

DESIGN

•Mrs. Bjork

•Room 114 & 113

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Assignment Description: Graphic Designer Postcard

Find a designer that you like (from the list in Powerpoint or discover your own.) Design a postcard announcing an exhibit of your designer's work. The card should reflect the style of the designer. Use the show information listed below. Design the front and back of the card and make sure that the back adheres to the standards set forth by the post office for postcards.

Specifics:

- 8-10 thumbnails planning layout designs for the postcard and sketching the illustrations being used. You may use images from the Internet for this.
- A written report on (5-7 sentences) description of the designer you chose. Discuss what they're known for and what they've done. (see details below)
- The show is at: The Milwaukee Art Museum; include the address, hours they're open and the gallery that the exhibit is featured in.
- Exhibit opens August 1, 2014 – August 17, 2014
- A sketch of the final layout you've planned showing the type, image and anything else you'll use. Show colors planned.
- Thoughtful and appropriate typography should be evident, the font chosen should be readable, but also make sense for the mood or tone of the piece.
- Your name and contact information so the prospective client knows how to reach you if they're interested
- Postcard piece is proper size (look at post office site for exact numbers)
- Postcard has a front and back printed and designed
- Be creative with your postcard-attention getter, what is yours?
- Final Designs are due _____.

Sketchbook Requirements:

- Create 8-10 - 2"x2" thumbnails. Be neat and organized with the division of your page. Develop 12 thumbnails that illustrate your layout ideas, your ideas for images and the various fonts you're considering-Full Color Due _____ during class.
- On the class wiki do a written 5-7 sentence description of the designer chosen. Discuss what they're known for and what they've done creatively in the field of graphic design. If there is some innovation that they were responsible for explain this too. Discuss whether the designer worked during the pre-computer design world or the post computer design world. Post a banner on the wiki page that shows 3 of your designers designs. Explain why you chose these and how they illustrate the style of the designer.
You will be presenting this report to the class. Final copy should be typed and printed and turned in as your artist statement. Due with your final project.

