

timeline project

problem What is the overall history of graphic design? Art is influenced by its predecessors, as well as its cultural context. This is especially true for graphic design, which sits at the crossroads of fine art and communication, reflecting and reinforcing its specific social constructs.

In past ARTH4573 class, a research paper has been demanded; however, this becomes too specific because it is about one artist or movement. In addition to this, graphic designers should prefer the substantial challenge to translate a large amount of verbal information into a concise visual. With regards to audience cognition of a page (or site) and visual hierarchy for inviting information delivery, mixed together with budget/schedule and its artistic cousin form/content, the entire history of graphic design will be executed via a visual timeline.

objectives Because this is a 4000 level course, students will work independently with the same deadlines throughout the semester regarding the same project. This should grow and evolve within the semester instead of finishing it at the last minute. Figure out your schedule NOW because this project is *huge*, both in scope and execution.

There are certain specifications that students must follow. Everything else is up to the student's individual problem-solving. The execution must be a form of graphic design and deliver information in an approachable manner. (In earlier semesters, I allowed students freedom for any kind of artwork and it did not reach objectives.) The choices for graphic design form are the following, but all must be easy to understand and engage:

- 1) Print: handmade or printed book, series of brochures that unfold to poster(s), one HUGE poster, fake magazine with different articles.
- 2) Electronic: live website, interactive PDF, Prezi file, an extremely detailed app.
- 3) *Other ideas, please present.* However, you cannot do a painted mural, fabric or fashion creation, composed music, sculpture, package, etc.

project Student will create one large timeline from c. 15,000 BCE (Cave Paintings at) Lascaux to the beginning of the 21st century, exactly following the Meggs timelines provided within the textbook. (In the 4th Edition, the pages are: before page 1, 62-63, 132-133, and 354-355.) This timeline will not be an exact copy, as Meggs will break certain time periods up per the chapter discussing the subject (like "The Asian Contribution"). This project demands ONE timeline (though thousands of years of nothing happening can be a smaller area than it should actually be). On the timeline, **include all points that Meggs mentions. All pieces of art that Megg lists must also be shown on the final timeline.** You may acquire these images by scanning Meggs or finding them online. Just be sure that these are high enough resolution for whatever your final project will be. *If you do not understand what this means, please see me or talk to a graphic design major.*

An explanation of the following periods (see next page) **must also be worked into the timeline.** See the paragraphs that must be included online TIMELINE_TEXT_PROJ_SPR15.DOC. *If you do not have a version of Word that will open this, please see me.*

project (cont.) Classical Antiquity
Influence of the Silk Road
Medieval Era
Renaissance
The Age of Enlightenment
Industrial Revolution
Victorian Era
20th Century then at the 20th Century, begin to break things into decades:
1910s
1920s
1930s
1940s
1950s
1960s
1970s
1980s
1990s
21st Century

At the end of the project (or somewhere that makes sense if the final form is not a linear read), you must list all endnotes on the sheet TIMELINE_TEXT_PROJ_SPR15.DOC, plus a citation for Meggs, Poyner, and any other source from which you found written information. Though one should cite all image sources, I will not require it for this timeline project.

- specs
- Please be aware that if the file is to be printed, all fonts must be vector. Raster is only ok if the file is for web (or other form's requirements) or the type is so hand-rendered and/or intertwined with an illustration that a vector file cannot easily be created.
 - All print should be 150 DPI full size. 300 would also be fine, but is not necessary on our output devices.
 - All websites should be live (domain not important, so use a free site like weebly or behance).

- evaluation
- You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
 - All deadlines met
 - Timeline Outline displays thorough research.
 - Design elements are **consistent** throughout, holding the information-filled piece together.
 - **Visual hierarchy** is used to allow for the successful and inviting delivery of information.
 - Excellent **craft**, soft or hard medium. Executed to spec.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Participation in critique.

schedule **Mon, Jan 12th, 3pm:** Begin Timeline Project

Wed, Feb 25th, 3pm: Timeline Project Ideas **DUE** (*discuss throughout week, students will be broken into groups. Each group will meet once after class time to discuss project plans.*) Students to show at least 10 separate ideas via tight sketches, computer renderings, or samples one will copy in style/execution and be able to discuss this with professor or in groups. By ideas, that could mean the same medium with 10 separate styles (for example).

Mon, Mar 30th, 3pm: Bring in visual proof of progress. Again, students will meet in groups after class until I have discussed progress with all groups.

Mon, Apr 27th, 3pm: Timeline Project **DUE**, class presentations.