

Graphic Design Problems, 1964-1965 (120)

1. Arrange 9 matte black dots $\frac{3}{4}$ " in diameter on a sheet of matte white cardboard 12" square to create a random arrangement, e.g. disorganization, irregular, casual, by chance, effortless.
2. On a second sheet, using the same materials, make an arrangement conveying a maximum of tension, e.g. lively, active, dramatic.
3. On a third sheet, using the same materials, make an arrangement conveying to the viewer a minimum of tension, e.g. quiet, calm, inactive, soothing.
4. On a fourth sheet, using the same materials, make an arrangement conveying an illustrative image, e.g. object, face, etc.
5. On a fifth sheet, using the same materials, make an arrangement in which the dots taken collectively form a letter.

First sketch due Friday, September 25, 1964

Second sketch due Friday, October 2, 1964

Final due Friday, October 9, 1964

Critics: Paul Rand and Alvin Eisenman

Graphic Design Studies/120

Second phase of the problem assigned for October 9.

1. Type face to be used is limited to Standard Medium (Akzidenz Grotesk medium or Helvidian medium) initial cap and lower case, in any size.
2. Size of the sheet remains 12" x 12" with the addition of a black ink hairline frame 2 picas ($= 1/3"$) from the trimmed edges.

Critic: Paul Rand

CHICAGO PROBLEM

Graphic Design Studies/120

Design a record cover using the copy below. The size is 12" x 12". The type is Standard. Use black and white only.

J. S. Bach: Keyboard Practice, IV

Ralph Kirkpatrick, harpsichord

Hayden Society, Boston HSL 3062

This piece of music consists of a theme (called the aria) with 30 variations and then a repetition of the theme. A copy of the record is available in the Drafting Room.

First sketch due Friday, October 30, 1964
Second sketch due Friday, November 6, 1964

Critic: Paul Rand

Graphic Design Studies/120

Make two tan corrugated paper cartons 12" x 12" x 12" using tan gummed paper tape for stays.

Design labels for any two of the four subjects listed below, limiting color to black and white, limiting type to Helvetica:

1. Sterile Cotton/10 lbs./B & Q Surgical Corp./ Made in USA
2. Sinar/View Camera/5" x 7"/Made in Switzerland
3. Steiff/Jack-in-the-Box/Made in Western Germany
4. Baccarat/10 inch/Crystal Bowl/Made in France

Copy may be arranged in any order. Slash marks indicate separate elements but are not part of the copy; however some kind of separation may be needed.

The final sketch should be on the same carton as the first sketch, but on the opposite face.

Assigned: Tuesday, November 10, 1964

First sketch due: Friday, November 13, 1964

Final Sketch due: Friday, November 20, 1964

Critic: Paul Rand

Graphic Design Studies/120

Make a booklet (trimmed size: 10" x 10") explaining the setting, spacing and justification of handset type.

Use typographic examples, diagrams, illustrative drawings or photographs.

As text you may use the material supplied in the School's information sheets or you may write your own copy.

Assigned: Monday, December 7, 1964

Due: Friday, December 11, 1964
Friday, January 8, 1964
Friday, January 15, 1964

Critic: Paul Rand

Graphic Design Studies/120

Bring 2 examples of small packages for food, candy, etc. which you consider well designed and be prepared to give reasons for your choices.

Due: Friday, February 12, 1965

Critic: Paul Rand

2/5/65 Friday

Graphic Design Studies, 1964-1965/Graphic Design 120

Redesign the package for Spearmint flavored Diet sugarless chewing gum using the existing size, copy, materials and printing process.

A memorandum from the manufacturer is posted in the drafting room.

First sketches due: Friday, February 19, 1965

Final sketches due: Friday, February 26, 1965

Critic: Paul Rand

2/16 Tues.

Graphic Design Studies, 1965-1965/120 and 130

Hotel Problem:

1. Stationary { letter and envelope } DANA
(billhead)
2. Table Setting { plate } TED
(flatware)
3. Advertising { New Yorker page } PULLMAN
(cover of travel folder) MIKE
4. Building Signs { main sign } MIKE
(flag) PULLMAN
5. Miscellaneous { matchbooks } CHARNEY
(menu)
SOAP

<u>Atchley</u>	<u>Kharibian</u>	<u>Noneman</u>	<u>Salchow</u>	<u>Tomcik</u>
Charney	Akdag	Congdon	Conway	Glickman
deLesseps	Filzen	Frisk	Craig	Kirschenbaum
Krueger	Laughlin	Libby	Ockerse	Pflugh
Pullman	Ritter	Sarkar	Slaughter	Smith
			Tevonian	

Due: First sketches, Friday, March 5

Second sketches, Friday, March 12

First slide presentation, Friday, March 19 at 3:15 p.m.

Final jury , Friday, April 9 at 3:15 p.m.

Critic: Paul Rand

FINISHED SIZE 8x12

UNIVERS # 685

HOTEL: DUBLIN INTERCONTINENTAL

2/26/65 Friday.

format for use in all countries.

Redesign the Duz package:

Requirements:

- a. one color, Life Red.
 - b. one type face, either Standard or Helvetica, all lc or c/lc.
 - c. the structure materials and wording of the existing package.
 - d. a drawing on the front showing 3 garments on a clothes line as on the existing package.
3. product identity on all four sides.

All sketches should be 3-dimensional. Text copy, excepting the front panel, can be dummy type.

Due: Friday, October 22, sketches of entire box.
Friday, October 29, final, entire box.

Critics: Paul Rand, Alvin Eiserman

1. Read Chapters 7 and 8 (pages 186 through 250) of An Introductory to Psychology by Ernest R. Hilgard.

Copies of the book are on the Graphic Design reserve shelf in the Art Library.

2. Make a written outline of the material contained in the chapters.
3. Prepare a glossary of the special terms used by the author, including his definition.
4. Write a paragraph summarizing the parts of the chapters of most interest to you as a graphic designer.

Due: Friday, December 3, 1965

Critics: Paul Rand, Alvin Eisenman