Graphic Design Project Research Methods and Instructions

OVERVIEW
Many artists/designers get their inspiration from other artists, styles, trends, techniques and art movements, which helps to transform and change their own works of art. Conduct research of current or past artists, designers, styles and movements and transfer what you have learned to your own art. Each project will give you the opportunity to explore and create a work of art/design that communicates a message based on your research. The medium, size and format you choose should somewhat correlate with your inspired selection. Put a personal twist to your art/design and have a reason or purpose for the intended outcome.

PROJECT CRITERIA & STEPS (each step is graded)
All projects must be school appropriate and are at the discretion of your teacher.
1. **Research:** Search various resources: books, internet, magazines, you-tube etc. In art journal make any notations and personal judgments about the artist, designer, style, trend, movement or techniques. Paste examples to support research. This may be done simultaneously with the proposal.
2. **Proposal:** Each student must provide teacher with a written proposal on designated form for every project and have it approved before starting. *(proposals after the fact will not be graded.)*
3. **Rough Sketches:** Create a minimum of three small scale sketches, about ¼ page size, directly in your art journal, make notations and have approved.
4. **Production:** Project creation time. Begin developing your art/design in the appropriate software.
5. **Critique:** Have peers and teacher critique your art or design throughout the process before final submission.
6. **Completion**: Finish the artwork with peer/teacher recommendations and to your liking.
7. **Object Label/Exhibit Text:** This includes your name, artist, title, medium, dimensions and paragraph of text about your artwork. (format to follow)
8. **Art Journal:** This is a process journal that must include your approved proposal, research notes, sketches, examples, critiques/reflections, small scale print of your final artwork.
9. **Presentations:** Students will present each project to the class, two of which will include slides.

Tips: After your research and proposal
When choosing reference material to create your final project, look for imagery that inspires you creatively and reflects your chosen artist, art/design movement or style. You may bring in your own photographs to work from and is highly recommended. When using images from books or the internet, they are to be used as <u>REFFERENCE AND IDEAS ONLY, YOU MAY NOT COPY ANYTHING IN ITS ENTIRETY, ESPECIALLY OTHER ARTWORK</u>.

WHAT IS DUE?
There will be a total of *three* projects due per semester, total of *six* for the year. *(you may however do more).*

PROJECT SPECIFICATIONS
Size: (horizontal or vertical)
There may be limitations to large formats due to storage, memory and printing.
Subject: Person, place, animal or thing; event, product, service, or graphic, etc.
Inspiration: Style, artist, technique, movement may be current or of any past decade or century.
Medium: Based on schedule below

Semester 1:
Project 1 = Illustrator
Project 2 = Photoshop
Project 3 = your choice
Semester 2:
Project 4 = InDesign
Project 5 = Collaborative
Project 6 = your choice

*Project sequence may be subject to change

Project Ideas:
- Contest Entry
- Client Project
- Tutorial Piece
- Tablet drawing/painting
- Digital Illustration
- Type Design
- Advertising Design
- Social Media Graphics
- App Graphics
- Animation
- Animated gif
- Motion Graphic
- Website Design
- Podcast
- New Media
- Adobe Certification

This is just a list of projects to refer to, there are other ideas to consider and propose.

SLIDE PRESENTATION
(you will do two per year, for the last project of each semester and will be your final exam)

Presentation slides must include:
1. Your Name, along with the artist, style, trends and/or movement.
2. Three examples of artwork that you researched
3. Some information about the artist and/or description of the style, technique or movement.
4. Why/what influenced you to research and impersonate the artist, style, technique or movement.
5. Final slide will include your final project creation.
6. Provide thoughts on the outcome of your piece in relation to the style/artist you were inspired by. Explain what you did to your artwork to make it unique.