

DMD-1205 Design Fundamentals - Fall 2011

Fine Art / Graphic Design Styles & Artists Research Report

A. Initial Research = Due : Wednesday, November 2nd

B. Written Report = Due : Friday, November 11th

Contemporary design is a relatively new discipline with its own language and styles –*many of which can be traced to and have been influenced by fine art movements and styles*. In addition to the language, history, styles and prominent individuals in their own field, designers should be familiar with the styles and individuals in fine art by viewing and examining examples of work and identifying key characteristics.

This project has two phases -

A. In the **Initial Research** phase you will look up and become familiar with specific artists and art styles. You will gather visual examples and descriptions about the styles and artists as well as your response to the work and consider what design applications might have occurred for each artist or style.

B. After the completion of Research A you will select one style and several of its artists and write an in depth **Written Report** about the development of the the style, its characteristics and the artists who practised it. etc..

A. Initial Research

Using any one of a variety of online resources (class discussion).

Scan through visual samples of each of the 10 listed styles and artists to get a initial sense of which ones interest you and you want to find out more about.

Choose 4 styles/artists (some misc. artists have not been assigned a style).

Fill out at least the 2 page “Art Styles/Artist Research Template” page for each of your 4.

(See Template as to the information that should be on each page.)

Save each page as its own file. Assemble the 5 (or more) files into a multi-page pdf file.

Have the file ready for onscreen viewing and printing at the beginning of class **Wed. Nov. 2nd**.

Present your research to the class.

Some Fine Art Styles and Associated Artists:

1. Art Nouveau (Beardsley, name 2 others)
2. Suprematism (El Lissitzky, name 2 others)
3. Futurism (Balla, name 2 others)
4. Surrealism (Magritte, name 2 others)
5. The Bauhaus (Paul Klee, Herbert Bayer, name 2 others)
6. De Stijl (Mondrian, name 1 other)
7. American Realism (Scheeler, name 2 others)
8. Proto-Pop / Pop (Jasper Johns, Oldenburg, name 2 others)
9. Minimalism (Elsworth Kelly, Agnes Martin, name 2 others)

Some Graphic Design Styles & Associated Artists: (choose from many found below)

www.designhistory.org

http://en.wikipedia.org/wiki/History_of_graphic_design

http://citrinatas.com/history_of_viscom/index.html

<http://www.designhistory.com>

Research Template

Art Style Name _____

Associated Artists (3 or more) _____

First Introduced - Approximate Timeline _____

Key Formal Elements & Characteristics _____

Typical Subject Matter or Content _____

Personal Emotional Response to Style _____

3 Visual Examples (or More) of the style or artist.



Artist

Title

Year

Artist

Title

Year

Artist

Title

Year

Potential impact or use in other fields like design - architecture - film - theatre etc.

From specific work in this style make up an example of its use applied to a design format application.

Name the work referenced and describe the application(s). _____

B. Written Report

After selecting one art style / artist to research more thoroughly - prepare a well researched, well written and cleanly formatted and organized written research paper.

Printed Report due at the beginning of class **Friday, Nov. 11th.**

Formatting

12pt type on 16pt leading / .75" margins all sides / computer generated / emailable and printable
page numbers in lower right corner / each image to have artist name, title of work and year completed
underneath in 10pt type -

Some suggestions as to content:

An interesting or insightful title.

1. the origins of the art style (i.e. the movements that grew out of it)
and the context and circumstances that lead to the development of the art
2. the characteristics and unique aspects of this art style with references to specific works
- these characteristics can be described in relation to design elements and principles as described in our text
3. some prominent artists who exemplified this art
4. a concluding paragraph that sums up your thoughts about the art style
5. at least six images created in the art style - either in the essay or referenced and shown at the end.
6. cite your references at the end of the paper

Some basic essay writing skills to assist you in writing your paper.

Introductory Paragraph - possible content

Briefly introduce the concept and purpose of your paper, Briefly introduce of the style, the artists and the artworks Specify how you have organized the paper Focus your attention on a well-defined question or problem and briefly suggest how you will go about explaining your solution and what kinds of evidence you will use. You should develop your argument as if you are addressing an intelligent reader with a general knowledge of the subject.

Body of the Paper

Each paragraph should be a coherent unit with a topic idea; each sentence should relate to the one it precedes and follows. The introductory sentence of each paragraph should state the main theme of the paragraph (sometimes it can be helpful to think of this as a "mini thesis statement"); the concluding sentence may summarize it. As you edit your paper check each paragraph to make sure that you have not included material in one paragraph that would be more appropriate in another. In the body of your paper you will convince your reader of the validity of your argument. Focus on the problem that you established in your introduction. In order to convince your reader, consider organizing your paper around (or at the very least addressing) these key points if you are drafting a paper on an object:

- (1) formal properties (based on your observations of the work);
- (2) the meaning of the work based on style, iconography and original function;
- (3) its historical/cultural context.

Conclusions

This is not the time to introduce new material or ideas. Rather, briefly summarize your principal arguments, referring back to your thesis statement, and explain how your analysis extends to our understanding of the problem.