

## RESEARCH PAPER WITH VISUAL COMPONENT

### OVERVIEW

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**This assignment has two parts: 1) Select one graphic designer or design collective whose work particularly interests you. Write a paper in which you analyze the work of the designer, putting them into historical/cultural context.** In other words, how does this designer connect with movements and concepts that we have discussed in class? Begin your paper with a description of this designer's philosophy or approach to design and then use the paper to make connections between this philosophy, the actual work of the designer, and concepts or movements that we have discussed. End with a conclusion that explains why this designer's work is important to us as contemporary designers.

Here are some questions to get you thinking:

- What is this designer's philosophy or approach to design?
- Would you classify his/her work as modern/postmodern or other, why or why not?
- Does this designer work mainly for clients or do they generate their own work?
- Does this designer act as a catalyst for social change? Or are they more focused upon the formal properties of their work?
- Does this designer's work tap into any of the trends of contemporary design that discussed in class?
- Is this designer helping to redefine the role of the designer in contemporary society or reinforcing older more established professional roles?

**2) Design a diagram that connects the designer to the various movements/concepts that you address in your paper.** Be creative with this diagram. It should include a combination of text and imagery. What I'm looking for here is an informative diagram/chart that visually communicates the same information that you are writing about in your paper. We will look at some examples of diagrams in class.

Show me that you understand how this designer fits into the overall framework of graphic design that we have established through the class.

Make sure you quote from at least three outside sources in your paper. Obviously cite any outside sources. Do not plagiarize.

### DETAILS

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*Length:* 1200 words

*Works Cited:* You must cite at least three outside sources in your paper. Use MLA citation style. (I'll pass out a handout on this in class.)

*Due Date:* Dec 2

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### **CHECKLIST**

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1. *Did you express a complex understanding of this designer and his/her work?* In other words, did you clearly explain this designer's approach to design and make clear specific connections between the work and movements/concepts discussed in class.

2. *Did you reference at least three outside sources in your essay?* You must quote at least once three outside sources in your essay. You are, of course, also free to cite additional sources.

3. *Is your paper around 1200 words?* This is a short paper, so there is no room for fluff or filler text. Everything in this paper should be relevant to your connections between this designer's work and the larger cultural/historical context.

4. *Is your paper well-written?* It should include specific details, a dynamic introduction and conclusion, continuity of reasoning (not hopping from point to point), correct spelling and proper grammar.

### **GRADING CRITERIA FOR RESEARCH PROJECT**

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1. A clear demonstration of your knowledge of the designer, their work, and their place within the overall framework of design.
2. The development of a well-researched discussion of the designer and their work.
3. The quality of the writing and design.
4. The completion of both verbal and visual components.