

GRAPHIC DESIGN

David Carson

Aim: To introduce you to the work of David Carson, a Designer, Art Director and Surfer, best known for his innovative magazine design and use of experimental typography.

3G1 Deadline: 2nd Half Term Week 3 homework set on WEDNESDAY 14/11/18. Due lesson WEDNESDAY 21/11/18

3A1 Deadline: 2nd Half Term Week 3 homework set on THURSDAY 15/11/18. Due lesson THURSDAY 22/11/18

Task: 1 week homework task and you are to produce 8x small preparatory designs, which you will use to create 2x A4 pages in your design book of David Carson inspired designs.

Research the work by David Carson and analysis his style, technique, design(s) – approx. 250 words presented on tracing paper (size 10 font) with thumbnail images of his designs. Your designs must represent and promote yourself as a designer. Include interesting typography/initials/text/lyrics/quotes about yourself that can be incorporated into your designs. Plan your layout and write your thoughts on the work.

TASKS A, B & C - Present across a double page spread in your A4 book. Attach concertina to right page with a paper clip.

TASK A - Research

- Write 250 words of biographical information on David Carson and your thoughts on his style and techniques used. Tracing paper flap.

TASK B - 8x small preparatory sheets on various papers (cartridge, cream, tracing, brown packaging, grey, black etc.) 13cm x 9cm

- Create 8x small preparatory sheets; dimensions of each sheet 13cm x 9cm. Use the following: fine liner, inks, paint, sharpies, markers etc. Present these on a concertina. Use paper clips/masking tape on the reverse; please do not glue these down. Here is a list of the 8 designs you are to create:

no.1 – wooden stick stirrer + black ink on cartridge

no.2 – fine liner + sharpie/marker on pre-prepared painted surface e.g. yellow ochre on cartridge

no.3 – fine liner on cartridge

no.4 – fine liner on tracing paper, thicken up the line with finer liner (not marker)

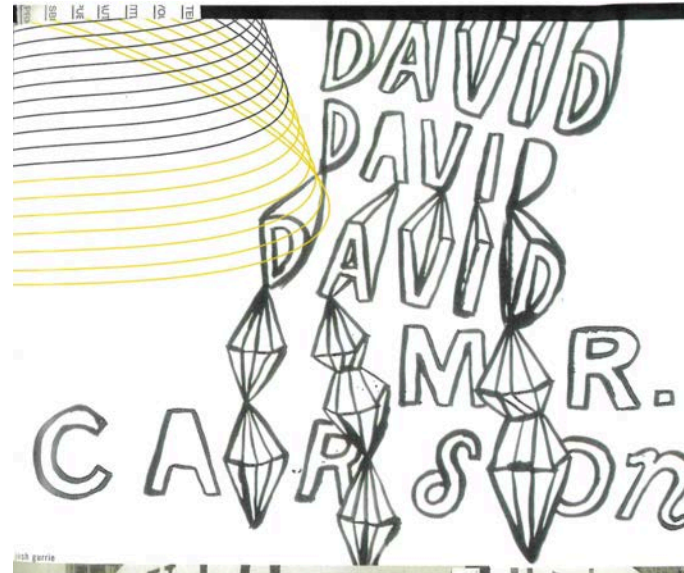
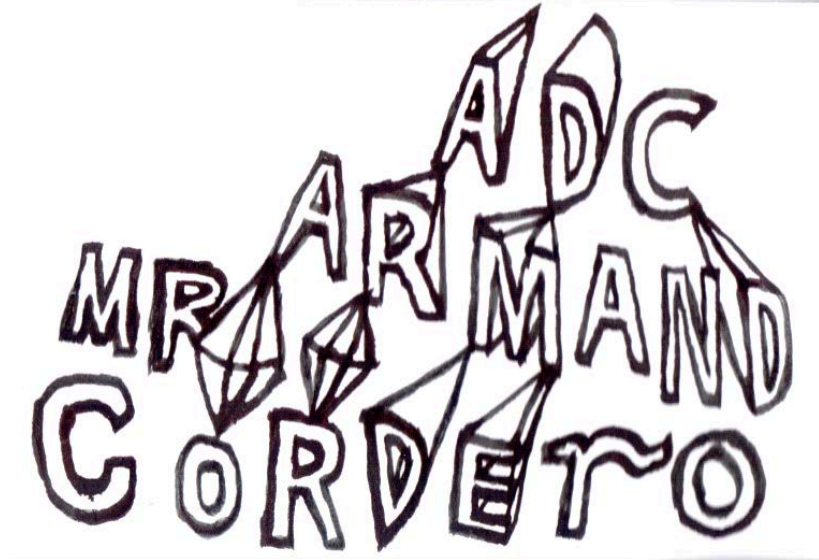
no.5 – black ink and drawing nib on cartridge (thicken line with drawing nib and ink)

