

GRAPHIC DESIGN two

project two: visual application

GD 200.02
Brockett Horne
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773 354 5095
W 8:30am - 2pm
Brown 304

objectives

- Expand and contextualize your visual vocabulary.
- Encourage formal experimentation.
- Develop skills in making meaning from visual form.
- Explore the difference between vector-based to raster images.

Each of your word interpretations from Project One will become the masthead / logo for two new magazines. Begin by determining the content and audience for each magazine. They can be entertainment, art, news, technology, design-based, etc.

September 12

- 1.1 In class and in your sketchbook, rough out magazine content / audience (see second handout). Create four different solutions.
- 1.2 In class, slideshow of **magazine covers**.
- 1.3 In class, participate in the Adobe Illustrator vector demo.
- 1.4 For homework, make any **revisions** to your words based on critique. Prepare a vector version of your final two word designs and bring eps files on flashdrive, server or CD to next class.

Create (at least) twelve thumbnail sketches of magazine covers for each of your words (24 total). Sketches can be in pen, pencil, or digitally produced. They should be presented in 4 x 5.25-inch boxes, four on a page (similar to last project).

Sketches should include: masthead, tag line, date, at least one feature, and cover image. *example: CRAZY, tattoo sensation mag, October 2007, interview with Kari Barba of Starborn Tattoos*

Review online reading assignment, posted to webpage.

September 19

- 1.5 In class, review sketches in small groups and identify strong directions, choose two to further refine.
- 1.6 In class, review slides and discuss vector and raster images.
- 1.7 Prepare **two** best solutions for presentation by printing on high-quality, über-opaque white paper, 8 x 10.75 inches, mounted to an existing magazine. Write your name in pencil on the back.

September 26

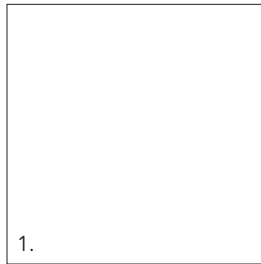
8:30am review final solutions

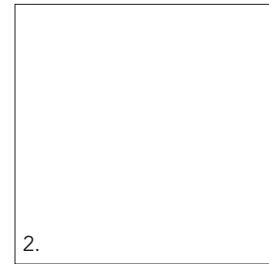
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magazine ideation sheet

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sketch word solutions

1. 

2. 

audience who might the audience be for your magazine? create four different ideas.

1a.	2a.
1b.	2b.
1c.	2c.
1d.	2d.

tagline create four different ideas for taglines, which could relate to audiences above.

1a.	2a.
1b.	2b.
1c.	2c.
1d.	2d.

features create four different ideas for features, which could relate to ideas above.

1a.	2a.
1b.	2b.
1c.	2c.
1d.	2d.

images create four different ideas for cover images, which could relate to ideas above.

1a.	2a.
1b.	2b.
1c.	2c.
1d.	2d.