
assignment 1 | 1-day project

At this point in your design education you should have the skills and abilities to execute a complete project from start to finish in a short amount of time all the while demonstrating good craft and good ideas. Choose one of the scenarios below. You have until 1:30 today (approximately 4.5 hours) to complete your chosen design scenario and fully realize the project (its not a sketch or draft, iterate on the fly). The work should be well crafted, well designed, and appropriately executed (ie. if it is necessary to have color/large format printing or if you need rendering time to make a quicktime movie, budget your time accordingly).

scenario 1

The director of a new local gallery, Gallery 76, (the former Riverside Arts Gallery), has hired Rhizome editor Ceci Moss to curate its inaugural show. The first exhibition entitled "volatile signal" examines art in a "post-digital era." The premise of the exhibition asks the question "now that digital/internet art is no longer new, what's is next?" The exhibition will feature prominent net and digital artists who continue to blur the boundaries of digital art practice. The director is in need of a postcard to announce this exhibition.

The curator has asked that no images of the artists' work be used in the design of the postcard and wants something that captures the spirit and essence of the show. She describes the exhibition in the following terms: viral, destabilized, revelatory, and "like blingee.com hopped up on 5 cases of Mountain Dew playing Halo at 3AM while twittering at lightspeed."

The information required for the postcard is as follows:

On the front:

the exhibition title: volatile signal

the exhibition dates: October 1st - December 15th 2009

On the back:

The list of artists: Cory Arcangel, Brody Condon, Guthrie Lonergan, MDCCLXIV, Oliver Laric, Javier Morales, Cao Fei, and Eva and Franco Mattes.

the exhibition dates: see above

the exhibition opening reception: Opening reception Oct. 2nd 6pm-10pm.

the gallery address: 76 N. Huron St. Ypsilanti, MI 48197

the gallery phone: 734-480-2787

the gallery web address: gallery76.org

the gallery logo: available on the course website

The postcard specs are:

4"x6", full bleed

4-color Process printing

Heavy cardstock

must be mailable (leave space for address, stamp, and barcode)

scenario 2

The newly formed Eastern Michigan School of Architecture is need of a poster to announce their inaugural lecture series. The theme of this year's lecture series is on speculative (also referred to as "paper") architecture, ie. architecture which does not exist yet and possibly could never exist. The lecture series will feature talks by current practitioners, architectural historians, and arch-bloggers all examining the subject matter of unbuilt work. The Dean of the school describes the lecture series as one that "exposes the experimental nature of architecture" and wants you the designer to interpret that. She adds to that, "spend 10 minutes looking up the work of these designers and you will get a sense of this years lecture series."

The Dean of the school is primarily interested in a mostly typographic approach with limited/restrained use of imagery and insists that no imagery from the participants be used on the poster. She also insists that the primary focus be on the visiting lecturers and not the school.

The Dean has offered this link to look at for examples of other schools lecture posters:

<http://www.archinect.com/lectureposters/>

The poster must contain the following information:

The school/lecture series name: EMU School of Architecture Goddard Lecture Series

The academic year: 2009/2010

The lectures:

<i>(date)</i>	<i>(time)</i>	<i>(lecturer)</i>	<i>(title of lecture)</i>
September 23	6PM	Daniel Dociu	"visionary worlds"
October 7	7PM	Lebbeus Woods	"ad infinitum"
November 11	6PM	NaJa-deOstos	"ambiguous spaces"
December 2	5:30 PM	Anthony Vidler	"Ledoux's Utopia"
January 20	7PM	Geoff Manaugh	"blogging the unknown"
February 17	8PM	Folkert & Atley	"a collection of architectural visions"
March 10	7PM	Richie Gelles	"Super NAFTA Land"
April 14	5:30PM	The Freise Brothers	"unseen realities"

Location information: Lectures are held in Jones Hall Auditorium

The school information:

School of Architecture
Eastern Michigan University
110 Jones Hall
Ypsilanti, MI 48197
734.487.2724
<http://www.emich.edu/arch>

