

GD135 HISTORY OF GRAPHIC DESIGN

Project 3: Student Presentations – Chapters 13-17

Assignment:

Create a 10-15 minute slide-show presentation about one of the major modern art movements to have influenced graphic design. Groups will be assigned one of five major movements in modern art. You may use Google Slides, (or PowerPoint, Keynote, Prezi, PDF) to make your slide show and upload your presentation using Google Classroom **All uploads must be received by Midnight Sunday, Oct. 21st.**

You will need to create **sixteen slides**:

- 1. A title slide** for your art movement (title of movement, image example is optional).
- 2. A historic slide** used to describe the era (photos of people, or maps of Europe, war, cities, social or cultural events).
- 3-14. Examples for each artist:**
Provide **1 portrait (or photo) of each artist** and **3 examples** of his/her work that BEST REPRESENT this style of modern art from this movement (1900-1940).
- 15.** One example of **graphic design then** (i.e. poster, book, ad) from the years **1900-1940** that derives its look from your modern art movement. Good examples are found in *Meggs' History of Graphic Design* chapters 14, 15, 16, & 17.
- 16.** One example of **graphic design now** from the years **2000-2018** that derives its look from your modern art movement.

Your narrative must include the following:

- ▶ What is this art movement about? What are its political affiliations? What social causes, if any, do its followers stand for?
- ▶ When did this movement take place and were there any major historical events that had an impact on this group?
- ▶ Who are the artists affiliated with this movement?
- ▶ What was their philosophy? Describe the meaning and/or symbolism in their artwork (using your 3 examples for each of your three artists).
- ▶ How was this work significant then and how is it relevant today (using your examples in slides 15 & 16).

Image files:

Images can be any format but should at least 500px X (500+)px, 72 dpi for reasonable quality. Anything greater than 500px is better, of course. Do not use any lo-res or pixelated images. Please list and identify each slide with the *Name of the Artist, Title of the Work, and Date work was created.*

Presentation: Your presentation can be narrated by one or more persons in your group.

- ▶ Fill out the Oral Presentation Worksheet (tk); only one is needed for each group.
- ▶ Also, identify the ONE image from your presentation that exemplifies modern design from this movement. It will be used on the exam.

Due: Upload Sunday, Oct. 21st, 2018 by midnight. **Presentation:** Monday, Oct. 22nd, 2018

Oral Presentation Worksheet

The goal is to present a brief overview of three individual artists whose work defines your movement. Your slides should illustrate their work and highlight this era.

Art movement: _____

Talking Points:

▶ *When did this modern art movement take place? What was it about? What principles do its followers stand for? What are its political affiliations?*

▶ *Identify three artists affiliated with this movement.*

- 1. _____
- 2. _____
- 3. _____

▶ *Name the work of each artist with examples in your slides. What characteristics exemplify this work? Is there a message in this work? You can continue on the back side...*

1a. _____

1b. _____

1c. _____

2a. _____

2b. _____

2c. _____

3a. _____

3b. _____

3c. _____

▶ *Why was their work significant then? Include an example of modern design that was influenced by your movement from the early 20th century (1900-1940).*

▶ *How is it relevant today? Include another more recent example of design in use today that borrows its look from this movement (c. 2000-2018)*

You may read your talking points during your presentation. Please turn in this worksheet after your presentation on Oct. 22nd, 2018.