

# MAT 135 :: Graphic Design 1 :: Principles

## PROJECT 1 :: Design Analysis and Critique

Graphic design is the language of visual communication. This exercise will develop your awareness of graphic design and how design affects you and society in general. In addition, the exercise will help you and me identify what you inherently *do* and *do not* know about visual communication.

### Components:

A type-written paper with the following four components. Use APA or MLA formatting standards.

- 1] One paragraph on what you think Graphic Design is. A typical paragraph contains four to six complete sentences.
- 2] Three paragraphs on how Graphic Design can affect people and society. Use research resources available to you.
- 3] One design example. Locate a good (or bad) design example
- 4] One page design critique. A magazine cover, web site home page, promotional brochure, interactive CD-ROM main interface, advertisement, or other design example of substance will suffice.

Critique the piece based on the following:

**Design:** Identify at least 3 different design concepts used in the design and explain how they are used. Use the class textbook to aid the process.

**Color:** In your opinion discuss the 'mood' of the piece; Is the color scheme appropriate for the subject, and why.

**Typography:** Can you read the text? What makes the type easy to read? What makes the text difficult to read? Are you interested in reading the text? What font styles are used? What is the relationship of the font style to the message? Again, use your class textbook to aid in the process.

**Composition:** What is the target market in your opinion. Does the design support or detract from the intended audience? Is the composition dynamic or static. Is the composition appropriate to the subject. How might one improve the current composition. Be specific.

**Structure:** Is an underlying structure which governs the design present. What evidence supports your answer.

**Opinion:** What is the goal of the design. Does the design succeed or fail. Support your opinion with concrete observations.

### Requirements

Bring the design sample and your type written critique to the next class meeting. Be ready to discuss your ideas and display the sample in class. Additionally, make a name plate for yourself. First name is fine. Feel free to design this in any way. Print on 8.5 x 11 so that it can be folded in half (image area will be 1/2 size.)

### Images

Scan or screen capture your chosen design example in an appropriate file format and resolution. You will use the Preview program to display the design example using the digital projector during your oral discussion.

### Final Output

Typed in MSWord, TextEdit, Wordpad, etc. Include URL, scan or frame grab for sample. Electronic file and image(s) uploaded to the server. No handwritten papers will be accepted.

### Final Presentation

Be prepared to discuss your paper and observations in class. Be prepared to support your statements with concrete observations.

### Evaluation

This project is worth 10 Points toward your final grade. The following criteria, each worth 2 points, are the means for evaluation:

- Meeting project component requirements
- Written observation/discussion mechanics
- Formatting/Spelling/Grammar.
- Oral Discussion and Presentation aesthetics.
- Meeting Deadline requirements