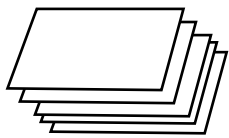




# RESEARCH PROJECT



## DESCRIPTION

Developing sensitivity to contemporary practices, current & historic works, and making decisions about your visual interest are important factors in your development as a creative. During this project we will be researching professional designers and options for design careers. This research will help raise awareness for areas of inspiration and interest within your practice as a designer.

The goal of this assignment is to research a range of designers, illustrators, and artists that inspire your design process, formal practice, and/or conceptual development. The connection can be anywhere on a spectrum from “interested in their work” to “influenced and inspired directly by their work”. We will also research design careers and significant areas in design history.

You will pick 20 designers, 10 careers, and 5 significant movements or styles in design history. First you will make a list of these items and then you will organize this research into a visual form. Examples of the visual form are: a series of posters, a booklet, or a collection of cards, etc.

\*\*\* Only in this project you can use images of Graphic Designer's works.

## WATCH &amp; REVIEW

1. Research Suggestions.
  - a. \_\_Graphic Design History Timeline: <http://gdh.2rsolutions.cz/#>
  - b. \_\_Graphic Design History: <http://www.designhistory.org/>
  - c. \_\_Russian Constructivist / Alexander Rodchenko: <https://youtu.be/-MMwGkUioFQ>
  - d. \_\_Constructivism in Graphic Design Overview: [https://youtu.be/b7hkkmx1\\_IM](https://youtu.be/b7hkkmx1_IM)
2. Overview Video. [Carrie Video.] <https://youtu.be/leo7JK-AX1I>
3. Student Examples. [https://drive.google.com/drive/folders/1KUu0Zv0dWWT1\\_I\\_AlbDZIKtoJlsc0Nd?usp=sharing](https://drive.google.com/drive/folders/1KUu0Zv0dWWT1_I_AlbDZIKtoJlsc0Nd?usp=sharing)
4. Assignment Process. See following pages.
5. List of Designers. [http://www.carriedyer.com/assets/2\\_list\\_of\\_designers.pdf](http://www.carriedyer.com/assets/2_list_of_designers.pdf)

## COURSE LINKS

- a. What do I want and what am I looking for in your work? [http://www.carriedyer.com/assets/z\\_what\\_i\\_want.pdf](http://www.carriedyer.com/assets/z_what_i_want.pdf)
- b. Assignment Submission Process. [http://www.carriedyer.com/assets/v\\_submission\\_process.pdf](http://www.carriedyer.com/assets/v_submission_process.pdf)
- c. Due Dates. See Calendar. Calendar is accessible on website. [http://www.carriedyer.com/-1\\_.html#courses](http://www.carriedyer.com/-1_.html#courses)
- d. Design Process. Design Process is required with every project. See link below for details and ideas. [http://www.carriedyer.com/assets/t\\_design\\_process.pdf](http://www.carriedyer.com/assets/t_design_process.pdf)
- e. Grading Rubric. [http://www.carriedyer.com/assets/f\\_grading\\_philosophy.pdf](http://www.carriedyer.com/assets/f_grading_philosophy.pdf)
- f. Participation Grade Rubric. [http://www.carriedyer.com/assets/class\\_participation\\_rubric.pdf](http://www.carriedyer.com/assets/class_participation_rubric.pdf)
- g. Course FAQ's. [http://www.carriedyer.com/assets/faq\\_-\\_pdf](http://www.carriedyer.com/assets/faq_-_pdf)
- h. Website Link. [http://www.carriedyer.com/-1\\_.html#courses](http://www.carriedyer.com/-1_.html#courses)

## OBJECTIVES

- a. Students will research a range of professional designers, illustrators, artists and their application of processes and techniques.
- b. Students will use layout techniques to develop voice & visual language in some kind of form presenting research
- c. Students will explore form through analysis of different designers aesthetics
- d. Students will explore design centered and related fields where graphic design skills can be applied to a career path

## READING

Reference the following texts:

- 1.] *Area 2*, by Editors of Phaidon Press, ISBN-10: 0714848557
- 2.] *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 4th Edition, by Alina Wheeler, ISBN-10: 1118099206

## CONSIDERATIONS

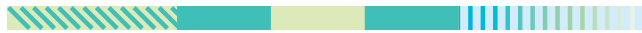
- a. How have designers changed or affected history?
- b. How has history affected designers?
- c. Why is it important to identify designers who inspire your work?
- d. Different viewers have different reactions to visual stimuli based on their own behavioral input and experiences. How do you personally make generalizations in your own daily communication and interaction with visual devices?
- e. Did you pick designers from diverse races and backgrounds?

