

# FINAL PROJECT

## Project Definition:

Students conduct extensive research (historical, social, cultural, political etc.) and hands-on observation of a subculture that exists in NYC, in part or as a whole. Through data analysis and observation, students develop a point-of-view and design objective for a printed piece that speaks directly to a specific audience. (ie. poster campaign, brochure, cd packaging, way-finding system, etc.) The goal of this project is clear effective communication of concept through the organization and design of type and image.

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## Overall Objectives:

- o To explore the craft of research and observation
  - o To develop a concept and point of view based on research and data analysis.
  - o To understand the relationship between type and image in expressing ideas and in communicating intent.
  - o To develop a conceptual and aesthetic understanding of visual organization.
  - o To understand the integration of InDesign, Photoshop and Illustrator in designing a layout.
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## Methodology:

### RESEARCH

Choose a subculture that exists in NYC that intrigues you. Be sure to choose a group in which you would not be considered a member. The objective is to explore the unknown and unfamiliar; to put yourself in an environment you would not ordinarily be in. Research this subculture from every angle. Use a wide range of techniques to gather your information.

*Historical Research:* Investigate the history of the group you are researching and how this subculture came to be. Was it in reaction to an event, another group, or a place? What is the significance of this subculture? Does it revolve around a shared interest, or a cultural/social/political background? How long has it existed and how has it evolved or changed over time? Your sources for this information may be as follows: critical essays, newspaper articles, industry journals, trade magazines, biographies, blogs, interviews etc.

*Observational Research:* Visit the places in which your subculture exists and walk around the neighborhoods, interiors and other spaces they occupy. Observe the visual aesthetic, style, language, sound, and energy of the space. Document the area by sketching and writing in your process book. Take photographs of your subjects and their surroundings. Conduct interviews with the subjects and record other relevant perspectives as well.

### DATA ANALYSIS & ORGANIZATION

Analyze your findings (photographs, drawings, notes, interviews, research, etc.) and begin to organize your data creating a hierarchical structure. Make note of the patterns within your observations and categorize your information accordingly. Narrow down your findings and consider what particular aspects of your

research you'd like to focus on for your final project. Draw conclusions from your data and choose a very specific idea to explore deeper.

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## **Design Brief:**

### STATEMENT

State the specific inquiry, concern, problem, issue or need you would like to address in your project in a concise statement. For example, if your subculture was NYC cab drivers, here are three statements that might result from narrowing down your research:

1. "Many cab drivers are third world immigrants who face racial targeting and harassment by police, customers and garage owners on an everyday basis."
2. "One of the quirks of being a NYC cab driver is overhearing the conversations of a disparate group of New Yorkers, from intimate secrets to the widely absurd."
3. "NYC cabbies haven't warmed up to the newly installed credit card machines in their taxis due to their fear of lower earnings and smaller tips."

### OBJECTIVE & MESSAGE

Develop a point-of-view about your statement and define a straightforward objective that you'd like to achieve with your project. What exactly do you want to say and how will you say it? What will the emotional tone or personality of your message be? Will your piece promote, inform, excite, tease, enrage or raise questions?

### AUDIENCE

Who will your piece speak to? Consider who your audience is and describe them in full detail. Be as specific as possible. What is their age, gender, cultural background, occupation, interest etc.? Will you be speaking back to the subculture that you are investigating or is your target audience outside of this group?

### MEANS

What is the appropriate medium to use to best communicate your message? The limitations for this project are to create a printed piece that integrates type and image. Within those parameters, create a final piece that you feel is the most effective use of the medium. (poster campaign, cd packaging, brochure, book, signage, zine etc.)

### PRECEDENCE

Conduct extensive research of artists and projects that relate to your chosen topic contextually and aesthetically. Include at least 3 examples in your brief and explain how this work will inform your final project.

### EVALUATION

Propose a method of evaluating the success of your final project.

## **Execution:**

### DESIGN & LAYOUT

Through research of information design, think about how you will visually organize and present your data? How will you make use of all the design principles learned throughout the semester? (typography, color, grid, texture, figure/ground etc.) Be able to defend the design choices you make. How will these elements be laid out in your piece? Be careful not to overcrowd your compositions. The goal is clear effective communication of concept.

### CONCEPT ROUGHS

Create rough comps for 3 visual directions that utilize different design solutions. These 'roughs' are flushed out ideas that clearly demonstrate your use of typography, color, and layout of your text and imagery. They can be created digitally, through detailed sketching in full color, or collage. The aim at this phase is to showcase 3 distinct visual directions for you final.

### FINAL EXECUTION

Based on the feedback you receive from your formal presentation of your design brief and concept roughs, begin executing your final piece. You will present this iteration to the class during an informal work-in-progress critique for final feedback to apply to the finished piece.

### PLACEMENT & DOCUMENTATION

Once you have completed your final piece, you will place your project in the environment in which it is intended to exist. Through photography, you will document your piece in the space as well as your audience's reaction to it. This documentation will be presented along side your finished design during the final critique.