

## **Art 468a**

**Advanced Graphic Design** <http://art.yale.edu/Art468a>

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Graphic design output can be of many sizes. In this year's studio we focus on the effects of scale.

Other important goals:

- Consider graphic design output as the means to enhance relationships between people.
- Learn to iterate and to manage your time. In this studio we work on multiple projects simultaneously. In order to advance between meetings within the limited time you can afford each week — and thereby benefit from dialogue in class each week — you must learn to sketch and to work progressively. You'll need to try multiple new ideas quickly and you'll need to communicate them clearly and qualitatively. And you'll need to build on selected ideas progressively from week to week.

As we begin each project, Roxane and I will talk more about goals and ideas behind each one. Moreover, what you learn from each project can influence your work on the others: either by similarity or by contrast.

Class requirements:

- Attend every week. If you have a serious conflict, discuss it with Roxane or me prior to the class. If you miss a class due to illness, notify Roxane or me by email or phone preferably before the class, otherwise same day.
- Bring new work every week. This is exclusively a studio class, organized around group critique of your work. There is nothing to do in the class unless you bring made, visual work that advances your position compared to the previous week.
- Contribute each week to class dialogue.
- Use excellent craft. When your work is still in loose terms, it's all the more important that it communicate clearly and succinctly, and not distract from the qualities you want to convey.
- Use Roxane. Meet with her between classes often. She will make signups to facilitate this, or you can contact her informally.

### **Project 1**

Make a tour of New Haven.

Use a disposable camera to show us the sites. Since a tour can't include the entirety of New Haven, a good tour has a theme: something that ties its chosen sites together. A good theme and a good tour is one that you are the best person to show us: because you see it in a unique way, or maybe you are the only one that knows about this tour, or the one that knows about it the best. Finally, consider not only what sites you choose, but how you frame them with your camera in order to make clear both what and how we should see. Presentation format: Loose, sequenced photographs.

### **Project 2**

Make a flyer.

Your flyer needs to comply with Yale requirements for student fliers. Get permission from Yale and post at least 100 of them around the campus. Document what you've done.

### **Project 3**

Design a new facade for Green Hall.

### **Project 4**

Make three posters.

The posters should be about three completely different things: perhaps things you have come across during your work for this class. The posters should nevertheless comprise a series.

Size: Choose from (A) or (B).

(A): each poster 36" x 48" vertical.

(B): each poster A0 vertical.

### **Project 5**

Make a stamp.

By stamp, I mean a small sticker used to visibly validate or authorize a foreign object for inclusion in some system. Such as a postage stamp, a tax stamp, a visitor badge for a skyscraper, etc. Size: approx. 1" x 1".