## VISUAL EXPLORATION

*Visual Exploration is important. Below are examples of successful and creative design. A lot of these examples are Award Winning. I give you these links to explore and develop aspect of your own aesthetic. The Examples here are examples of my inspiration.*

- a. Main Pinterest Link. <https://www.pinterest.com/carrieadyer/>
- b. / I o g o. design <https://www.pinterest.com/carrieadyer/i-o-g-o-design/>
- c. brand guidelines / / / <https://www.pinterest.com/carrieadyer/brand-guidelines/>
- d. >Identity< systems< <https://www.pinterest.com/carrieadyer/identity-systems/>
- e. \ T Y P 3 \_Candy. <https://www.pinterest.com/carrieadyer/t-y-p-3-candy/>
- f. Layout Design. <https://www.pinterest.com/carrieadyer/layout-d3sign/>
- g. Books-Zines. <https://www.pinterest.com/carrieadyer/books-zines/>
- h. Analog Letterforms. <https://www.pinterest.com/carrieadyer/analog-letterforms/>
- i. Text-Based Patterns. <https://www.pinterest.com/carrieadyer/text-as-pattern/>
- j. Word Project. <https://www.pinterest.com/carrieadyer/word-project/>
- k. Analog Type. <https://www.pinterest.com/carrieadyer/3d-type-analoge-type/>
- l. Hand Drawn Phrase. <https://www.pinterest.com/carrieadyer/hand-drawn-phrase/>
- m. Illustrated Letter Environment. <https://www.pinterest.com/carrieadyer/letter-environment/>
- n. Typographic Collage. <https://www.pinterest.com/carrieadyer/typographic-collage/>
- o. Intersecting Words. <https://www.pinterest.com/carrieadyer/intersecting-words/>
- p. Experimental Typeface. <https://www.pinterest.com/carrieadyer/type-specimen/>
- q. Typographic Systems. <https://www.pinterest.com/carrieadyer/typographic-systems/>

# ASSIGNMENT PROCESS.



## Assignment Process:

- \_\_\_a. **DESIGN PROCESS.** Design Process: Students are expected to utilize, develop, and document design process, design thinking, and problem solving in every project. Students are required to visually document their process and turn process work in with every critique as a separate folder or PDF file. Aspects of grade will reflect the presentation of the process work and depth of process student explored. > **DESIGN PROCESS LINK:** [http://www.carriedyer.com/assets/t\\_design\\_process.pdf](http://www.carriedyer.com/assets/t_design_process.pdf)
- \_\_\_b. **PREPARATION.**  
\_\_\_Sketch Book, \_\_\_Pinterest Board for Visual Research, \_\_\_Review Design Process Requirements
- \_\_\_c. **PART 01. TEN X CAREERS [10]** [15-30 minutes.]  
\_\_\_Career List: Make a list of as many design careers as you can find of design related occupations and make a list in your sketchbook.
- \_\_\_d. **PART 02. TWENTY X DESIGNERS [20]** [2 hours.]  
\_\_\_Visual Research: [15-30 min.] Collect design work that inspires you on a Pinterest Board. Group Up & Share your list.  
\_\_\_Designer List: [15-30 min.] Make a list of as many names as you can find of designers that inspire you in your sketchbook.  
\_\_\_Pick your top 20 Designers that inspire you [or your choice based on assignment levels]  
\_\_\_Collect: For each designer collect: \_\_\_Designer Name, \_\_\_Brief Designer Biography, \_\_\_Designers Website, \_\_\_Examples of their work, \_\_\_Brief sentence or paragraph on how they inspire you. [You may alter this based on your design later.]
- \_\_\_e. **PART 03. FIVE X SIGNIFICANT PERIODS IN DESIGN HISTORY THAT INSPIRE YOU & WHY. [5]** [2 hours.]  
\_\_\_Pick five different significant periods in Design History.  
\_\_\_Why are they significant and why have they inspired you?
- \_\_\_f. **PART 04. SKETCHES FOR CARD DESIGN.** [5 hours.]  
\_\_\_Create analog sketches of layout ideas.  
\_\_\_In Adobe InDesign create a layout “showcasing” each designer. Pick your format. Start filling in specific designer information for each designer.  
\_\_\_Cards must be designed front and back.  
\_\_\_Quantity: This is your choice. Examples of ways to organize cards: \_\_\_a: 20 cards for 1 per designer, 1 card for the 10 Design Careers, 5 cards for significant periods or movements equaling 1 per movement. =26, cards front and back. \_\_\_b: 10 cards for design careers with two designers per career, 5 cards for significant periods or design movements.  
\_\_\_Unique Exceptions for this project only: You may use work from each designer as long as it’s clearly credited. Or you could make quick pieces inspired by each designer.
- \_\_\_g. **PART 05: BUILD / REFINE / DESIGN CARDS.** [5 hours.]  
\_\_\_Based on the previous 3 parts create a set of cards including aspects of the research you created.