no.6 – Write a note/phrase using fine liner on lime green post it note – attach post it note to cartridge 13x9cm

Additional small preparatory sheets: Red/black spray paint on cartridge; red/black ink/paint splatters/drips on cartridge*Scan your small sheets and incorporate them in your designs using Photoshop/Illustrator.

For these 8x small preparatory sheets, use the following David Carson designs as inspiration. Here is a guideline for how to approach task:

no.1 – wooden stick stirrer + black ink on cartridge



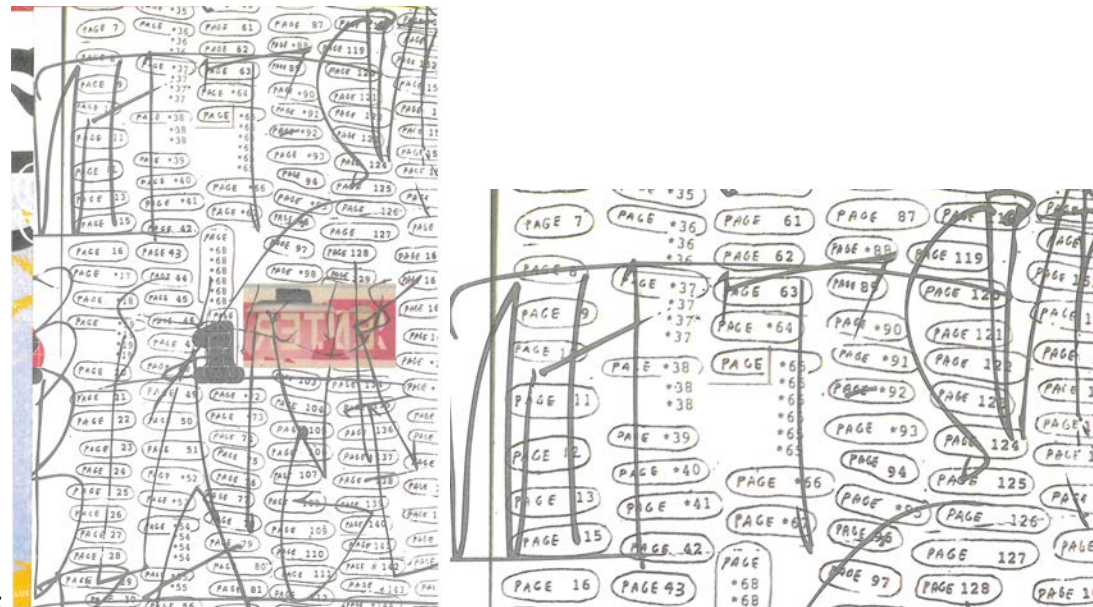
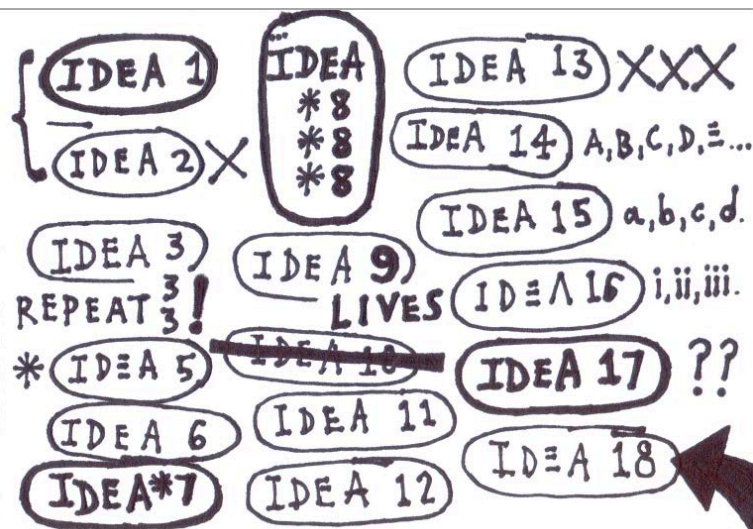
Reference: [ish gerie](#)

