

## project series

dsgd 105

intermediate graphic design

san josé state university

spring 2008

the goal of this course is to further the understanding of the basic objectives, principles, and methods used in graphic design. the projects described here are designed to provide a range of opportunities for creative problem solving within practical constraints.

### recommended reading:

*Problem Solved*, Michael Johnson, 2002, 2004

*Visual Intelligence*, Donald D. Hoffman, 2000

*Perception*, Irvin Rock, 1984, 1995

### resources:

#### project 1:

- *Mapping*, 2002, 2005, Roger Fawcett-Tang
- [users.edte.utwente.nl/lanzing/cm\\_home.htm](http://users.edte.utwente.nl/lanzing/cm_home.htm)
- [dubberly.com/concept.html](http://dubberly.com/concept.html)
- [edwardtufte.com](http://edwardtufte.com) (under Forum: Selected Topics, click on: Links and causal diagrams)

#### all projects:

- United Nations Educational, Scientific, and Cultural Organization  
[www.unesco.org](http://www.unesco.org)
- Basic Education Coalition  
[www.basiced.org](http://www.basiced.org)
- Academy for Educational Development  
[www.aed.org](http://www.aed.org)
- American Academy of Arts and Sciences  
[www.amacad.org/projects/ubase.aspx](http://www.amacad.org/projects/ubase.aspx)

### notes on projects two, three, and four:

use of the existing UNESCO or other related organization and web logos is neither required nor encouraged; all other graphic elements must be created by you for projects two, three, and four. you may propose your own headlines, taglines, or other text in addition to the required copy. the phrase *Education for All* may be integrated into any project, but is not required. there are no type family restrictions on projects two, three, and four. while these projects can be conceptually distinct from one another, they should be regarded as part of an integrated campaign of materials, with appropriate visual relationships tying them together as a set.

## education for all

### project one: content map

to provide a broad research reference for the concepts and content of the projects that follow

using appropriate text and visual elements that you gather and develop through your research of relevant organizations and sources, outline significant and defining aspects of the *Education for All* movement. seek clear arrangements of words, numbers, images, etc., that provide a context for analyzing and evaluating this body of knowledge. consider divisions and intersections of information with appropriate structure, hierarchy of information, relationships, and links between data sets and individual elements. footnote all sources. use typefaces from the helvetica or univers families only.

*measurements*: 15"x20" vertical or horizontal

*color*: black and white (halftones and screens of black allowed)

present a high-quality print, flush mounted on 15"x20" presentation board

### project two: poster

to draw attention to an overall or specific goal or aspect of the *Education for All* movement

*required copy*: [unesco.org/education](http://unesco.org/education)

*measurements*: 15"x20" vertical or horizontal

*color*: any colors

present flush mounted on 15"x20" presentation board

### project three: brochure

to communicate components or a component of, or case study concerning, *Education for All*

*required copy*: [unesco.org/education](http://unesco.org/education) address with further copy and content instructions to be provided

*measurements*: 8.5"x14" folded (no die-cuts or binding) to between 3.5" and 3.875"x8.5" (to fit a standard #10 brochure holder or envelope)

*color*: 2 colors (halftones and screens allowed), printed on both sides

present folded in a #10 envelope (you may construct your own)

### project four: animated web graphic

to dramatize a goal or aspect of *Education for All*, and direct web traffic to [unesco.org/education](http://unesco.org/education) from this graphic

*required copy*: [unesco.org/education](http://unesco.org/education)

*measurements/duration*: 784 x 441 pixels (16:9 horizontal aspect ratio); 5 to 15 seconds; no required number of frames or transitions; no sound

*colors*: any in gif color range

present an animated gif constructed in Adobe Photoshop CS3, Adobe Image Ready (from Photoshop CS2 or earlier), GIF Builder, or similar basic animated gif application, with your name as the name of the file: lastname\_firstname.gif.