

## David Carson project outcomes – create 2 A4 TED Talk poster designs

3G1 – 3<sup>rd</sup> half term, week 1 HW set Wed 9.1.19; deadline lesson Wed 16.1.19

3A1 – 3<sup>rd</sup> half term, week 1 HW set Thu 10.1.19; deadline lesson Thu 17.1.19

### Aim

To develop your David Carson project (2<sup>nd</sup> half term, week 3 HW) and produce outcomes as Ted Talk poster designs, further exploring the work of David Carson, a Designer, Art Director and Surfer, best known for his innovative magazine and poster design, and use of experimental typography.

In the '2<sup>nd</sup> half term, week 3 HW tasks', you completed the following tasks:

- Research – 250 words of biographical information on David Carson and your thoughts on his style and techniques used. Tracing paper flap.
- 8x small preparatory sheets on various papers (cartridge, cream, tracing, brown packaging, grey, black etc.) 13cm x 9cm
- 2 A4 sides of a series of imaginative designs/pages/posters in the style of David Carson consisting of image and text in relation to you as a designer and your interests.



You should have already transferred and presented the '2<sup>nd</sup> half term week 3 HW tasks' into your A3 books (3G1 pages 22 and 23 of A3 book; 3A1 pages 30 and 31 of A3 book), as shown in the PDF via ['L6 RECAP – A3 SKETCHBOOK – LAYOUT AND ORDER OF PAGES'](#) folder via Godalming Online (example above).

### Summary of this HW

Follow the brief to complete this homework. You are to complete the following:

- Design Brief (outline the objectives and purpose of your designs. Include a brief description outlining what a Ted Talk is about)
- Create 2 A4 Ted Talk poster designs
- Ensure your David Carson project is fully annotated. Complete presentation of project.
- Evaluate your 2 A4 Ted Talk poster designs and show photos of your designs placed in an environment.

### Task - Design Brief

Before you get started with designing your posters, you are to write a Design Brief – word process (size 10 font), print as a small/medium sized tracing paper flap.

#### How do you write a design brief?

There are a couple of main reasons why any graphic design project needs a detailed design brief: It spells out exactly what clients want to achieve. And it acts as a point of reference for you, your teachers and A-Level examiners. Use the headings below to outline the purpose of this project.

- Profile: A summary of you as a designer (e.g. Graphic Designer, Illustrator, Fashion Designer, Interior Designer, Artist, Photographer, Film-Maker etc.) and a *brief description* (e.g. biography/history/design influences).
- Market position: A realistic estimation of your creative service/product relative to what competitors are doing. Are there existing designers/styles/movements/brands/products similar to you and your design work? Perhaps your style is a combination of multiple factors, discuss briefly here.
- Target Market: A description of your intended consumers/audience (demographic). Include age, gender, income, employment, geography, lifestyle of those the client wants to reach.
- Current situation: An explanation of what's happening to bring about the need for this project outcome e.g. a new event/release/launch/discussion/debate in relation to your design work; perhaps you are promoting a themed art exhibition/pop up exhibition to endorse yourself; opening of a new brand (design agency, collective of designers, clothing, food, drink etc.); launch of a product (book, music, fashion, film, art, magazine etc.); raise awareness for a good cause or innovative idea etc.
- Communication task: Your posters must be informative and visually appealing. What will be the topic of your Ted Talk? Perhaps you will create posters to advertise two different Ted Talk events? Or perhaps it is a complex topic and advertised as poster 1 = part 1 and poster 2 = part 2. What's the intended message behind the Ted Talk posters? Where possible, include information to be shown in the designed item **e.g. taglines, Ted Talk logo, social media links, body text, imagery, date, time, location/venue etc.**
- Objectives: What do you want to achieve with your poster designs? Where possible, make the objectives specific and the results measurable, e.g. increase sales/earn money, raise awareness, appeal to a new market etc.

Here are some other points for you to consider, to include in your Design Brief:

- What is the purpose of your poster designs?
- What are you trying to visually communicate?
- What is the message and meaning behind your designs?
- Who is your target audience?
- Which social, historical and cultural influences will effect the creation of your designs?
- Where do you imagine your poster to be advertised?
- Could your design be easily adapted and presented in different formats and dimensions? e.g. portrait, landscape, banner, square, A1, A3, A4, A5 etc.
- Research into existing David Carson poster designs to refresh your memory of his style and technique. Select minimum of two designs that you would like to use as reference in developing your own posters. Why have you selected these designs? What do you like about the selected Carson designs? How do you think these designs will influence the creation of your own designs? How will you work in the style of David Carson?

### **Task - Create 2 A4 poster designs**

You are to create outcomes for the David Carson project. Create 2x A4 Ted Talk portrait poster designs in the style of David Carson, to promote yourself as a designer, in relation to your design work, beliefs, ethos etc. Consider creating Ted Talk posters that will promote your creative services or perhaps advertise an event/release/launch/discussion/debate/question in relation to your design work e.g.

