

Graphics Year 12 Launchpad

Graphics is 'Visual Communication' - and graphic designers aim to communicate their message through the use of colours, lines, shapes and images to guide the viewer through a story instead of words. It is found everywhere around you from logos to posters, from advertisements to book covers and sweet packaging to shop fronts with each design communicating a message to you.

TASK

Find and research a graphic designers that you like. Some suggestions are below, but you will be asked to present your research to your new class so we suggest you find one you like.

Famous Graphic Designers.

Paul Rand / Milton Glasser / Saul Bass / Neville Brody / Lotta Nieminen / Ikko Tanaka / Alvin Lustig.

Source 8-10 graphic images of their work and add your own analysis through annotation. You can use the below prompt questions to help you. This should show your own opinion on their work as well and explore if you think it is appropriate or not.

You can also add some details about their life that may have inspired their design career like where they live or the school they attended. What design movement, did they identify with if any?

You will be asked to present this work for 5 minutes, so do be prepared to talk about it as well in front of others. Especially consider how you could summarise their work in one sentence or even one word.

Annotation Prompts -

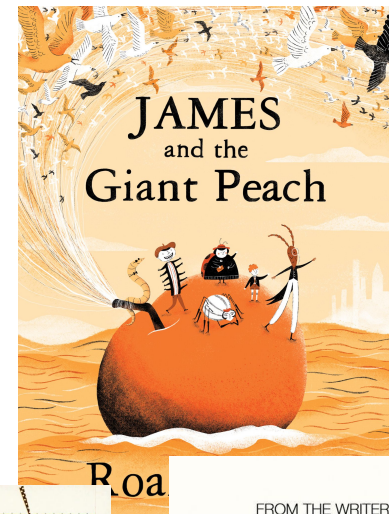
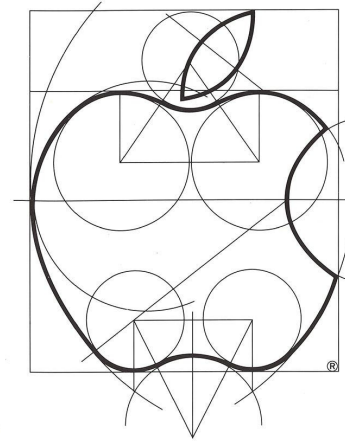
What especially attracted you to their work or design?

What details (colours, font, pattern, texture, lines, media) do you notice the most when you look at their designs?

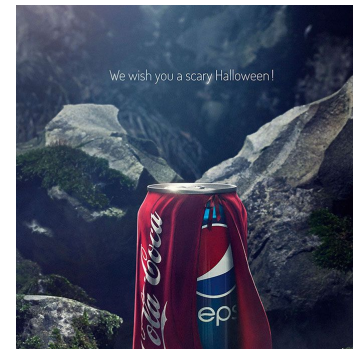
What common details do you think are found across their designs?

Which specific details differ and change across their different designs?

Do they design for a particular brief or product more than any other?



FROM THE WRITER OF THE SOPRANOS



You will be asked to design in the style of your selected graphic designer as well at the start of the year.