

Assignment Template: Before

Please use the following Assignment Template to help further define your deliverable for your “Before” practicum work.

These assignment templates are designed to help you think about the key aspects of assignment design and should be used for each of the three major assignments. Please feel free to discuss and adapt aspects of this template in coordination with the Practicum Advisor.

BEFORE

In a paragraph or less, describe the assignment.

The before phase would be focusing on the ‘what’ and ‘why’ and understanding background behind graphic design – primarily researching graphic design principles and their history in the last century, as well as brief detours into the psychology and philosophy behind them. In doing so, I hope to read through *Graphic Design: The New Basics* by Ellen Lupton & Jennifer Cole Philips to learn about the principles regarding graphic design, along with supplemental reading from other textbooks and articles to aid where the book falls short. After compiling the information, I can share my notes and analyses in report or blog format, which I will keep around and eventually translate over to my own website in later parts of the project.

Assignment Goals

List the goals or objectives of this assignment

The goals of this assignment is to understand the basics of graphic design principles and history. In doing so, I hope to

- Research and understand graphic design principles and their application via *Graphic Design: The New Basics*
- Explore and compile a brief history of graphic design in the recent century via supplemental textbooks and articles
- Explore and explain how psychology and philosophy interface with graphic design principles via supplemental textbooks and articles
- Explain and analyze graphic design principles in a manner accessible to the average internet user

Learning Objectives

Identify the learning objective(s) from your Practicum Proposal Form that this assignment helps you to achieve.

1. How does graphic design help relay information in an intuitive but cohesive manner?
2. How has graphic design evolved over time and culture in America?

Audience

Determine the audience of this assignment. While the Practicum Advisor will undoubtedly be an audience member, try to imagine a broader audience as your primary one. Try to be specific about that audience, too. Is it a technical audience? Is it a lay or general audience? One trick to help with this is to imagine where this might be published. Publishing in an academic journal obviously has very different audience expectations than publishing something on YouTube.

My broader audience for the before assignment likely to be kept rather small and rather technical, as most of the assignment will be centered around capturing background information that will lay the groundwork for the rest of the project. In doing so, I suppose the audience would really be those interested in graphic design principles and history in a more research-based context. Regarding publishing, I plan to publish my assignment as either reports or a blog, so while the audience can follow from the start, I foresee it being most applicable to those already familiar with some of the information being told. As the practicum as a whole moves on, I hope to expand this audience to be more general and multi-disciplinary as I start to intertwine the graphic design knowledge with the programming behind digital design and create an accessible website with resources on each.

Medium

Please identify the medium (written text, vlog, multimedia mashup, etc) that this text will take. Remember the famous Marshall McLuhan quote: “The medium is the message”. In short, this means consider carefully what form you want this to take, and how that form is appropriate given the audience, your intentions as a creator, and the learning objectives you are trying to achieve. Remember, too that each medium will have its own conventions and audience expectations, so before identifying the medium, consider spending some time with other texts produced in that same medium. In the box below, identify the medium, your rationale for why it is an effective medium, and some of the characteristics of quality texts produced in that medium.

Medium: Blog / Report

Rationale: Keeping in line with the research-centric goal of the assignment, written text in the form of blogs/reports is an effective medium because of its efficiency in conveying verbal and visual information, as well as its easy translation later on in the project to a more digital and interactive format. For more research and background-heavy topics, reports can do exceedingly well as they provide information in a classic, efficient, and academic manner similar to one we’re taking, which I think makes it better for denser-information topics such as history. However, while blogs may not capture everything a report can, it instead can exhibit greater creativity with its layout, which I think would come in handier when writing deconstructions of popular examples or demonstrating graphic design principles. Together, these capture the goals of this part of the assignment in focusing more on understanding than applying.

Characteristics of other effective texts in that medium: Quality texts produced in the report/blog written text medium are often concise but informative, accessible, and academic in nature, which will help in keeping focus during the before part of the practicum.

Assignment details

Length: 1 month

Due Date(s): March 16th, 2023

Formatting: Written Text, in the form of report and blogs

Other: Primarily research-based, and may intersperse with other phases of the assignment to have time to integrate the different research focuses as the practicum goes along

Rubric

Please attach a rubric that identifies: A) categories to be graded (think here about which aspects of the assignment align with and help develop your learning objectives), and B) criterion for evaluation (what, essentially, constitutes an “A” for that category vs a “B”, vs a “C” etc.) As you think about putting this together, please try to connect the specific ways in which any given assignment will connect with and capture specific outcomes. If creating a traditional grid rubric feels unauthentic or constraining, start by trying to define as clearly as possible what ‘success’ looks like for this deliverable. **We will use your rubric to help assess and define your final grade.**

Category	A	B	C	D	F
Conciseness/Writing Quality – How well-written is it and does it waste any words?	Writing is concise, delivers information clearly	Writing is mildly wordy, and may exhibit a few errors	Writing is repetitive, and exhibits greater errors	Writing is structurally unsound, and exhibits many errors	No writing sample turned in
Informativeness/Quality of Research – How deep is the topic explored?	Research from different fields is referenced and integrated together	Research might be large in amount but, is kept to one field	Research is kept to one field and there is a low amount of it	Research is kept small and presented poorly	No research done outside of basic intuition
Originality – How novel is the analysis?	The analysis relates new ideas and ties in well into the discussion	The analysis is unoriginal but is still relevant to the discussion	The analysis is partially irrelevant to the discussion	The analysis is wholly irrelevant to the discussion	No analysis provided
Accessibility – How well is the topic explained?	It is explained in a way that the average internet user could understand without using a search engine	It is well explained, but contains unexplained technical terms. Would require slight use of a search engine	It is poorly explained and extremely jargon heavy. It would require heavy use of a search engine	Written in such a way that only a graphic designer could understand it. User could not figure out article using a search engine	Not able to be understood by a graphic designer