

Graphic Designers of the 20th century: “In-the-style-of Illustration”

Graphic Design Technologies: Project 2 (Part 3)

OBJECTIVE

Use your knowledge of the three core Adobe print design programs to create a design piece that honors a philosophy of your assigned designer. You may base your message on a quote for which your designer is known, or you may base it on one of his/her personal work or style credos.

Create this “*illustration*” while paying homage to his or her style. One more thing, this will also be submitted as a postage stamp design.

DELIVERABLES

One 8 X 8” design (this can be done in Illustrator, InDesign or Photoshop—whichever one you feel will best give you the look you need) placed within a 10 X 10” stamp template, then printed and mounted on 15 X 20” black board. You should also print a 1.25 X 1.25” (artwork should be approximately 1 X 1”) postage stamp-sized version to mount on the same board for final critique. Finally, you will submit a 144ppi jpeg of just the design to my D2L dropbox.

SCHEDULE

November 4, (T)

Finals of Computer Lie due.

Plus, 20 thumbnails due showing composition ideas for your designer philosophy pieces
(I’m counting this time!)

November 6, (R)

Workday.

November 11, (T)

In progress critique. Workday.

November 13, (R)

Pin-up critique. Workday.

November 18, (T)

Final (mounted) project due
at the beginning of class.

144ppi jpegs dropped into the dropbox.

art 2310
GRAPHIC DESIGN
TECHNOLOGIES

DESIGNERS LIST

Jan Tschichold 1902-1974

Herbert Matter 1907-1984

Cipe Pineles 1908-1991

Alvin Lustig 1915-1955

Josef Müller Brockmann
1914-1996

Abram Games 1914-1996

Paul Rand 1914-1996

Herb Lubalin 1918-1981

Saul Bass 1920-1996

Armin Hoffmann 1920-

Robert Brownjohn 1925-1970

Wim Crouwel 1928-

Milton Glaser 1929-

Seymour Chwast 1931-

Massimo Vignelli 1931-2004

George Lois 1931-

Alan Fletcher 1931-2006

Derek Birdsall 1934-

April Greiman 1948-

Paula Sher 1948-

Peter Saville 1955-

Michael Bierut 1957-

Neville Brody 1957-

David Carson 1954-

Chip Kidd 1964-

Eddie Opara 1972-

Stefan Sagmeister 1962-