- Promoting a themed art exhibition/pop up exhibition that visually communicates an important cause
- A talk about the opening of a new brand (clothing, food, drink etc.), consisting of an innovative idea that could change the world e.g. a brand that benefits the planet, reducing CO<sup>2</sup> emissions or a brand that is environmentally friendly and uses recycled materials.
- Discuss a launch of a product (book, music, fashion, film, art, magazine etc.) with an “idea worth spreading”.

Visit <https://www.ted.com/#/> to gain inspiration from existing Ted Talk topics. What is a Ted Talk? Visit <https://whatis.techtarget.com/definition/TED-talk> for more information.

### How to approach this task

You have gained experience using the following methods in previous coursework. You must approach the poster design task using a combination of:

- digital (Photoshop/Illustrator; scanning off-screen designs and editing digitally; use photocopier as a tool)
- experimental approach, off-screen mixed media (paints, collage, inks, pens, spray paint etc.)
- transparency overlays (digital, off screen, acetate, tracing paper)
- layering of image (photographs, newspaper, magazine, illustration etc.) and text (range of font, size, dimensions, ratio)

Look at your David Carson inspired designs from previous David Carson homework, which you should have transferred and presented on pages 22 and 23 in your A3 book. Example:

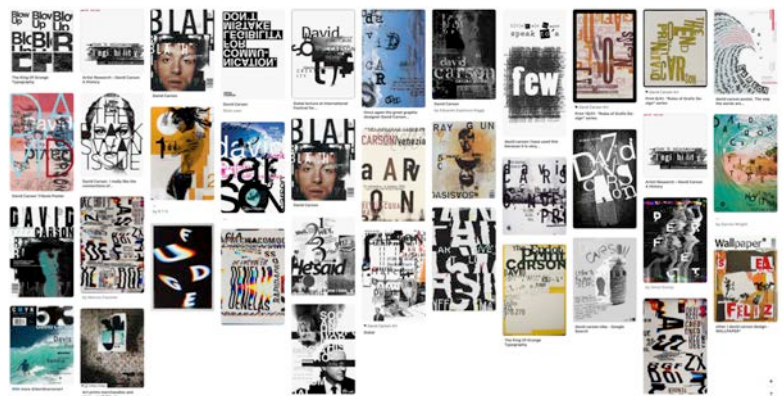


To create your 2x A4 posters, you could develop your existing David Carson inspired designs:

- refine, tweak, edit and develop your designs
- explore different layouts and compositions
- rearrange the different elements of your designs, take into consideration where you will position informative text

### Inspiration

For more inspiration and references to help you develop and create your posters, visit these sites to access examples of Carson posters. You could use Carson's posters to help you develop the placement of image and text, layout and composition, layering, opacity, colour palette, tagline, body of text, hierarchy etc.:



<http://www.davidcarsondesign.com/t/tag/poster/>; <https://www.pinterest.co.uk/armandcordero/david-carson/>;  
<https://online.godalming.ac.uk/mod/folder/view.php?id=60554>

Furthermore, visit <https://www.pinterest.co.uk/druiddesign/ted-posters/?lp=true> to see existing Ted Talk posters, which could inspire your designs.

Example of task (right)

My design in the style of David Carson; example of David Carson design to use as reference; work in progress of poster design exploring layout and composition; planning the placement of text/image.



**Task - Annotation & Presentation**

You are to present your two posters as a double sided A4 flap, attached to pages 22 and 23 in your A3 sketchbook. You must provide annotation for your designs on pages 22 and 23 of your David Carson project, reflecting critically on your work and progress (use graphic terminology via glossary available on Godalming Online). An analysing designs framework is included here to help you:

**Analysing designs framework** (see tables on next page)

<b>Basics</b>	<b>Source</b>	<b>What is it?</b>	<b>What is it called?</b>	<b>When was it produced?</b>	<b>Who created it?</b>	<b>Why was it produced?</b>
	Web address & date viewed. Book title, author and date published. Magazine title, page and date published. Newspaper title, page and date published. Gallery name and date visited. etc.	Type of product, e.g editorial article, billboard poster, point-of-sale item, packaging for souvenir, etc.	Title of piece/name of product.	Date. Era and context if interesting, e.g post WW2	Designer/illustrator/artist. Design agency/company. Brand publishing the design. etc.	Function of product e.g to promote something, to inform a particular target audience, to raise awareness and campaign for/against...

