nagy	Bradbury Thompson	Ed Fella	

Image Collection and Description: Narrow your research to 2 designers; print out a minimum of five images to represent each designer's overall style (see mood board page 121), philosophies, and the movement they are associated with. List the artwork title and write 2-3 sentences explaining your choices for each set of images.

phase II: Creating Concepts: 50 Thumbnails

12 due _____ 50 due _____

Sketch 50 thumbnails (25 for each designer) on 8.5 x 11 paper. Use the proportion of 11 x 17 horizontal or vertical. Explore ways to communicate the designer's style/movement through the use of your own creation of typography, photography, illustration, or a combination, etc. (see page 73.) Goal: Be able to identify the artist and movement. Let this piece be a document of your research seen through your own eyes.

Include the following information on the poster: The Title: designer's name, Text: Artist Talk: specific movement from design history, (If more text is needed use your list of 10 elements and write necessary body copy - optional), Location: Bruce Gallery, Edinboro University, Date: November 20th, 2018, Time: 9pm.

phase III: Creating Concepts: 10 Roughs

due _____

Select your best concepts and refine them into 10 roughs (5 for each designer). Star one favorite for each designer. Present as 1/2 size sketches to include increased representation of conceptual relationships, values, shapes and elements.

phase IV: Initial Comps

first finish critique _____

Translate your best two designs digitally (one for each designer) in Illustrator or Photoshop. Creating your design by hand and scanning is permitted. Print out both designs on 11x17 for critique.

phase V: Final Design

final critique _____ **final presentation** _____

Final crit: After the first finish critique, make revisions to one final poster design. Refine the typography, then print for final critique. Make final changes to your poster and have someone proof it for errors.

Final work: Print your final on good paper stock. Trim and assemble carefully for presentation.

design history resources

<http://www.designishistory.com>

<http://www.designhistory.org>

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 2: A Brief History of Graphic Design

chapter 4: Researching a Graphic Design Project

supplementary pearson videos

View the Closer Look: La Goulue

<http://closerlook.pearsoncmg.com/view.php?type=closerlook&id=462>

View the Closer Look: Schreibkunst

<http://closerlook.pearsoncmg.com/view.php?type=closerlook&id=463>