

# TIMELINE PROJECT

What is the overall history of graphic design? Art is influenced by its predecessors, as well as its cultural context. This is especially true for graphic design, which sits at the crossroads of fine art and communication, reflecting and reinforcing its specific social constructs.

In past ART 122 classes, a research paper has been demanded; however, this tends to be problematic as the topics are too specific. In addition to this, graphic designers should prefer the substantial challenge to translate a large amount of verbal information into a concise visual. For this project, you will create a timeline relating to the history of graphic design. This timeline could be a broad overview of all graphic design or a more specific (and more detailed) look at a particular movement or designer. You could also focus in on creating a timeline related to specific element of graphic design like the history of typography. The method and media used to create the timeline and final presentation may vary from student to student. The final format is also up to you. It could be in poster format, book format, or for the very ambitious, electronic format like a website. However, you will need to get approval for your idea before proceeding on the project.

You each will work independently with the same deadlines throughout the semester regarding the same project. This should grow and evolve within the semester instead of finishing it at the last minute. Figure out your schedule NOW because this project is huge, both in scope and execution.

## INITIAL PROPOSAL/TOPIC (50 PTS)

1. Even though it is early in the course, I recommend flipping through your book to see what appears interesting to you. Perhaps you want to take a broad look at graphic or maybe of particular time period interests you more. Begin to narrow down what you would like your project to be about. I expect to see a minimum of twenty items on your timeline. I also expect it to be an appropriate number of items for your chosen topic, i.e. cover the significant events and developments. You will want to begin researching and coming up with a list of things to include.
2. Decide what format you would like your project to take. Will it be a poster? A book? An accordion fold brochure? A website? I'm leaving this part up to you. What do you think makes the most sense for your project? I expect you to start to finalize things like size, shape, and binding methods.
3. Write a one page synopsis of your project idea. It should include a clear definition of what topic you will be covering and what format your project will take. It is recommended that you attach sketches of your ideas. In addition, I would like to see a list of items you plan to include on your timeline. I will review this with you to offer feedback and guidance.

## DRAFT VERSION (50 PTS)

1. Once your concept is approved, you should begin working on the final project. Gather all images you may want to use. Make sure you finalize the text you want to use. Begin selecting the fonts you may want to use. Work out any issues you think you may have with construction (don't be afraid to ask me if you need help with this).
2. Mock up a draft of your progress to date. It doesn't have to be in the final form (especially if it will involve expensive printing). I can even look at it on screen. However, I do want to see evidence that you have worked out construction issues if reviewing on screen. Your project should be approximately 75% completed.
3. Review draft with me for feedback. You should expect to have things to change.

## SUBMISSION GUIDELINES

The final time line piece should be printed and/or assembled to be presented to the class and turned in. The exact format your project takes is up to you within the guidelines. The project can be created digitally or by hand. If created digitally, I would appreciate a copy of it emailed to me for reference.

Your required label may whether be placed on the back of your finished piece or attached with a paper clip if that is more appropriate.

## DUE DATES

**Proposal and topic for timeline due on February 12.**

**Draft version of your timeline should be reviewed with your instructor on April 2.** I expect you to be approximately 75% done with the project.

The final version of the timeline should be presented in class on **April 23.**

## QUESTIONS?

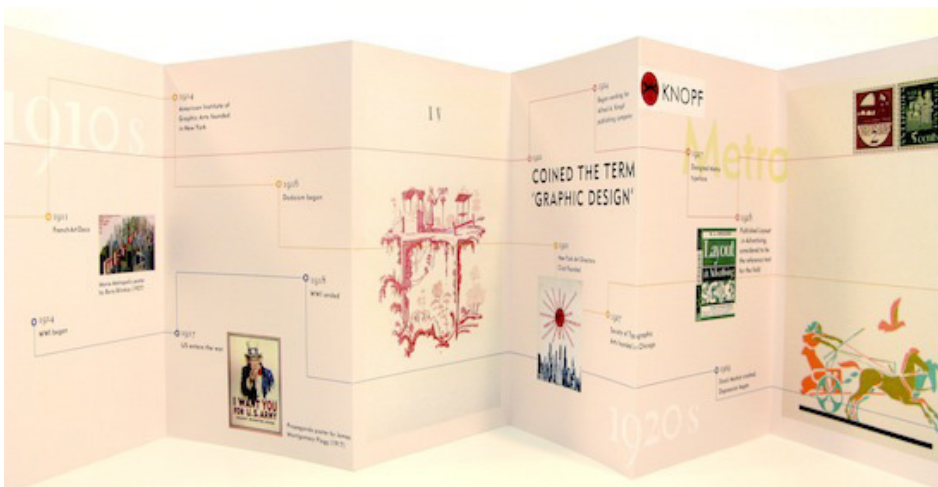
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### Office Hours:

Monday & Wednesday from 5:00 - 6:30 pm, or by appointment

## FINAL TIMELINE (100 PTS)

1. After receiving feedback from me, you will begin finalizing the design of your timeline. You will want to make final decisions on images, fonts, and format.
2. Keep in mind the following advice when finalizing your design:
  - Make deliberate decisions. Do not do things just because you like them. Graphic designers make deliberate, well thought out choices.
  - Make sure any images you use are not pixelated. Size them accordingly to prevent this.
  - Be prepared to defend your font choices to me. You should make sure the font(s) you choose are readable and make sense with your design.
  - Is the hierarchy/order of events clear? Make sure a viewer can tell where the timeline starts and ends. There should not be confusion as to what is occurring.
  - Can I tell what your timeline is about? I should know within seconds of looking at it what the subject of your timeline is.
  - Consistency - Are dates written in the same way every time? If not, is there a good reason for it, i.e. one event is more important than another? Is the type describing an event readable and understandable?
  - Consider your color palette carefully.
  - Spell check!
3. Once your design is completed, print out and assemble the pieces of the timeline. Do remember that craft counts. I don't want to see glue marks, poor cutting, or any other sloppy assembly. Again, please see me if you need help with your construction.
4. Present the finished version of your timeline to the class. We will have a critique as a class. You will need to leave the final piece with me. They will be available to be picked up the following week.



MORE EXAMPLES CAN BE FOUND ON BLACKBOARD

