

FdA Design for Graphic Communication 2008/10

Project title: **Manifesto**

Start date: 7th / 14th / 21st October 2008

Deadline: Friday 5th December 2008 (hand in to the School Office, between 10-3pm)

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Project Overview

When you created your Me Map over the summer you started to reflect on what you have done in your life so far, your current position and what you would like your future to hold. Understanding yourself is the first step to becoming a thoughtful, reflective graphic designer.

In your first session with Catherine you considered what you know about graphic design and started to investigate how other people view the subject. This should have started you thinking about how **you** (the designer) might use your **work** (graphic design) to connect to the **world around you** (potential clients and audiences).

However, there is one other important new player in your life as a graphic designer – the **graphic design industry**. You became part of this industry when you chose to study the subject. It is vital that you equip yourself with as much useful information as possible about how it operates, who's who, what work you like and the current debates taking place online and in the design press. Your future success as a graphic designer will depend upon this knowledge!

We want you to explore the connections between all four of these aspects:

- The Graphic Designer (you)
- Graphic Design (your work)
- The World (audiences/clients)
- The Graphic Design Industry (other Graphic Designers and their work)

Assessment Requirements

Produce:

1. **An illustrated 5-10 point manifesto on an A3 sheet.** The manifesto should reflect your aims as a graphic designer (what you want to achieve, make, do, why...). (This is worth 50% of the mark for this project)
2. **A body of background research consisting of 10 x A3 sheets.** This should include at least: 10 quotes from graphic designers or design writers about contemporary graphic design; and 10 quotes from members of the public about what graphic design means to them. It should also include trials of layout. This research will help provide the rationale for your manifesto. (This is worth 50% of the mark for this project)

In order to do this, you will need to:

1. Think carefully about the reasons that motivated you to become a graphic designer and articulate them. Look at the following for inspiration: Daniel Eatock's website (www.eatock.com/project/i-list/); Stefan Sagmeister's latest book (*Things I have learnt in my life so far*); Fischli & Weiss' manifesto on *How to work better* (www.tate.org.uk/tateetc/issue8/fischliweiss_workingitout.htm); the *First Things First* manifesto.
2. Read at least 3 different design articles or chapters in books. Start with Grafik, Eye and Creative Review or go to the library and start browsing the graphic design section. See the various book lists in the course handbook for more direction. Find 10 quotes from these 3 pieces that inspire you and relate to/back up your manifesto. Explain how these inspire you in your research pages. Remember to state your sources.
3. Interview at least 10 people in order to find 10 interesting quotes that inspire you and relate to/back up your manifesto. They do not have to be people who work in graphic design (but they could be). Explain how these inspire you in your research pages. Remember to state your sources.
4. When you have written your manifesto, design it into a visually appealing, clean, legible A3 format. You can illustrate it if you like, but you may just want to use type. Use the design knowledge you are gaining from the workshops in the studio. Look at E. Lupton & J. Phillips' recent book, *Graphic Design: The New Basics* for help.
5. Bind your manifesto and your research together in an appropriate manner. Use the skills learnt in the bookbinding workshop with David.

Learning Outcomes

On completion of this brief you will be able to:

1. Document and reflect upon your developing knowledge of the graphic design industry and your position within it. (Research and Development)
2. Demonstrate self-promotional skills appropriate to a graphic designer. (Analysis and Evaluation)

