

Graphic Design Sketchbook

“We are looking to hire artists that can work when the power goes out.”

John Hughes, President and Founder of Rhythm and Hues, creators of digital effects for movies and TV commercials including Men in Black, Dr. Doolittle, Lord of the Rings, Planet of the Apes, Babe, X Men, etc.

Objective: It is a common error to ignore the planning and thought process before a student starts to work on a computer. The student will learn to pre-visualize and conceptualize images for layout and design.

This sketchbook will need to include 20 examples from each of the following three categories:

1. Photographs/Drawings 20 examples

Collect photographs, and drawings, and paste them into a blank sketchbook, notebook or journal. You can collect samples in any way. Use magazines, newspapers, product packaging, take snap shots of billboards and posters. The images should be as varied and diverse as possible. Please analyze why you selected each individual image. I like it or don't is not considered adequate analysis. You may clearly hand write or print your responses next to or below the image in your sketchbook.

- What in the photograph/illustration grabbed your attention and why?
- How do you think the artist created the image? What medium?
- Are there technical successes and/or improvements to be made with the image?
- What elements and principles of composition and design did the artist use?
- What was the artist's intent in creating the image?
- Do you think the artist was successful? Why?

2. Typography 20 examples

Collect examples of typography styles treatments and layout.

3. Layouts and Sketches 40 examples (20 each)

Collect actual layouts and draw sketches of layouts that you might want to create. You will not be graded on your drawing skills (or lack there of). You may not use the computer to create these sketches.

80 examples total

You will turn in:

A sketchbook for a mid semester review and then again at the end of the semester for a final grade. Please make sure to include your name on your sketchbook. This assignment is worth 5% of your grade.

- **First review mid semester (25 pts)– See Lesson Plan**
- **Final review end of semester (25 pts) – See Lesson Plan**