<b>Aspects to consider</b>	<b>Think about...</b>	<b>Example Sentences (use the glossary to widen your use of subject vocabulary)</b>
<b>Materials/Mediums</b>	Card, paper, acetate, polypropylene, woods, metals, digital, hand rendered, etch, print, collage, montage, paint, watercolour, ink, mixed media, photographic...	<p>“This design has been created using the low-tech method of collage. The use of ripped paper gives a hasty and rough quality to the piece... The use of collage helps illustrate the ‘truth to materials’ debate because...”</p> <p>“The brand logo has been printed onto corrugated card sleeves for use with takeaway hot drink cups. The sleeves are made from recycled materials and the recycle logo is included to...”</p>
<b>Techniques</b>	Application of media, printing/manufacture methods...	<p>“The paint dominates the space and looks as though it has been spread across the page using a wide brush. The artist has... in order to...”</p> <p>“This is a lino print with narrow lines of white space scattered throughout the blocks of colour. This is where the ink has not been absorbed by the paper. The primitive and simplistic quality of this method creates...”</p>
<b>Spatial qualities</b>	2-dimensional designs or within 3-dimensional objects. Placement of typography, composition, use of negative space, scale...	<p>“The juxtaposition of 70pt and 18pt creates a forceful impact and places emphasis on the word ‘Hi’.”</p> <p>“A large amount of negative space is created on the left of the page which...”</p> <p>“The title is placed at the bottom of the page to symbolise... and leads the viewer’s eye to...”</p>
<b>Colour schemes</b>	Harmonising/contrasting, limited palette...	<p>“The use of passive colour blue in the background and active yellow in the foreground...”</p> <p>“I imagine that the use of a limited colour palette is deliberate to keep costs down as this design will be printed onto disposable paper products. A blue outline is used to enable white to act as a third colour in the design.”</p> <p>“The palette is harmonising and...”</p>
<b>Personal response/reflections</b>	How do you feel about the piece? What did you find out? How will this inform your designing?	<p>“This billboard advertisement caught my eye because of its brightly coloured typography. At first glance I thought it was promoting a surf-style clothing brand because of the flowing text. The use of wave shapes and wood texture added to this beachy feel. I had to read the smaller text to understand it was a Thompsons Holiday advertisement....”</p> <p>“By analysing this design I have learnt about several methods of composition, therefore, I will incorporate leading lines into my poster design to lead the viewer’s eye to the most important information.”</p>

## Task - Evaluation

You are to evaluate your designs – word process (size 10 font), print as a small/medium sized tracing paper flap. Answer the following questions.

When presenting your Evaluation, present photos showing your posters in environments/situation (see right) e.g. bus stop, underground, billboard etc. Mock up templates are available via Graphic Burger e.g.

<https://graphicburger.com/bus-stop-billboard-mockup/>; <https://graphicburger.com/street-billboard-psd-mockup-2/>; <https://graphicburger.com/indoor-advertising-poster-mockup/>



*What is Evaluation?*

Evaluation is the skill of being able to look at a piece of work and know what is right or wrong with it. It is an instinctive skill but one that you can develop by increasing your knowledge and understanding of design through studying the work of other artists and designers.

*Why do you evaluate your work?*

You evaluate your work to find out what works and what doesn't. It is also important to understand what you have learned from doing the work. What are the new skills, techniques, and concepts that have you grasped through your involvement with the creative process? Each piece of work that you undertake should build upon your knowledge and understanding of art and design leaving you better equipped for your next challenge.

*How do you evaluate your work?*

When you are evaluating your designs you should consider the following:

- Images
- Fonts
- Layout/composition
- Target Audience
- Technique

*Your Images:* Consider their suitability for the subject, their style, proportion, arrangement and colour. Could any of these be improved upon by making any adjustments?

*Your Fonts:* Consider their suitability for the subject, their legibility, style, proportion, arrangement and colour. Could these be improved upon by making any adjustments?

*Your Layout:* Consider the proportions, arrangement, alignment, and colour relationships of the various elements in your design.

*Your Target Audience:* (your client, buyers, users, readers) Does your design speak in a language, colour and style that appeals to your target audience?

*Your Technique:* does your use of media, software, quality of finish and presentation need to be improved upon?

*Compare and contrast your 2 poster designs.*

Which Ted Talk poster design is more effective and why? What strengths and difficulties did you experience during the creation of these designs? How would you improve your designs? Can you propose an alternative design solution?

Can you assess the value/importance of your designs?

### Summary of the David Carson project:

Tasks from previous homework:

- Research – 250 words of biographical information on David Carson and your thoughts on his style and techniques used. Tracing paper flap (include selection of images of David Carson designs)
- 8x small preparatory sheets on various papers (cartridge, cream, tracing, brown packaging, grey, black etc.) 13cm x 9cm
- 2 A4 sides of a series of imaginative designs/pages/posters in the style of David Carson consisting of image and text in relation to you as a designer and your interests.

Tasks from current homework:

- Design Brief (outline the objectives and purpose of your designs. Include a brief description outlining what a Ted Talk is about)
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*Example of David Carson layout across double A3 page*



Examples of David Carson inspired designs

