

ASSIGNMENT

MDIA 2005



University of the West Indies / CARIMAC / SEM2 2015-16 - Thur / MDIA 2005 Typography and Layout

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Office Hours Tuesday 1pm - 3pm & Friday 8am – 9am - CARIMAC Annex Office 3, by appt.

Designer Research Paper

Write a five page (1,000 word) report (plus one page with images/examples of your designers work), double spaced, on the graphic designer/typographer of your choice. You may utilize textbooks/biographies, magazines, video, reference books or any other resources - expand your research with information in the UWI library, magazines, video or the web. The exercise is to learn where and how to research Graphic Design as well as identify with a design movement or designer.

In addition to libraries, Some good local resources include *A History of Graphic Design* by Philip Meggs, *Thames & Hudson Dictionary of Graphic Design and Designers* and *20th-Century Type* by Lewis Blackwell (under recommended text in your course syllabus). You choose how you want to discuss your subject. You will be graded on including the following:

1. Original research/resources. You are expected to behave professionally and ethically. Any work which appears to be cloned, or otherwise overly-similar to another's work will be assumed to be plagiarized. Plagiarism is a form of cheating or fraud; it occurs when a student misrepresents the work of another as his or her own. Plagiarism may consist of using the ideas, sentences, paragraphs, whole text, graphs, plots, and/or schematics of someone else without appropriate acknowledgment, but it also includes employing or allowing another person to write or substantially alter work that a student then submits as his or her own.

Any assignment found to be plagiarized will be given an "F" grade, and you will not be allowed to resubmit the assignment. If applicable, an "F" grade will also be given to the students that allowed their work to be copied.

2.

2. The report must be word-processed, printed on paper and stapled, or included in a folder. Include your name and date. Include designers date of birth and death (if applicable), his/her significant contribution(s) to design/typography, and the historical context. The paper/examples used should be overwhelmingly relevant within a typographic context. You will email me an MS Word file of your paper as well.
3. Title, Introduction/overview
4. Correct grammar and spelling
5. Correct bibliography - **at least 5 sources**. Properly cite your sources and use correct style. Your bibliography must include at least five sources (web source, if any, is limited to one).
6. At least one image of designer, design style and/or typeface(s) (photocopy pasted into layout, scan/gif/jpg) with a caption that identifies the image, who or what and date.

bob aufuldish

bob aufuldish

3.

theo ballmer

theo ballmer

jonathan barnbrook

jonathan barnbrook

herbert bayer

herbert bayer

roger black

roger black

josef muller-brockmann

josef muller-brockmann

alexey brodovitch

alexey brodovitch

neville brody

neville brody

david carson

david carson

matthew carter

matthew carter

a.m. cassandre

a.m. cassandre

margo chase

margo chase

barry deck

barry deck

ed fella

ed fella

adrian frutiger

adrian frutiger

eric gill

eric gill

gary grimshaw

gary grimshaw

zuzana licko

zuzana licko

tobias frere-jones

tobias frere-jones

jonathan hoefler

jonathan hoefler

april greiman

april greiman

herbert bayer

herbert bayer

armin hoffman

armin hoffman

jeffery keedy

jeffery keedy

max kisman

max kisman

barbara kruger

barbara kruger

herb lubalin

herb lubalin

f.t. marinetti

f.t. marinetti

stanley morison

stanley morison

jim parkinson

jim parkinson

paul renner

paul renner

paula scher

paula scher

kurt schwitters

kurt schwitters

jack stauffacher

jack stauffacher

jennifer sterling

jennifer sterling

lucille tenazas

lucille tenazas

jan tschichold

jan tschichold

rudy vanderlans

rudy vanderlans

theo van doesburg

theo van doesburg

martin venezky

martin venezky

wes wilson

wes wilson

piet zwart

piet zwart