

VIS 1180 - History of Graphic Design

Project #3 - Presentation on a notable designer

Brief Description of the Project:

Each student is required to give a 5 - 7 minute oral and visual presentation to the class. The presentation will cover the influence and work of any designer referenced in the text, Megg's History of Graphic Design.

Oral Presentations throughout the semester

- Please acknowledge the chapter listed in which the graphic designer's name first appears
- Presentations will be given at the beginning of the class period, on the first discussion day of that chapter

The Oral Presentation should include:

- A brief biography of the designer (4 points)
- Who influenced the designer (4 points)
- Who the designer influenced (4 points)
- The designer's contribution to the field of graphic design (4 points)

The Visual Presentation should include 3 - 4 examples of the designer's most significant works. (4 points)

Written Component

- Written (narrative or bulleted) copy of the information covered in your oral presentation, handed to instructor by the beginning of class, on the assigned, presentation date for the student (2 points)
- May use bio-poem as foundation
- Prepare two quality test questions and answers (2 points)

“Step Beyond” (6 points): If you satisfy all the project objectives for this presentation, you will receive a B. To be awarded an A, you must go a “step beyond”. This is to give you an incentive to be more competitive with your own work. To successfully gain extra points, certain criteria must be met:

- project must be turned in on time, with “step beyond” component
- your own work, creative, original, and relevant to the designer researched
- Create a video piece for this extra component
- professional level of work
- paragraph explaining the “step beyond” element of your work

We will draw numbers for selecting notable designers on September 7th. Only one student per designer selected.

A rough draft of the presentation is due one week prior the student's presentation date.

Grades will be based on:

- Submission of outline by due date
- Completeness of the Presentation (are all seven points above addressed)
- Keeping within the 5-7 minute allotted times.
- Speaking voice and eye contact
- Quality of visual presentation:

Notable Designer Selection

Chapter 11 - Art Nouveau

Beardsley, Aubrey
Cheret, Jules
Horta, Victor
Toulouse-Lautrec, Henri de

Bradley, William
Eckmann, Otto
Mucha, Alphonse

Capiello, Leonetto
Grasset, Eugene
Penfield, Edward

Chapter 12 - The Genesis of Twentieth-Century Design

Behrens, Peter
Klimt, Gustav
Roller, Alfred

Hoffmann, Josef
Loos, Adolph
Wright, Frank Lloyd

Johnston, Edward
Mackintosh, Charles Rennie

Chapter 13 - The Influence of Modern Art

Ball, Hugo
Heartfield, John

Balla, Giacomo
Schwitters, Kurt

Hausmann, Raoul

Chapter 14 - Pictorial Modernism

Bernhard, Lucian
Erdt, Hans Rudi
Hohlwein, Ludwig

Carlu, Jean
Erdt, James
Kauffer, Edward McKnight

Cassandre, A.M.
Flagg, Montgomery
Klinger, Julius

Chapter 15 - A New Language of Form

Lissitzky, El

Rodchenko, Alexander

van Doesburg, Theo

Chapter 16 - The Bauhaus and the New Typography

Albers, Josef
Gropius, Walter
Tschichold, Jan

Bayer, Herbert
Matter, Herbert
Zwart, Piet

Gill, Eric
Moholy-Nagy, Laszlo

Chapter 17 - The Modern Movement in America

Beall, Lester
Coiner, Charles

Binder, Joseph
Giusti, George

Brodovitch, Alexey

Chapter 18 - The International Typographic Style

Ballmer, Theo
Huber, Max

Bill, Max
Muller-Brockmann, Josef

Frutiger, Adrian
Zapf, Hermann

Chapter 19 - The New York School

Bass, Saul
Rand, Paul

Lustig, Alvin
Wolf, Henry

Pineles, Cipe

Chapter 20 - Corporate Identity and Visual Systems

Aicher, Otl

Loewy, Raymond

Chapter 21 - The Conceptual Image

Chwast, Seymour

Glaser, Milton

Moscoso, Victor

Chapter 22 - Postmodern Design

Brody, Neville
Greiman, April
Weingart, Wolfgang

Duffy, Joe
Scher, Paula

Friedman, Dan
Vanderbyl, Michael

Chapter 23 - National Visions within a Global Dialogue

Kidd, Chip

Sagmeister, Stefan

Chapter 24 - The Digital Revolution and Beyond

Bierut, Michael

Carson, David

McCoy, Katherine

