

Week 13 David Carson TED Talk poster designs
Deadline – One-week homework task due 1 week from lesson set
See Teams Assignment for deadline date and time

Aim
 You are to develop your David Carson exploration from week 11 HW. In week 12 HW you explored *typographic* systems. For week 13 HW you are to produce outcomes as TED Talk poster designs. Further explore the work of David Carson to inspire your poster designs – David Carson – a designer, art director, and surfer, best known for his innovative magazine and poster design, and use of experimental typography.

In the week 11 HW, you completed the following tasks:

- Research – 250 words of biographical information on David Carson and your thoughts on his style and techniques used. Present as tracing paper flap.
- 8 x off-screen A6 (trimmed down to 13cm x 9cm) preparatory designs on various papers (cartridge, cream, tracing, brown packaging, grey, black etc.) Examples:



- 2 A4 sides of a series of imaginative designs in the style of David Carson. Your designs consist of digital edits of your 8 off-screen designs experimenting with layering, masking and blending modes. Examples:



Summary of this HW

Follow the brief to complete this HW. 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 – you decide the topic/theme of your posters
- Ensure your David Carson project is fully annotated and presented
- Evaluate your 2 A4 Ted Talk posters designs

What is a TED Talk?

Watch this [short YouTube video](#) (approx. 4 mins) to gain an understanding of what TED Talk is all about

Here is an example of a TED Talk by David Carson – Design and discovery [link](#)

Our Mission: Spread ideas

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On TED.com, we're building a clearinghouse of free knowledge from the world's most inspired thinkers — and a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

A TEDx Talk is a showcase for speakers presenting great, well-formed ideas in under 18 minutes.

Why under 18 minutes?

This short talk model works, since it only demands the audience's attention for a short period of time, decreasing the chance of minds wandering or daydreaming about lunch. In fact, some of our greatest TED Talks have been as short as 5 minutes long!

What is a great, well-formed idea?

It can actually be one of two things:

- Something that's new and surprising; an idea or invention that your audience has never heard about.
- A great basic idea (that your audience has maybe already heard) with a compelling new argument behind it that challenges beliefs and perspectives.

In other words, an idea isn't just a story or a list of facts. A good idea takes certain evidence or observations and draws a larger conclusion.

Types of talks

When searching for speakers, you can keep in mind these seven different types of talks — not every speaker's talk has to be exactly the same.

The big idea

The talks that make one or two very strong points, and it's important. Examples: [Bryan Stevenson](#), [Onora O'Neill](#), [Chimamanda Ngozi Adichie](#)

The tech demo

An onstage look at some clever new invention that the speaker was a part of creating. Examples: [Tan Le](#), [Markus Fischer](#), [Raffaello D'Andrea](#)

The performance

Music, dance, magic, puppetry, or some other performance to captivate your audience. Examples: [Usman Riaz + Preston Reed](#), [Arthur Benjamin](#), [Pilobolus](#)

The artist's statement

In these talks, artists showcase their art and explain the meaning and process behind what they create. Examples: [Raghava KK](#), [Liu Bolin](#), [Aparna Rao](#)

The “dazzle with wonder”

These talks are mainly about the amazement of science and discovery. Examples: [Yoav Medan](#), [Marcus Byrne](#), [Janna Levin](#)

The small idea

These talks are not about one big, world-changing idea, but instead a very engaging take on an interesting topic. Examples: [Mary Roach](#), [Joe Smith](#), [Charlie Todd](#)

The “issue” talk

These talks expose your audience to an issue that they may not otherwise know much about. Examples: [Rodrigo Canales](#), [Lawrence Lessig](#), [Rose George](#)

Topic/theme of your poster designs

Before you get started with designing your posters, you are to decide the topic/theme of your posters. Suggestions:

- Your TED Talk could promote something about you as a designer (choose this option if you are unsure about what topic/theme to use for your posters)
- Climate change
- [A simple way to break a bad habit](#)
- Sustainability and Fashion
- Architecture
- [The happy secret to better work](#)
- [How to make stress your friend](#)
- 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
- Advertise an event/release/launch/discussion/debate/question in relation to your design work
- Promote 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 CO2 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".
- Perhaps you've come across an interesting topic reading an article or watching film, documentary etc.

Visit <https://www.ted.com/talks> to see other topics and themes.

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.

Task – Design Brief

You are to write a short 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. If a heading is not relevant to your project you can skip it.

Profile: A summary of the client/business and a brief history will help

OR a summary of you as a designer (e.g. graphic designer, illustrator, fashion design, interior designer 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 design 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.

- to spread ideas about technology, education and/or design
- 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? 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 affect 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 TED Talk poster designs

You are to create 2 A4 TED Talk portrait poster designs in the style of David Carson.