no.2 – fine liner + sharpie/marker on pre-prepared painted surface e.g. yellow ochre on cartridge



Reference:

no.3 – fine liner on cartridge



Reference:

no.4 – fine liner on tracing paper, thicken up the line with finer liner (not marker)



References:



no.5 – black ink and drawing nib on cartridge (thicken line with drawing nib and ink)

armand
cordero,
empire of
the sun.

Reference:

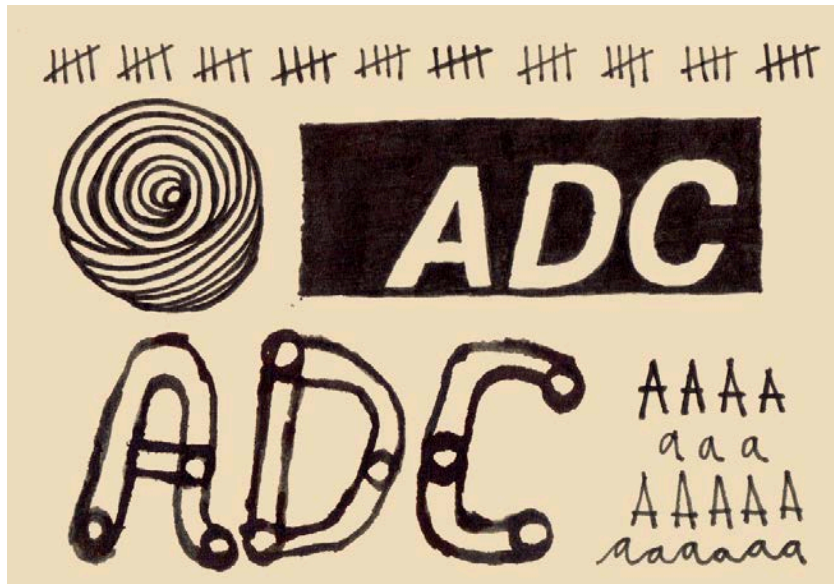


no.6 – Write a note/phrase using fine liner on lime green post it note



Reference:

no. 7 - wooden stick stirrer + black ink on beige cartridge of initials, mark making and patterns



