

# Faculty Showcase '06

Sponsored by Academic Technology at Simmons College



## The 20th Century Graphic Designer



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### Goals

- Experience research-based design, expanding knowledge of design history and becoming acquainted with key people in the field
- Apply design principles to a set or series of interrelated design pieces
- Practice creating a visual presentation in PowerPoint without relying on built-in templates
- Increase public speaking skills and their ability to use PowerPoint in conjunction with a verbal presentation

### Project Overview

Students select a 20<sup>th</sup> Century designer and conduct original research on that person's body of work. They then communicate what they have learned in a visually-coherent way across several presentation formats:

- a PowerPoint presentation that includes approximately 20 images (including at least one chart or graph) and is accompanied by a 1200-1500 word script
- a set of 4 conceptually and visually interrelated stamps (regulation postal size) that reflect the important qualities and characteristics of an internationally recognized graphic designer.

The PowerPoint presentation must manifest the principles of design and should demonstrate expertise in typographic hierarchy, use of captions, and appropriate use of quotes (both verbally and visually). The stamps must clearly identify the work of the designer, but each student must also manipulate the work to make it her own.



### Applications Beyond

This project challenges students to go beyond the traditional term paper to communicate what they have learned in a range of presentation formats. Technology, from user-friendly PowerPoint to more complex graphics production software, makes it possible for students to represent their work in creative and engaging ways. In addition, it is important for students to learn how to avoid the pitfalls and maximize the potential of PowerPoint, the presentation software used in most professions.

