INTRODUCTION TO GRAPHIC SKILLS

PROJECT 3

PROJECT TITLE

Paper, Package & Presentation

PROJECT DESCRIPTION

This is a three-part assignment comprised of a research paper written about a designer chosen from the list given, a package designed about your chosen subject (done in the style of the designer), and a class presentation you will need to give about your chosen subject.

PROJECT GOALS

Part 1: The Paper

You will need to research a designer from the list given and write a 1000 word report summarizing the designer's background, education and career accomplishments, followed by your reaction to the designer's work. The paper must be typed (12pt, Times New Roman, double-spaced) citing all references, including websites in a bibliography. Research MUST be gathered from books or **creditable** websites. You will submit your paper on to an assignment link on the classes Blackboard. This part of the assignment fulfills your significant writing assignment for this course.

Part 2: The Package

You will also be required to design a package about your designer. Your package design should included the highlights of the designer's background, education and career accomplishments that you touched on in your paper. The package should be designed at a 4" x 6" format (I am providing you an Illustrator template to work with). You can use illustrations, photography or a mixture of mediums but the package must be designed/laid out in Illustrator. Your final package will be printed in color, trimmed, and comped to size.

Part 3: The Presentation

Lastly you will be required to present a 10-minute oral, audio-visual presentation to the class, showcasing the designer and their work.* The presentation must include a photo of the designer and at least 10 samples of that designer's work. The slide presentation also must have a footnotes or a credit page, citing references to quotes and images used. Your presentation should also be designed/laid out as a multi-page PDF in InDesign.

*The research paper may be read aloud during the presentation, while you navigate through your PDF formatted presentation, using the classroom AV equipment.

The final will need to be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > FLastname-ARTi4O-Project3.pdf

LIST OF DESIGNERS

- 1. Abbott Miller
- 2. Adran Frutiger
- 3. Adrian Shaughnessy
- 4. Alan Fletcher
- 5. Alex Trochut
- 6. Allan Haley
- 7. April Greiman
- 8. Armin Vit
- 9. Art Chantry
- 10. Bobby McKenna
- 11. Bradbury Thompson
- 12. Bruce Mau
- 13. Bruce Rogers
- 14. Bryony Gomez
- 15. Carroll Twombly
- 16. Charles and Ray Eames
- 17. Charles S. Anderson
- 18. Chip Kidd
- 19. Christoph Niemann
- 20. Dan Cederholm
- 21. Dan Wieden
- 22. Dana Tanamachi
- 23. Daniel Cassaro
- 24. David Carson
- 25. David Kennedy
- 26. Doyald Young
- 27. Ed Benguiat
- 28. Ed Fella
- 29. Edward Rondthaler
- 30. Edward Tufte
- 31. El Lissitzky
- 32. Ellen Lupton
- 33. Eric Gill
- 34. Erik Marinovich
- 35. Erik Spiekermann
- 36. Fred Woodward
- 37. Frederic W. Goudy
- 38. Gail Anderson
- 39. George Lois
- J4. OCO18C LOIG
- 40. Herb Lubalin
- 41. Herbert Bayer
- 42. Herman Zapf
- 43. Ivan Chermayeff
- 43. Ivali Chermaye
- 44. James Jean
- 45. James Victore
- 46. Jeff Rogers
- 47. Jessica Helfand
- 48. Jessica Hische
- 49. Ji Lee
- 50. Joe Duffy

- 51. John Maeda
- 52. Johnathan Hoefler
- 53. Jon Contino
- 54. Jonathan Barnbrook
- 55. Josef Albers
- 56. Karim Rashid
- 57. Katherine McCoy
- 58. Ken Barber
- 59. Khoi Vinh
- 60. Laszlo Moholy-Nagy
- 61. Laurie DeMartino
- 62. Leo Burnett
- 63. Lou Dorfsman
- 64. Louise Fili
- 65. Marian Bantjes
- 66. Massimo Vignelli
- 67. Matteo Bologna
- 68. Matthew Carter
- 69. Michael Bierut
- 70. Milton Glaser
- 71. Neville Brody
- 71. Neville Diod
- 72. Paul Rand 73. Paul Renner
- 73. Paul Renne 74. Paul Sahre
- 75. Paula Scher
- 76. Rian Hughes
- 77. Richard Buchanan
- 78. Rick Poyner
- 79. Robert Brownjohn
- 80. Roberto De Vicq De Cumptich
- 81. Rodrigo Corral
- 82. Rudy Vanderlans
- 83. Saul Bass
- 34. Seb Lester
- 85. Seymour Chwast
- 86. Stanley Morrison
- 87. Stef Geissbuhler
- 88. Stefan Sagmeister
- 89. Stephen Doyle
- 7. Stephen 2011
- 90. Tibor Kalman
- 91. Tina Roth Eisenberg
- 92. Tobias Freer-Jones
- 93. Tom Geismar
- 94. William Addison Dwiggins
- 95. William Drenttel
- 96. William Golden
- 97. William Morris
- 98. Wim Crouwel
- 9. Woody Pirtle
- 100. Zuzana Licko