

P1 LALA + LOUISE

ART 3323

S_24

START: 01.29.24

END: 03.06.24

[shauha.us/MSU/msu/
spring_24/3323_S_24](http://shauha.us/MSU/msu/spring_24/3323_S_24)

PROJECT 01 / LALA + LOUISE / POSTER DESIGN "GREETINGS FROM LALA LAND!"

PROJECT DESCRIPTION

This project has two primary goals:

1. To engage in a detailed and advanced process of poster design, one that goes beyond that of the realm of a flyer, or an advertisement, but exists as a symbol of our understanding and utilization of advanced design methods, and reflects its intended message in an appropriate, exciting, and innovative way. A poster is an image enhanced, and a foundational medium for the entire practice of design and communication.
2. To work together (and independently) to collectively tell the (continued) story of Charles LaLa Evans and Louise Evans. This project is in honor of LaLa and his continued contribution to making Starkville a more alive and welcoming place, and in remembrance of Louise. LaLa and Louise are an important and vibrant part of Starkville's recent history, and their story has already spanned across the nation and beyond.

Take a moment to learn their story at the following link:

<https://www.youtube.com/watch?v=JCwuWnXB-Iw&t=113s>

This project functions also as an engagement in research, historical and conceptual, that will inform and sculpt the poster design under a set of visual restrictions.

A note on the history of this project. In recent semesters, the focus of this project has been figures of Mississippi's Black History and acted as a method of observation and an appreciation of this history via methods of poster design. This is still a foundational narrative for this project, although the graphic and typographic focus shall be to the life, love, and story of LaLa and Louise. Their story is important not only because they are vibrant figures of Mississippi's Black History, but because their story is worth telling.

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This project is conducted in collaboration with the Black Prairie Blues Museum in West Point, MS. Each year, an exhibit of the posters is hosted at the museum in April. This year, the Museum will be honoring Charles LaLa Evans during the month of April, and we have agreed to direct the project focus to align with this honorarium.

DELIVERABLES

1 PRINTED A1 SIZE POSTER / 594 x 841 mm (23.4" x 33.1")

*poster will be plotter printed

*AP will pay for and keep the final print. Additional prints for your own archive are up to you

*Due in person for by final critique

1 PDF A1 SIZE POSTER / NETID_3323_S24_P1.PDF

*CMYK color mode

*submitted to Canvas by final critique

1 JPEG A1 SIZE POSTER / NETID_3323_S24_P1.JPG

*RGB color mode

*submitted to Canvas by final critique

Submit all files in a folder named the following:

NETID_3323_S24_P1

DESIGN RESTRICTIONS

DIMENSIONS - A1 POSTER SIZE / 594 x 841 mm (23.4" x 33.1")

COLOR - LIMIT YOUR COLOR SCHEME TO AS FEW COLORS AS POSSIBLE. Use of tints, shades, and gradients are welcome, but focus your overall color story to 2-5 colors (black and white is ok)

THIS POSTER MUST BE NON-FIGURAL, MEANING NO TRADITIONAL PORTRAITS! CONSIDER NEW AND POTENTIALLY ABSTRACT (BUT INFORMED) METHODS FOR TELLING THE STORY.

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METHOD AND RESEARCH

Research is a key factor for this project (all projects!). Your design should not only be informed by the narrative and story of LaLa and Louise, but also by your individual research and experimentation into appropriate methods of image making, typography, grid, etc.

Each of you should identify (at least) three research motifs that inform and guide your design. These motifs can be anything relevant to the story you are telling from your perspective.

Consider, for example, the African American Flag by David Hammons. <https://www.moma.org/collection/works/222169>

The overall structure of the flag is borrowed from the American Flag, including the 50 stars and 13 stripes.

The colors, red, green, and black, are borrowed from the Pan African flag.

David Hammons' work tells a powerful and unique story, not on originality alone, but by an intentional and focused use of research and reference motifs (narratives, images, colors, textures, etc).

There is no perfect formula for identifying design informative research motifs, and your individual processes and explorations (discovers) of this method are an important part of this project.

My challenge to each of you is to not limit yourself to provided motifs alone, but consider your own perspective, your own reflection of what LaLa + Louise, and their story (love), have inspired in you.

We will discuss and observe many examples of poster design that I believe adhere to this method of design and research.

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TIMELINE

*dates are subject to change based on LaLa's availability.

- 01.29.24 - PROJECT START
INTRODUCTION OF PROJECT
INTRODUCTION TO LALA + LOUISE
POSTER EXAMPLES
BEGIN RESEARCH
- 01.31.24 - WORKING / RESEARCH DAY
AP CHECK-IN
INITIAL RESEARCH DUE
*IDENTIFY RESEARCH MOTIFS
- 02.05.24 - CLASS-WIDE RESEARCH EXERCISE
WORKING / RESEARCH DAY
- 02.07.24 - 3-4 POSTER CONCEPTS DUE
ADVANCED SKETCHES + SUPPORTING RESEARCH
MINI-GROUP CRITIQUES
- 02.12.24 - POTENTIAL VISIT TO LALA LAND
WORKING / RESEARCH DAY
- 02.14.24 - POTENTIAL VISIT TO LALA LAND
WORKING / RESEARCH DAY
- *In order to respect LaLa's health and availability, a visit to LaLa Land may be organized outside of regularly scheduled class time.
- 02.19.24 - PROGRESS CRITIQUE
"FINAL" POSTER CONCEPT DUE
- 02.21.24 - WORKING / RESEARCH DAY
- 02.26.24 - PRINTING DAY
WORKING / RESEARCH DAY

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02.28.24 - PRINTING DAY

WORKING / RESEARCH DAY

S_24

03.04.24 - POTENTIAL FINAL CRITIQUE DAY

START: 01.29.24

PRINTED POSTERS DUE

DIGITAL FILES SUBMITTED TO CANVAS

END: 03.06.24

03.06.24 - POTENTIAL FINAL CRITIQUE DAY

PRINTED POSTERS DUE

DIGITAL FILES SUBMITTED TO CANVAS

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*final critique day is contingent upon the state of the project as of 02.28.24.

RESOURCES (JUST A FEW)

ARTICLE ON STATE OF LALA LAND / 06.23:

<https://cdispatch.com/news/starkville-landmark-90-year-old-seeks-help-keeps-his-wifes-memory-alive-through-umbrella-memorial/>

MUTEMATH - LaLa + Louise (micro documentary):

<https://www.youtube.com/watch?v=JCwuWnXB-Iw&t=113s>

MUTEMATH - MONUMENT (official video) (LaLa + Louise):

https://www.youtube.com/watch?v=t6i6TBT4kfg&list=RDt6i6TBT4kfg&start_radio=1

Touring LaLa Land with Mr. Charles Evans:

<https://scholarsjunction.msstate.edu/cas-publications/22/>

MPB ARTICLE ON LALA LAND

<https://www.mpbonline.org/blogs/news/mississippi-mans-museum-to-honor-wife-intl-attraction/>