

DESIGN

•Mrs. Bjork

•Room 114 & 113

•bjorjea@pewaukeeschools.org

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.

GRADING SCALE: Point Value

- + Plus indicates you did this well and counts for 3 points
- ✓ Check indicates that you did this, but were missing something and counts for 2 points
- Minus indicates that you did not do this to the level required and counts for 1 point
- 0 Zero indicates that the required element is missing and counts for 0 points

Specifics:

- _____ Design must be the size requirements for a mailable oversized postcard. (5 x 7 inches)
- _____ A written report on (5-7 sentences) description of the designer you chose. Discuss what they're known for and what they've done.
- _____ Postcard includes the following information: The Milwaukee Art Museum; include the address, hours they're open and the gallery that the exhibit is featured in.
- _____ Postcard includes the dates that exhibit will take place.
- _____ A final full color sketch of the postcard was turned in with wiki and thumbnails.
- _____ Design is creative, innovative and unique.
- _____ Design illustrates the 3 Cs concept, craftsmanship and composition
- _____ Design is bold, colorful and readable and easy to understand.
- _____ Typography is readable and sized appropriately for final piece and reflects the style of designer.
- _____ Researched designers and chose one that interests you in terms of style.
- _____ Saved a copy of your design to the Share folder including a jpg or ai and pdf of the file
- _____ Postcard grabs the viewer's attention in some way through (type, image, shapes, slogan or catch phrase for show or other means).
- _____ Back of postcard contains realistic space for postage, address and doesn't overlap the areas not printable as described by the post office.
- _____ Prints and final presentation are fully finished. With a front and back side to the postcard
- _____ **Project met the deadline**

OVER



Artist Statement:

_____ **out of 31 points for statement.** Written artist statement describing the following: IT's CLEAR format describing how you met the criteria of this assignment. What elements and principles of design were used and how. How did you highlight the style of your designer and still create something that is unique to your style of design. What have you learned in this class? How will this knowledge help you in your future? Do you plan to continue on in a field related to Graphic Design in college or in a career? Was this course helpful to you in that pursuit? Why or why not?

Online/Sketchbook Requirements:

_____ Completed wiki research explaining 3 graphic designers you researched and the one you chose to do your postcard about.

_____ Posted 3-image banner that illustrate the work of these designers

_____ Explained the innovation your chosen designer was responsible for.

_____ Explained what your chosen designer is known for and what they've done creatively in the field of graphic design..

_____ Explained when historically your designer worked (pre or post computer)

_____ Explained why you chose the designer you did and how they illustrate a specific style.

_____ 8-10 thumbnails planning layout designs for the postcard and sketching the illustrations being used. You may use images from the Internet for this.

_____ **Research and Thumbnails met deadline of Thursday May 29th**

_____ **ASSIGNMENT TOTAL POINTS** out of 45 points

_____ **ARTIST STATEMENT TOTAL POINTS** out of 31 points

_____ **WIKI & SKETCHBOOK TOTAL POINTS** out of 24 points

_____ **TOTAL POINTS** out of 100 points _____ Letter grade