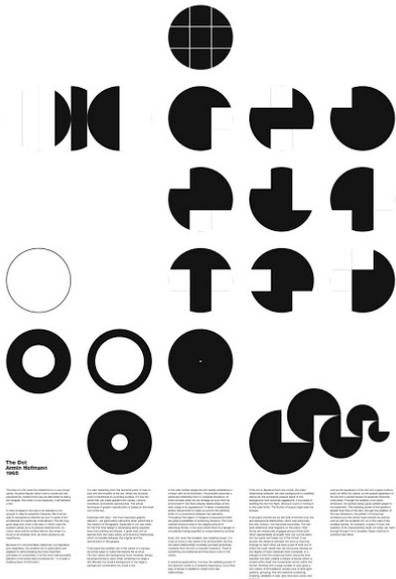


## Interactive Graphic Design Project One

### Modern/Post-Modern Concertina

Also called an accordion book, the concertina is a book made by folding a single sheet and typically utilizing a zigzag fold. This form allows the reader the possibility of sequentially accessing the content by reading a series of panels or pages. It also has the potential to be experienced in a way similar to a poster. Because the form doesn't have a binding, orientation isn't necessarily prescribed and care must be taken to build visual cues into the design that will help the reader to access the content in a logical way.

The content of this book will feature two, contrasting, designers. You will communicate their work through both text and image by showing examples, presenting their own words and words written about them. You will also create an original "mash-up" or "metamorphosis" composition that explores the contrasting styles of the two designers.



### Process

#### 1. Research your two designers.

- Conduct research and produce visual/verbal content appropriate for the subject and purpose
- Don't limit yourself to online sources. Remember, your project has a print workflow so resolution must be appropriate for print. Consult books and periodicals at the library and through Universal Borrowing
- Information presented can be an overview, focus on a specific period, concentrate on a particular design genre or explore a theme that you see recurring in their work
- Collect an "anthology" of text (1200–1500 words) about your subjects. Proper citations for text and imagery should be considered in the design

#### 2. Develop an organizational structure and visual hierarchy.

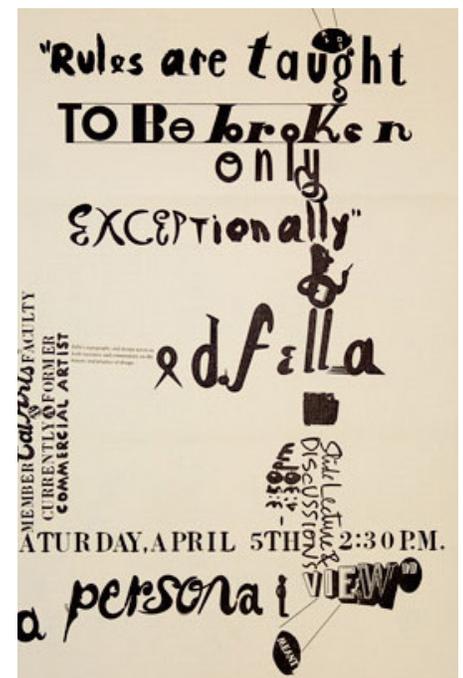
- Consider the number of potential panels, determine columns and grid units.
- Create a logical system for presenting the two contrasting subjects. Consider chronological or thematic means of organization
- How will the reader experience the content within the context/possibility of the accordion format? Parallel? Front to back? Alternating?
- Use two typefaces from an extended font family. Create paragraph/character styles and apply typographic treatments consistently

#### 3. Write a group manifesto: "We Are Graphic Designers!"

- An art/design manifesto is a public declaration of the intentions, motives, or views of an artist or artistic movement
- Themes include the need for revolution, freedom (of expression) and the implied or overtly stated superiority of the writers over the status quo.
- The manifesto gives a means of expressing, publicizing and recording ideas for the group of artists/designers

#### 4. Create a thematic mash-up or metamorphosis composition

- Assimilate the contrasting styles of your two designer subjects into your own graphic design practice
- Use your group manifesto for typographic content and aesthetic inspiration
- Content of the imagery and graphics must be original
- There are no typographic or formal restrictions for this aspect of the project. Experiment with orientation, pages vs. poster; formal vs. informal, modern vs. post-modern, construction vs. deconstruction