Must contain EMU logo: can be downloaded from course webpage

The poster specs are:

- 1-sided
- 2 to 3-colors
- no smaller than 17" x 22"

scenario 3

The newly formed The Arts at EMU program is looking for a t-shirt design to sell to students. This new program is intended to unite all of the various arts related programs at Eastern Michigan University (Music and Dance, Communication, Media, and Theater Arts, and the Art Department) and give an integrated/collaborative identity to the arts at EMU. The t-shirt is the flagship project to raise the awareness of the various arts programs at EMU. The director of this initiative wants the t-shirt to be "cool," "new," and "now." It needs to express the arts as an interconnected entity and not as isolated individual units. The director would also like to avoid clichés whenever possible.

The t-shirt must contain the following information:

The Arts at EMU
Art, Music and Dance, Theater, Communication and Media Arts
The EMU logo

The T-shirt specs:

The shirt must be on an American Apparel t-shirt in one of the following colors:

Grass, Forrest, Kelly Green, or Lime

Up to 4 spot colors can be used

Must provide printed copy of a detail of the artwork to scale and a printed copy of the design demonstrating location on a t-shirt. Print on 11"x17".

scenario 4

Since the rise in environmental awareness the paint company Sherwin Williams has received a backlash against its current "Cover The Earth" logo. The company is looking for a new image, one that doesn't cover the Earth in "blood red" paint (as said by one critic). The original logo, created in the late 1800s, was to represent the company's desire to help beautify and protect the buildings of the world. "It was a symbol of a young company's enthusiasm, idealism and hope regarding its future and the possibility for achievement that hovered on the nation's horizon." The company would very much like to maintain that spirit and optimism with a new identity that "protects the buildings of the world" yet avoids the criticisms of the current logo.

Must have:

Sherwin Williams somewhere (typeface is your decision, it should work well with redesign (custom/modded type is encouraged but not required))

Show one option with the slogan "Cover Your World" and one without

Specs:

The logo must be legible at small sizes (1" height)

2-colors, but should also function in 1-color (black)

Print logo out at 1" and 5" in height.

scenario 5

The Ypsilanti Shadow Art Fair is looking for a poster to announce its next event. The Shadow Art Fair is a juried event that allows local artists to exhibit and sell their works. This one-day, 12-hour event is held two times a year at The Corner Brewery in Ypsilanti, Michigan. Local music, featured brews, and other special activities add a distinct flavor and sense of community to this creative showcase. You can do anything (this summer's poster featured a pizza eating itself), but they recommend you take a look at what they like by viewing previous poster designs: http://shadowartfair.com/poster_gallery.php

Must have the following information:

Name (write large): Shadow Art Fair

Slogan: Buy Indie in Ypsi

Date: Saturday December 5, 2009, noon — midnight

Location: Corner Brewery; may also include specific location: 720 Norris St (at Forest) Ypsilanti

Admission: 2 cents / two pennies per person (or however you prefer to word it)

Website: shadowartfair.com

Sponsor Info: VGKids name or logo somewhere on the poster.

Specs:

3-colors on 19"x25" Wild Cherry Pop-Tone paper by French Paper (simulate color for in-class presentation)

final file format must be Illustrator or Layered PSD only

scenario 6

Cable station A&E is looking for a lower-third advertisement to announce its upcoming reality television series Freestyle Sessions. The series will feature various b-boy troupes as they prepare for and compete in the annual competition Freestyle Session. The 5-8 second lower-third should capture the essence of b-boying, grab the viewers attention, and excite them about the upcoming show.

Must have the following information:

Freestyle Sessions

Season Premiere October 13

9/8c

Specs:

Typeface must be in Helvetica

Between 5 and 8 seconds in length

Cannot occupy more than 1/3 of the screen

Must feature A&E logo either before, during, or after the lower 1/3

Images and video are acceptable

Should be set up for standard television aspect ratio

Export file as quicktime, use an image or video in the background for placement only purposes