

Graphics For Design

Assignment 1

Create a Zine about a living, working designer

Choose a designer you find inspiring, influential, intriguing, or a combination of those things. Look at people in your major (ID students find a product designer, Interiors students find an Architect or Interior Designer, people from other fields, research your field. Find a designer that has a “Name” - you don’t want to choose your brother’s best friend, or Uncle Jimmy (unless, of course, uncle Jimmy’s last name happens to be Victore). The designer must be alive, and currently working.

Part 1 - Core research and brainstorming:

Start with the facts - where and when were they born? Where did they study? What other fields have they studied?

What have they worked on and when?

Why are you excited about their work? (This is only the raw information about these people - now.....)

Come in with a hook for presenting this designer: Why am I so excited about this particular designer?

How can I get other people to be as excited as I am?

What did they do that is so inspiring or important to us as young designers?

Part 2 - Begin to design and construct your zine:

Once you have the core research done, including pictures of work (that is all properly credited), you will begin to lay out the story.

Step 1: Layout a series of small spreads in your sketchbook. No details are needed. Spend your time thinking and making choices about the layout and hierarchy of the pages. Do not worry about details until we get in front of a computer.

We will show you InDesign, the principle program you’ll be using throughout the class, as well as Photoshop and Illustrator.

Part 3 - Print and Upload your Zine:

Follow the guidelines for printing and produce your magazine in the DOC.

Upload a PDF to Issu.com

Graphics For Design

Assignment 1 (cont)

Create a Zine about a living, working designer

Tools you will be using for parts 1–2:

- The library
 - AIGA.org (CD)
 - IDSA.org (ID)
 - IIDA.org (INT)
 - Wikipedia (heavy sigh)
 - Sketch paper or xerox paper
 - Pencils
 - Sharpies
 - Erasers
 - Scissors and/or Exacto knives
-

Part 3 - once your layout is designed, we will then train you how to get this information onto the computer with

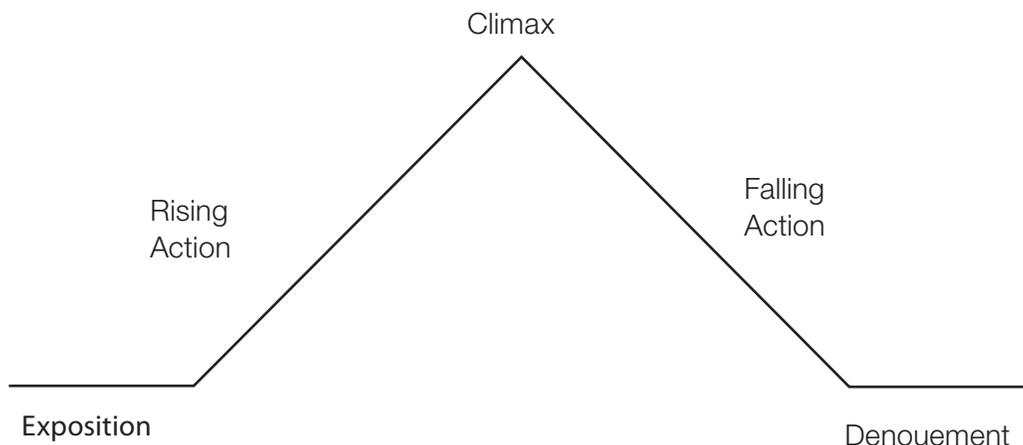
- InDesign
- Photoshop
- Illustrator

Telling a Story

Using some form of dramatic structure, tell the story of your discovery of the designer. Freytag's Pyramid is a classic structure.

Exposition - Introduction, where you learn who the characters are and why they are here. Try to get through this necessary part of the story quickly. You need to get to the tension of rising action and conflict. But, unless we know something about the characters, we'll never care about whatever conflicts they are facing. Ex: Shakespeare's *Romeo and Juliet* begins with a Prologue told by a Narrator. This short introduction lays out the enmity of the two families, which lets the play move right into a conflict in the streets between the two houses.

Rising Action - This is where you build tension, show conflict, and build to the climax. In *R&J*, the families keep up with increasingly violent skirmishes while the two teenagers fall in love. This play contains many small climaxes — small street battles, *R&J* spend the night together, the friar marries them, Tybalt goes after Romeo, Mercutio is fatally wounded. But most agree that the true climax comes when Romeo murders Tybalt.



Climax - This is the pivotal moment in the story where everything changes, it's the true pivot point in the tale, often changing the tone of the story. After the death of Tybalt, the story of *R&J* moves from youthful sensuality to a really dark tale of war, politics and death.

Falling Action - This section of the story leads to the conclusion. A lot can happen - in *R&J* the families go into all-out war, Juliet commits fake suicide, Romeo then kills himself, and Juliet genuinely takes her life.

Denouement - The conclusion. In *R&J*, their bereaved parents make a tentative peace, and a Prince, acting like the initial narrator, gives a brief conclusion to the play.

