

# Intro to Graphic Design

## Designer List

Herbert Bayer  
Max Bill  
Jan Tschichold  
Piet Zwart  
Saul Bass  
LeRoy Winbush  
Milton Glaser  
Georg Olden  
Karel Martens  
Grapus  
Josef Müller-Brockmann  
Ikko Tanaka  
Wolfgang Weingart  
Zuzana Licko  
Marian Bantjes  
Yusaku Kamekura  
Muriel Cooper  
Susan Kare  
Ed Fella  
Paul Rand  
April Greiman  
Elaine Lustig Cohen  
Paula Scher  
Sister Corita Kent  
Thomas Miller  
Gail Anderson  
Barbara Stauffacher Solomon  
Ivan Chermayeff  
Emmett McBain  
Frank Chimero  
James Victore  
Paul Sahre  
Tamara Shoppin  
Lester Beall  
Massimo Vignelli  
Wim Crouwel  
Louise Fili  
Peter Saville  
Herb Lubalin  
Richard Hollis

## Assignment 3

### Part 1 Designer Presentation + Research

This assignment will introduce you to both some figures in design history and allow you to gain a deeper understanding of their work. For Part 1 each student will choose one designer from the list provided to do a presentation on for the rest of the class and to expose the class to something new. Each week one student will sign up and I'll present the first week as an example.

Choose carefully, and no designer can be presented twice. This presentation will showcase new or historic examples of design and the student should be able to explain why you chose this designer in terms of their interests. There are research questions on the following sheet to get you started.

### Task

This presentation should be designed as a PDF (in InDesign or using the Google Slides template provided) at 8.5 x 11 in with at least 8 slides (\*maximum 20 slides). You should have some kind of biography as well as analyzing several examples of their work. What do you like about it, what do you dislike, what's compelling, what's dated. This will be the basis for Part 2 outlined below.

### Part 2 Poster + Designer Logo

Over the course of the semester we will be learning about how to utilize typography and image and to combine them together. We will build on our type and grid skills and this poster will be the culmination of that work.

Consider the research that you have done in Part 1 for this project. Think about not only the designer, but their tastes and interests and more importantly also consider your own. This is where you are choosing how to represent this person and the legacy of their work, it is your 'gift' to them. This poster shouldn't just be an 'homage' to the designer at hand but a celebration of them and their work. How will you communicate their personality, visual language and successes through the poster's content and imagery.

We will check in with your progress in class and this assignment's completion will account for 20% of your grade.

### Task

The poster should be 11.5 x 17 inches, or smaller if you choose to have bleeds, the final will be presented as a printed poster. You will be responsible for creating a poster that will celebrate the life and work of one of the designers contained on the left hand list. This poster will be for their exhibition at a prestigious fictitious museum in their hometown. Your poster should include the name of your chosen designer as well as the exhibition information (see sample below). You can use type as an image or you may also combine an image of the designer or something that alludes to their work. Do several options for your poster design and explore the ways that hierarchy, color and type can change your outcome.

Sample exhibition information:

Sister Corita Kent  
Museum of Design, Special Exhibitions Gallery  
123 Main Street, Fort Dodge, Iowa  
Exhibition Dates July 1 – October 30th, 2021  
Event Opening July 1st at 6pm

**This assignment is due completed Week 13**  
Thursday April 21st

Fall 2021

AAD Lehigh University  
Graphic Design

Robin Cameron  
roc621@lehigh.edu

DES 53 – Section 60  
Tues + Thurs  
12:40pm – 3:20pm

# Intro to Graphic Design

## Self Assessment

Student Name \_\_\_\_\_

Please print this sheet out & hand in  
with your work in order to track your  
assignment process

20%

Week	Assignment 3	Completed	Comprehension
	<b>Choice Part 1 Presentation</b> PDF Presentation 8.5 x 11" Bio of Designer 8 - 20 Slides / Analysis of their work	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
13	<b>Part 2 Poster</b> Printed Poster 11 x 17" Exhibition Information Type and Image Combined Utilized Skills we've built in class	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

### Reflection write out your response

What went well with this assignment?

What did not go well?

What would you do differently if you could do  
this assignment over again?

Where did your ideas come from? How did they  
evolve?

### Research Questions to start you off

–List ten words that describe their work

–Three words that describe personal, social,  
cultural background

–How do they promote themselves, how are  
they presenting themselves?

–How are they characterized by the press or  
their peers?

–My top 3 favorite projects of theirs are

–Three words that characterize their style are