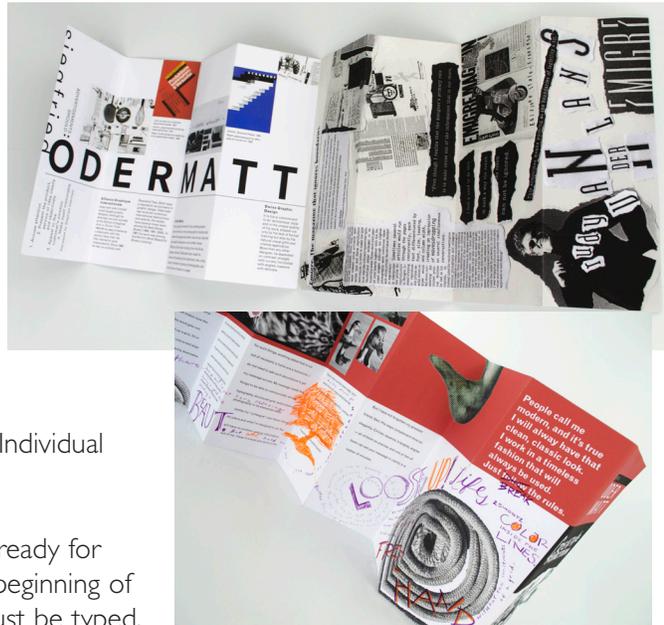


## Final Presentation

- Use both comprehensives and critique as a basis to work up completed project.
  - Final presentation will be of a single folded accordion book.
  - Books will be 9.75x30" and constructed according to the model demonstrated in class.
  - One side will provide information about the subjects and the reverse will be an original composition that explores the themes stated above

## Schedule

- Feb 4 Syllabus. Introduction of Project One.  
**Homework:** Research your subject. 50 thumbnails of layout and composition. Create Style/Concept boards
- Feb 6 **Due Today:** Research/Concepts. Individual Critiques. Work Day.
- Feb 11 **Due Today:** Manifestos must be ready for presentation at the beginning of class. Documents must be typed, printed out, include your names and be signed
- Feb 13 Work Day.  
**Homework:** Color Concertina Comprehensive.
- Feb 18 **Due Today:** Full-scale color comprehensive of book for group critique. Project must contain ALL information and be completely constructed.
- Feb 20 Work Day.
- Feb 25 Work Day.  
**Homework:** Complete final concertina.
- Feb 27 **Due Today:** Concertinas for group critique. Submit Workbooks for Grading.



## Modern

- Jacqueline Casey
- Max Bill
- Armin Hofmann
- Josef Muller-Brockmann
- Siegfried Odernatt
- Paul Rand
- Bradbury Thompson
- Herbert Matter
- Massimo Vignelli
- Otl Aicher
- Ladislav Sutnar
- Lester Beall
- Walter Ballmer
- Anton Stankowski
- Rudolph de Harak
- Emil Ruder
- Max Huber
- Karl Gerstner
- Wim Crouwel
- Lance Wyman
- Alvin Lustig

## Post-Modern

- Katherine McCoy
- Paula Scher
- Wolfgang Weingart
- April Greiman
- Ed Fella
- Neville Brody
- Tibor Kalman
- Rudy Vanderlans & Zuzana Licko
- Jeffery Keedy
- David Carson
- Rosmarie Tissi
- Art Chantry
- Stefan Sagmeister
- Robert Massin
- Debbie Millman
- Willi Kunz
- Dan Friedman
- Martin Venezky
- Ruth Ansel
- Lucille Lozada Tenazas
- Bruno Monguzzi



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Emil Ruder

Max Huber

Karl Gerstner

Wim Crouwel

Lance Wyman

Alvin Lustig

Katherine McCoy

Paula Scher

Wolfgang Weingart

April Greiman

Ed Fella

Neville Brody

Tibor Kalman

Rudy Vanderlans & Zuzana Licko

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