

Intro to Graphic Design

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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
Yasuko 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

Wednesday, November 17th or Thursday November 18th

Fall 2021

AAD Lehigh University
Graphic Design

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DES 53 – Section 60
Mon + Wed
8:25am – 11:05

DES 53 – Section 61
Tues + Thurs
11:15am – 1:55pm

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
	Choice Part 1 Presentation 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	Part 2 Poster 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