

# project2

## setting the stage: the genesis of 20<sup>th</sup> century design

### overview

We will begin by discussing the origination and development of modern typography, including technological and aesthetic issues. The invention of photography, and the accompanying technological advancements in printing processes irreversibly change the nature of graphic design. The Victorian Age and the Industrial Revolution: a compelling case to re-evaluate our own design culture. The Arts and Crafts Movement, so influential in the history of modern design, began as an attack on technology, and the resulting demise of historical aesthetics. Art Nouveau was the first truly avant grade movement in that artists and designers, for the first time, sought a new and original language of expression. Not intended to illustrate the natural world, but to create a new world, based upon nature's operations. Early twentieth-century art movements (Cubism, Futurism, Surrealism, Constructivism and Dada) had an almost immediate effect on graphic design—an effect that reverberates throughout the century and is still evident today.

### readings

In Eskilson, browse through the introduction, then sections 1–5. Choose any subject area, designer or movement from these chapters. Use the library and an online search to acquire more information and illustrations for your project. Investigate our library's e-resources. Your assignment is to design a “chapbook” using your research as text and image.

### project description

This project begins with research to find your subject. Choose a subject that appeals to you—that stirs your interest. Thumbnail ideas about the chapbook as you begin. Write (or find) 8–10 pages of hard copy to use for your text. Find as many images as you can. Be certain to note your sources for both images and text, you will credit your sources on the colophon page at the end of the chapbook. Please check the resolution when downloading web images to avoid frustration and insure quality. Remember to use tiff files that are 300dpi in the “destination” size. (I will entertain other original proposals for your project, subject to my approval.)

### requirements

- The research and reading requirements, detailed above.
- The chapbook should have a **minimum of 40 pages, plus cover**. (The Internet has many resources on the history and nature of the chapbook. We are using the idea of the chapbook simply as a starting point, **you do NOT need to follow historical constraints in your design strategy**.)
- We will complete a survey of binding strategies for possible use in your book.
- A “binding workshop” will be a component of this project. Learning and observing a variety of traditional and experimental binding strategies will add to the number of assembling and binding choices for future projects.
- Your paper choice(s) are also a component of this project—choose your paper stocks thoughtfully, and order more than enough stock to allow for accidents as you complete the project.

Failure to meet any deadline will have a negative effect on your grade for the project.  
Remember, enthusiastic participation can improve your grade!

- 9.26 assign project two: chapbooks
  - survey of student chapbooks
  - choosing your chapbook subject
- 9.28 demo: assembling spreads for a maquette
  - visual lecture: the genesis of typography
- 10.3 peer discussion of ideas + project approval
  - visual lecture: the victorian age
- 10.5 demo: binding workshop
  - research progress
  - ordering paper stock
  - visual lecture: the arts & crafts movement revives forgotten aesthetic
- 10.10 **critique:** 5 sample spreads
  - visual lecture: art nouveau, the glasgow school and the vienna secession
- 10.12 **preliminary critique:** 8-10 spreads (trimmed + assembled)
  - color, type, and thumbnail sheet on chosen paper stock
  - visual lecture: the genesis of modernism
- 10.17 **first finish critique:** full maquette (to scale) + paper/color studies
  - 3-student proofing committees
- 10.19 studio + consultations
- 10.24 **project two presentations** (to an audience)
  - introduction to project three