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

- seek reference from David Carson designs to inspire your own creations
- digital – Adobe Illustrator and/or Photoshop; scanning off-screen designs and editing digitally
- use photocopier as a tool to scan, create copies, reduce and enlarge, distort
- experimental approach, off-screen mixed media, pre-prepare painted surfaces (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)
- experiment with blending images together using transparency blending modes, opacity, masking, grouping etc.

To create your 2 A4 posters, you could create new designs and/or develop your existing David Carson inspired designs from week 11 HW:

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

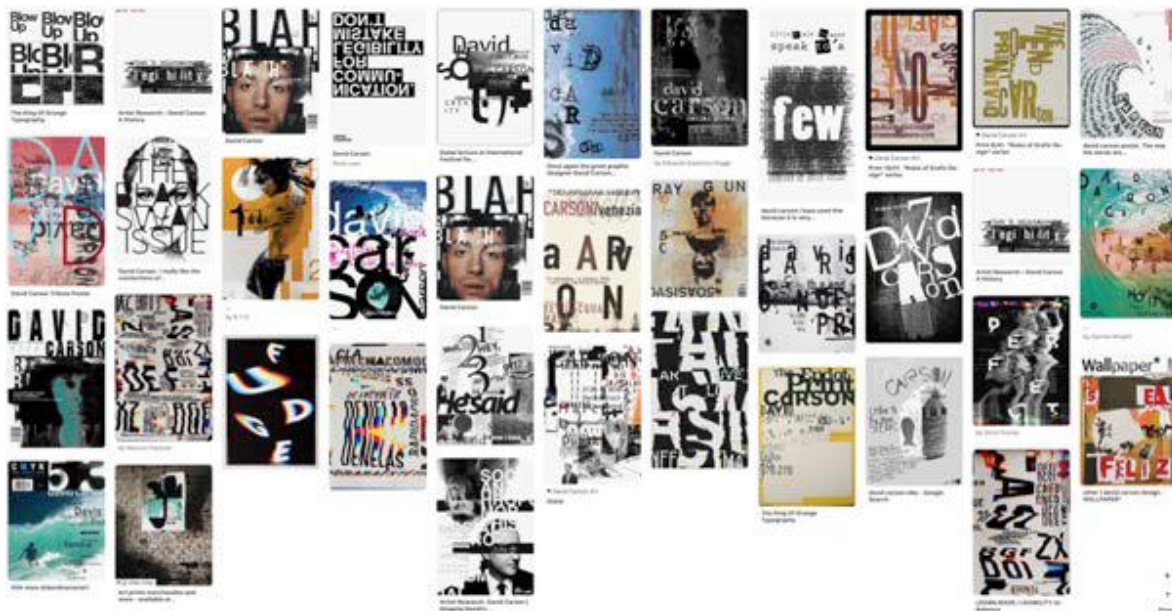


Marcus's David Carson inspired designs about pollution and the environment

Inspiration

See David Carson reference images via your Teams group > Files > Week 12 TED Talk HW folder > David Carson reference images folder, Pinterest etc.

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.:



Useful links

<http://www.davidcarsondesign.com/t/tag/poster/>
<https://www.pinterest.co.uk/armandcordero/david-carson/>

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 the task:

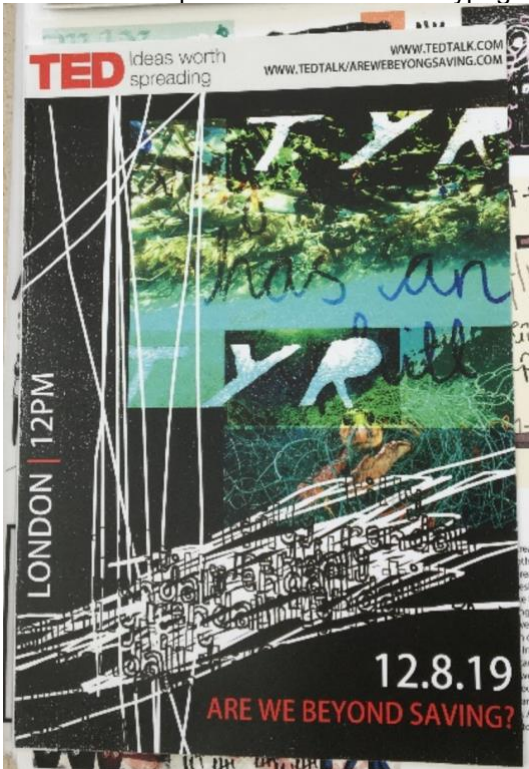
Example of task (right)

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.