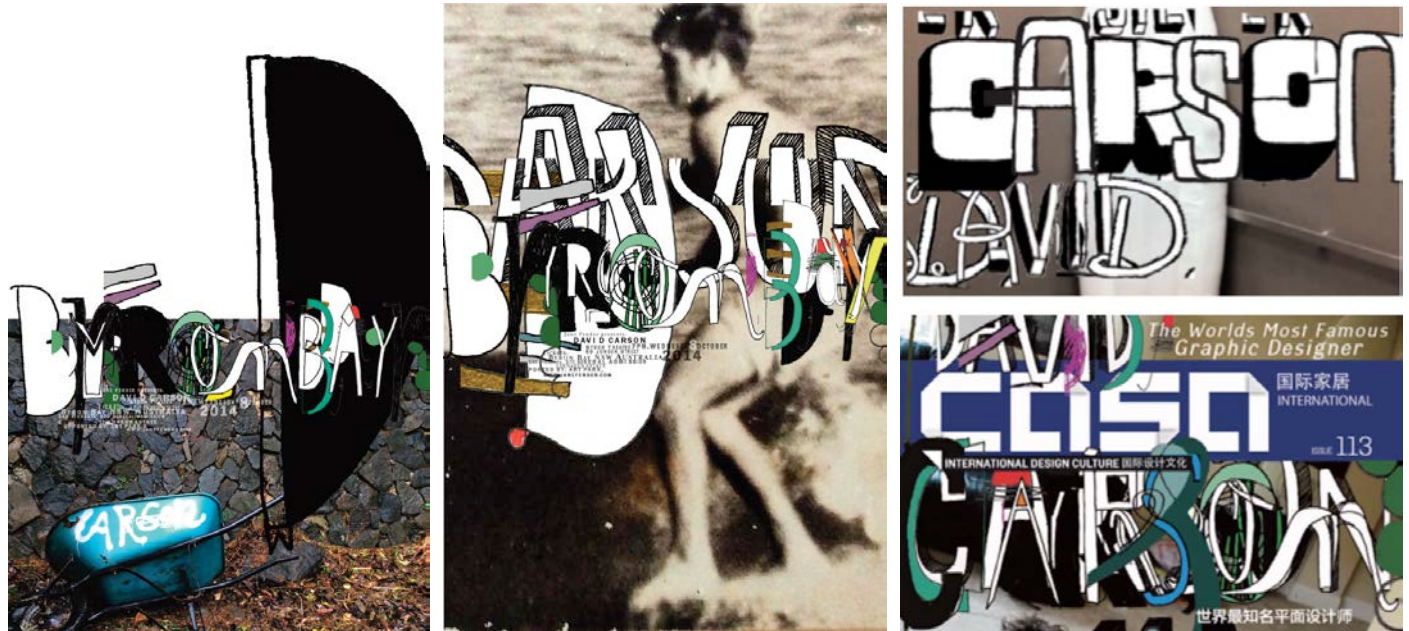
References:



no.8 - fine liner illustrations of your name on tracing paper (examples below)

ARMAND
ARMAND
armand

References:



Example of 8x small preparatory sheets attached to concertina:



Example of how you can use your 8x small preparatory sheets in your own designs, working in the style of David Carson:



TASK C - Fill 2 A4 sides in your sketchbook with a series of imaginative designs/pages/posters in the style of David Carson.

You are ultimately going to produce designs in the style of David Carson covering the techniques/styles that Carson uses, include:

- Words/blocks of text/typography/name/initials/text/lyrics/symbols/quotes about you as a designer and your interests.
- Interesting typography – combination of both digital and off screen techniques. Incorporate layers of overlapping typography, split fonts using the pathfinder divide tool (Illustrator), explore Illustrator effects, vary the fonts used, incorporate both upper and lower case fonts, reverse some letters, use the brush tool to create the effect of hand drawn typography, use the transparency effect, experiment with the adjustments/filters/blending modes in Photoshop, drips of ink and paint, layers of textured surfaces, use transparency papers etc. Lots and lots of layering!
- Make both of your pages different in style and techniques used. It's up to you to consider the size of imagery you are going to produce but make your pages look busy and well considered. Some of your designs may be created using only typography, where as other designs may incorporate imagery into your designs e.g. photographs of yourself, interests etc.
- Plan how you intend to construct/compose/layout your work -do you need different types of paper, colour/weight, are you going to use a tab or an overlay for your written work?

Remember Carson believed in having creative freedom, opportunities for self expression and going with aesthetic instinct. Being open to accident. Break the rules but still respect them.

Useful Links:

<http://www.davidcarsondesign.com/>

<https://www.pinterest.co.uk/armandcordero/david-carson/>

<http://www.davidcarsondesign.com/t/tag/poster/>

<http://www.designboom.com/design/interview-with-graphic-designer-david-carson-09-22-2013/>

Presentation and annotation*

Present Tasks A, B & C across a double page spread in your A4 book. Attach concertina to right page with a paper clip.

The following designs are examples of designs in the style of David Carson. Remember that your designs need to promote yourself as a designer.

