

project series

dsgd 105

intermediate graphic design

san José state university

spring 2012

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.

recommended reading:

Problem Solved, Michael Johnson, 2002, 2004

Visual Intelligence, Donald D. Hoffman, 2000

Perception, Irvin Rock, 1985, 1995

resources:

content map:

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

all projects:

- nature.org
- conservation.org
- fws.gov/habitat/
- sierraclub.org/habitat/
- worldwildlife.org
- wcs.org

required copy:

the organization name, *The Nature Conservancy*, and web address *nature.org*, must appear on the poster, brochure, and sign, and the web address must appear on the web graphic. the 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 creation. note additional content requirements for project two.

notes on projects two, three, and four:

do not use existing logos, images, or concepts from The Nature Conservancy—all graphic elements must be created by you for all projects. there are no type family restrictions on projects other than the content map. while these projects 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 set. each student is responsible for establishing any graphic and conceptual focus and determining how that focus is manifested in these projects.

habitat conservation

project one: content map and poster

one a: content map: to provide a broad research reference on the subject of habitat conservation for the concepts and content of the projects that follow

using appropriate text and other elements gathered and developed through your research, outline significant and defining aspects of habitat conservation. 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 links between sets and individual elements. footnote all sources. use typefaces from the helvetica or univers families only.

measurements: 11"x17" vertical or horizontal

color: black and white (halftones and screens of black allowed)

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

one b: poster: this and the following projects must communicate an overall or significant specific message relevant to the subject of habitat conservation on behalf of the organization The Nature Conservancy

measurements: 15"x20" vertical or horizontal

colors/materials: any colors on any paper

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

project two: brochure

to describe a goal, aspect, or case study relevant to the subject

required content: describe **and** diagram (chart, graph, map, etc.) some statistical and/or physical reality of the subject matter

measurements: 11"x17" maximum parent sheet, folded (no die-cuts or binding) to fit any standard envelope between A2 and 6x9 sizes

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

present folded in an appropriately sized envelope which you may construct

project three: dimensional outdoor sign

to identify an exhibit area and focus attention on the subject at events such as earth day, state fairs, etc.

measurements: scale model, 1 inch = 1 foot, maximum size 6"x6" (width and depth from base to top) x 12" (height); a foam-core rectangle or other indication of the ground on which the sign stands may not exceed 8"x8"

colors/materials: any colors on any shapes made with flat, opaque, rigid and/or flexible panels (an actual sign would be constructed of wood or pvc panels faced with opaque digital prints for relatively low cost production)

present a fully assembled, freestanding model

project four: animated web graphic

to dramatize a goal or aspect of the subject matter, and direct web traffic to nature.org from this graphic

measurements/duration: 784 x 441 pixels (16:9 horizontal aspect ratio); 5 to 15 seconds; no required number of frames or transitions; no sound

colors/materials: any practical in gif, mov, or mpg format

present a gif, mov, or mpg animation with your name as the name of the file: *lastname_firstname.gif*, etc. in addition, present a corresponding story board as a 17"x11" horizontal high-quality print, trimmed to size, unmounted