Tilly's TED Talk poster example – topic 'Are we beyond saving?' related to climate change

Tilly used elements from her 8 A6 designs (from week 11 HW) and combined them together using digital techniques. Here are examples of 'For our future' typography designs and an alphabet she created inspired by Carson.



One of Star's TED Talk poster examples – the theme is related to fashion

Star experimented with different images for the background of her poster



Example of how to approach task

See different parts used to create a Carson inspired design with elements of collage making (digital), layering, repetition with type, experimenting with blending modes and elements of off-screen techniques.



layer 1 photo



layer 2 reduced size photo, masked into a smaller rectangle with 'soft light' blending mode using transparency panel; position on top of layer 1



layer 3 dark red portrait rectangle; layer 3 has 'multiply' blending mode; place layer 3 over layer 1 and 2



layer 4 - explore type repetition, with 'overlay' blending mode; to be placed over layer 3, slightly overlapped



layer 5 - for this demo I will use the i-D logo with 'soft light' blending mode to be placed over layer 3



explore layout and composition using the layers; select all parts and group them



use rectangle tool to draw a rectangle; the same size as the red rectangle, place on top of the group in the same position as red rectangle; select both the new rectangle and the group; right click and make clipping mask



demo example above; keep it simple at first; the design can then be refined and developed using David Carson reference. incorporate off-screen elements, layering, and experiment with typography etc.



I will add a white A4 size rectangle behind the current design so that it is the correct format for the A4 poster design



Experiment with layering, layout, composition, try different blending modes. Consider contrast between light and dark tones



For this demo I am using a scanned part of an off-screen design, which has been masked into a small square size - with 'overlay' blending mode and only 60% opacity.



I have scanned in a pre-prepared painted surface that I created by rolling paint onto a paper surface. I position this on top of the design with 'saturation' blending mode. I experimented with this with the purpose to colour block an area of the design.



The design is quite dark now so next I will edit the design to create lighter tones. I use a white rectangle with 'overlay' blending mode and layer on top of the design



I select and group all of the current design except for the A4 white background. I reposition the current design on the A4 white rectangle background



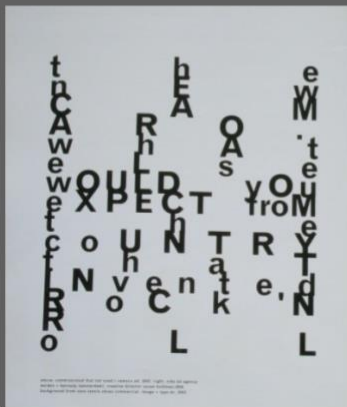
I scan in a pre-prepared black painted surface, which I created using black ink/paint. I position the black surface in between the A4 white background and the group (current design)



I download and edit a TED logo and position it in the design. I create a QR code online via qr-code-generator.com/free-qr-code-creator - download QR code, resize and position in corner of design



I experimented with a different photo, trying a range of layouts and compositions whilst developing my design. To see which layering and blending modes were more effective. Exploring the use of light and dark tones. I used a combination of digital (Adobe Illustrator) and off-screen techniques (e.g. scanned in pre-prepared surfaces).



WHERE ARE YOU REALLY FROM?

LIVE
Conversations
Tuesday 12
January 2021
1:00pm GMT

Home, Identity
and Community.

w h a t U y r n d e U y e e U m s e n s e u y t s i r e
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To further improve visual communication and make the design fit for purpose, I include informative text in the style of David Carson. I seek reference from a David Carson design (left) to inspire my use of typography. I continue to work to a limited colour palette. I explore a range of typography, taking into consideration hierarchy of text.

Here is my example of the task:



Task – Annotation and Presentation

You are to present your two posters on 2 sides of A4 in your sketchbook. Provide annotation for your designs, reflecting critically on your work and progress (use graphic terminology via glossary available on Godalming Online and Teams (Guides folder). An analysing designs framework is also available to help you:

Basics	Source	What is it?	What is it called?	When was it produced?	Who created it?	Why was it produced?
	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...

Aspects to consider	Think about...	Example Sentences (use the glossary to widen your use of subject vocabulary)
Materials/Mediums	Card, paper, acetate, polypropylene, woods, metals, digital, hand rendered, etch, print, collage, montage, paint, watercolour, ink, mixed media, photographic...	“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...” “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...”
Techniques	Application of media, printing/manufacture methods...	“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...” “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...”

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.

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?

Summary of Week 13 HW

Follow the brief to complete this HW. 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 – you decide the topic/theme of your posters – ensure that your posters are informative
- Ensure your David Carson project is fully annotated and presented
- Evaluate your 2 A4 Ted Talk posters designs

Examples of David Carson inspired designs

