

project series

dsgd 104

introduction to graphic design

san josé state university

spring 2016

the goal of this course is to further your understanding of the basic objectives, principles, and methods used in graphic design. the projects described here are designed to provide a range of opportunities for creative problem solving within practical constraints.

design reading:

- *Visual Grammar*, Christian Leborg, 2006
- *Visual Intelligence*, Donald D. Hoffman, 2000
- *The Universal Traveler*, Don Koberg and Jim Bagnall, 1974–2003

content map references (click on links):

- *Mapping*, Roger Fawcett-Tang, 2002, 2005
- dubberly.com/concept-maps
- users.edte.utwente.nl/lanzing/cm_home.htm

subject matter references (click on links):

- amnestyusa.org
- hrw.org/united-states
- inequality.com (stanford)
- nesri.org
- truth-out.org

the lists above are non-exhaustive, meant to be used only as a starting point/point of departure for your research.

“client” and required text:

for this project series our hypothetical “client” is the organization Amnesty International USA. the name may be used on projects if you wish. the organization’s url, ***amnestyusa.org***, which essentially identifies the organization, is required on projects two through five. this required text may or may not be prominent in your designs, and no other specific text is required; however, you may propose any appropriate headlines, taglines, phrases, statistics, quotes, or other messages. any conceptual headlines or taglines must be of your own creation. note additional content requirements for project three.

social justice in the united states

project one: content map

to provide a detailed, logical, hierarchical research reference on aspects of the topic “social justice in the united states” for the purpose of developing concepts and content for the projects that follow. this research should not be limited to aspects addressed in existing campaigns for Amnesty International USA or other organizations.

use appropriate text gathered and developed through your research to outline significant and defining aspects of and relating to the subject. seek clear arrangements of sets and subsets of words, statistics, etc. that provide a context for analyzing and evaluating this body of knowledge. consider divisions and intersections of information with appropriate structure, hierarchy, relationships, and visual links. footnote all sources.

required content: 1000 or more words are required. within the design and in your own writing, include 3 to 5 brief synopses of your research conclusions in paragraphs of no more than 60 words each.

use typefaces from the helvetica or univers families only (this constraint applies only to this project).

measurements: 15"x20" vertical or horizontal

color: any that clearly enhance organization and communication

present a high-quality print, trimmed exactly to size, unmounted

project two: poster

this and the following projects must communicate an overall or significant specific message relevant to the subject.

measurements: 15"x20" vertical or horizontal

colors/materials: any colors on any paper

present a high-quality print, trimmed exactly to size, unmounted

project three: brochure

to describe and diagram a particular quantifiable aspect or real-world case study relevant to the subject.

required content: describe and diagram (chart, graph, map, etc.) some statistical and/or physical reality of the aspect or case study. develop and employ whatever text and visuals are appropriate for clear understanding within the form of your brochure. attribute the sources of all information.

measurements: 11"x17" maximum parent sheet, cut and/or folded at right angles (no die-cuts, die-folds, or binding, so that actual production cost would be kept reasonable) to fit into a standard envelope, and as such a standard brochure holder of either #10 or 6x9 size

colors/materials: 4 color process, printed on both sides of any paper

present folded in a #10 or 6x9 envelope, which you may also design

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project notes:

do not use existing logos, images, or concepts from Amnesty International or any other organization's materials—all graphic elements must be **created by you** for all projects. if you believe a 'stock' element is needed that would be impossible for you to create, discuss the element for potential approval with your instructor, and describe how you would change the context of that element to make it your own.

there are no type family restrictions on projects other than the content map.

while projects two through five can be conceptually distinct from one another, they should be regarded as part of an integrated campaign of materials, with appropriate visual relationships tying them together as a unified program. each student is responsible for establishing a unique graphic and conceptual focus and determining how that focus is maintained throughout the project series.

project four: dimensional outdoor sign

to identify and attract attention to the organization's events such as festivals, fairs, and conferences, while further dramatizing a goal or aspect of the subject matter in dimensional form. this sculptural form should have interest and impact from all angles, as well as attract attention with the portion that would project above a crowd gathered around it.

measurements: scale model, 1 inch = 1 foot, maximum size 8"x 8" (width and depth from base to top) x15" (height), and minimum height of 10" so that some aspect of the overall design would be noticed above a surrounding crowd of people. the maximum 8"x 8" base may also be graphic and/or part of the overall configuration of shapes.

colors/materials: any colors on any shapes made with flat, opaque, rigid and/or flexible panels (a full-size version would be constructed of wood and/or flexible panels faced with opaque digital prints for relatively low cost materials and fabrication)

present a fully assembled, sturdy, freestanding model

project five: conceptual story boards and animated graphic

to dramatize a goal or aspect of the subject matter in time-based form, and to direct web, social media, and other traffic to amnestyusa.org from this graphic. additionally, the project is to be documented with two story boards.

the purpose of the first story board is to show a preliminary yet clearly understandable hand-rendered, pre-production view of your concept.

the purpose of the second story board is to clearly represent the final appearance and elements of the finished animation.

measurements/duration: 960x540 pixels (16:9 horizontal aspect ratio); 5 to 15 seconds; no sound

colors/materials: any practical in mpeg (H.264) format

present the two story boards as 17"x11" horizontal high-quality prints, printed or trimmed exactly to size, unmounted

present the animation with your name as the name of the file: lastname_firstname.mp4