

Essentials:

- Powerpoint will be 8 -15 min. long.
- Do not use fancy Powerpoint styles keep it simple.
- Be prepared to write citations for 4 sources.
- Do not mention designer's awards.
- Lots of images.
- Find information that interests you.

In Detail:

Your presentation should be about eight to fifteen minutes long.

Use Powerpoint. If you don't know powerpoint, I will demonstrate in class.

Tell us about their style or approach to design; what has made them memorable? How are/ were they different from all other designers? Were they one of the first to do something in particular?

Tell us something about their life. Find aspects which interest you and talk about those things.

Please do not tell us about awards they have received (boring). Showing pictures while you talk is very important. Illustrate your words with images. Don't make us stare only at words, while you read.

You may use Wikipedia and Google Image search, but you must use at least three other sources for written information in addition to Wikipedia. You will probably use many more sources for the images. be prepared to give credit to all your sources; keep the names of authors and photographers, and the urls.

About Google Image searches: be sure you read about the image, can tell us about it, and most important, be sure it really was done by your designer. Anything could come up in an image search.

For the magazine article, finding pictures in magazines or books is very helpful because you can scan them in at **higher resolution** than images you pull from the web. And you will need a high resolution for print (but not for your Powerpoint).

For your powerpoint you are also welcome to include images from my powerpoint. Just also include more that you find.

Please use Chicago manual of style for citation form. http://www.chicagomanualofstyle.org/tools_citationguide.html And Google is not a source!

THE DESIGNERS

1. Alexy Brodovich 1898
2. Cipe Pinelis 1908
3. Paul Rand 1914
4. Alvin Lustig 1915
5. Saul Bass 1920
6. Jacqueline Casey 1927
7. Wim Crouwel 1928
8. Milton Glaser 1929
9. George Lois 1931
10. Massimo Vignelli 1931
11. Matthew Carter 1937
12. Paula Scher 1948
13. April Greiman 1948
14. Tibor Kahlman 1949
15. Michael Beirut 1955
16. Chaz Maviyane Davis
17. Zuzana Licko 1955 and Rudy Vanderlans 1961
18. Louise Fili 1951
19. David Carson 1954
20. Gary Baseman 1960
21. Stephan Sagmeister 1962
22. Shinoske Sugusaki
23. Why Not Associates
24. Chip Kidd 1964
25. Shepard Fairy 1970
26. Eddie Opara 1972