

Year 12 assignment Graphic designers two parts

Part 1

Task: research a well-known or influential graphic designer of the 20th or 21st century.

What is their background?

What motivated or inspired them?

What were they trying to communicate?

What were their design principles?

What are they famous for?

Do they have a genre?

How influential were they?

What kind of design did they do?

What material or media did they use?

You are to present your findings using text and images, ie examples of their work.

Full sentences and good spelling and grammar are essential.

The research must be more than a simple description, include your informed opinions.

A **suggested** list of designers to consider

Neville Brody

Wally Ollins

Saul Bass

Paul Rand

Paula Scher

Alan Fletcher

Chip Kidd

Peter Saville

Part 2

Creative response

Using what you know about your chosen designer, use a current theme to communicate a message and use elements of how that designer worked. This is not direct copying but using aspects of the way they think and work, the 'visual' language.

Consider the following topics as focuses for your responses.

1 – safety in the current coronavirus crisis – how should people be acting, what do they need to do?

2 – Social distancing – how is it affecting people's behaviour? Are people coping?

3 – The future after the crisis has passed – how will people be, will they be more reluctant to gather, will they go bonkers and have many parties? Are there fears after the current crisis has passed it will return?

Your responses can take a variety of forms, for example: pictorial, informational, animation, physical product – packaging for example.

We are keen to see your analytical work – part 1 and your concept work part 2