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-ART140-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
40. Herb Lubalin
41. Herbert Bayer
42. Herman Zapf
43. Ivan Chermayeff
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
72. Paul Rand
73. Paul Renner
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
84. Seb Lester
85. Seymour Chwast
86. Stanley Morrison
87. Stef Geissbuhler
88. Stefan Sagmeister
89. Stephen Doyle
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
99. Woody Pirtle
100. Zuzana Licko