

# .. Designer Assignments ..

**Research Report:** You will complete a 5-7-page report on a graphic designer that I will assign to you. The paper is the give a brief biography as well as their basic thought process of when creating designs. You are to also **critique 3 items** they have created - See guidelines below.

Designer	Student
Jan Tschichold	
Saul Bass	
Paul Rand	
Massimo Vignelli	
Neville Brody	
David Carson	
Eric Gill	
Sumner Stone	
Seymour Chwast	
Blattner Brunner	
Carol Twombly	
Margo Chase	
Frank Lloyd Wright	
Pixar	
Paula Scher	
pentagram	
Roy Lichtenstein	
Robert India	
Derek Hess	
woody pirtle	
Andy Worhol	
Norman Rockwell	
Tim Burton	
Dr. Suess	
Alex Ross	
Georgia O'Keefe	
Barbra Kurger	
SNL Spoof Advertising	
iPod Advertisements	
Glenn Barr	
Jenny Holzer	
Nike	
Walt Disney	

# Critique Guidelines

Follow these basic guidelines in your design critiques.

1. **Describe the design.**  
Name the artist, title of the work, year of creation, and medium (if applicable). Describe the attributes of the image. Identify how the image is used (e.g., a website, a poster, a brochure, etc.). Discuss color, typefaces, image treatment, etc. This part of the critique should be a factual description of the visual features in clear, simple terms.
2. **Identify which elements and principles are used.**  
Discuss design elements (e.g., line, shape, etc.) and principles (e.g., balance, proportion, etc.). Multiple elements and principles will usually be present.
3. **Identify the emotional qualities conveyed.**  
This refers to the overall "feeling(s)" that the design suggests. The feeling(s) might be explicit or subtle—or both. There might be one direct emotional quality or many subtle qualities working together within the design. This part of the critique will be influenced by personal interpretation.
4. **Identify what works and what does not work in the design.**  
Evaluate your responses and analyze the pros and cons of the design as a whole. Support your analysis with information learned in the program and use proper design terminology.

## Oral Presentation

- Brief history and/or Bio of designer/firm
- Critique **three** pieces their work.
  - Please be very detailed
- Must have visual element