

WRITING & PRESENTATIONS

Being a graphic designer is as much about explaining your design choices for a client or colleague as it is producing final output. To prepare you for this, you will be required to provide a framework for each of your projects in writing and in presentations.

Writing

Writing will be a short, 250-300 word, one-paragraph project statements that will articulate the following:

- **Aesthetic** (Modern, PoMo, Dada, Bauhaus, etc.)
- **Feel** (Serious, bright, casual, slick, gritty, loud, soft, etc.)
- **Features** (Unusual tracking, plantable paper, mechanical/organic, etc.)
- **Strengths** (Clear visual hierarchy, defined composition, etc.)
- **Distinctions** (Between versions if there are several final outcomes)
- **Process** (Trajectory of choices, decisions, thinking throughout)

Formatting

- Word (.doc or .docx) file
- Double-spaced, 1" margins.
- Top left (single-spaced):
 - First Name Last Name
 - Course Name - Semester + Year
 - Instructor Name
 - Project Number, Project Name
 - (e.g. Project 1, Stylizations)
- Edit, spell-check, fix grammar
- Due digitally before the start of class & printed at the beginning of class

Presentations

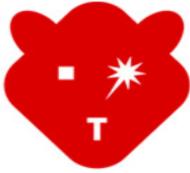
Presentations will be a short, 5-10 minute Powerpoint presentation that will give you practice at presenting your work in person to clients or colleagues.

Essentially, your presentation will be a more personable, animated version of your written statement. You will translate that writing into an engaging, articulate, and clear presentation of ideas, choices, and processes.

Formatting

- Powerpoint (.ppt) file
- Images: 72 dpi and above (no pixelation)
- Six slides, one per bullet point from writing
- Use template provided by instructor
- Label: Title, size, material/media, and year.
- Practice alone, practice in front of friends, practice in front of classmates — practice!
- Due digitally before the start of class

WRITING



Sparky Tiger has a Modernist aesthetic with a playful, Zurich Dada feel. Its unique features include an approachable outline of a tiger's head but with an unusual use of symbols (a plus sign and sparkler) for its eyes. As a result, its strength is in its simplicity and clarity without compromising personality and approachability for clients. The logo is the result of several months of development; during that time, the logo went through various phases, from more photorealistic and serious to more abstract yet serious until we finally arrived at our current version.



Drawing for Graphic Design, 2012, pg 161.

Hand Logo Series is semi-Abstract but conveys an unusually familiar feeling. Its unique features are its integrated use of softly outlined image (an abstracted hand) with a related but not defining letterform (a letter "H"). The logos are powerful because of their clear use of form and counterform as well as their flexibility to be adapted to a client's pre-existing branding, typographic identity, and overall aesthetic. The four versions range from a strong, solid slab serif in the first version to a quick, forward-leaning sans serif in the second version; the third is more whimsical yet formal in its use of script and the final version integrates a lowercase Helvetica "h" to create a clean yet comforting feel. Before narrowing the series down to these four iterations, I experimented with a version of the hand that did not include the curves at the palm and sharp yet elegant suggestion of the wrist. These features coupled with the clear, rounded fingers are what gave the logo its overall feel in the end, which is why all of the versions here include them.

Advice:

"It's" is a contracted form of "it is." "Its" conveys the ownership or properties of an object or thing.

There is a place; their conveys that multiple people own something; they're is a contracted form of "they are."

See the attached handout on the 16 proper uses of a comma. Generally, "When in doubt, leave it out."

Titles of works of art, including yours, are italicized.

Use spellcheck and grammar check then proofread using a red pen on hardcopy.

The words "graphic design" are lowercase unless referring to a specific company/agency (E.g. Milton Glaser Graphic Design Co.; Ben Van Dyke Graphic Design Consultancy).

A complete sentence has a subject, verb, and object. In other words, someone who does something; an action they're doing; and someone/something that they are doing that action to.

Use variety in sentence structure. The simplest, most common subject-verb-object is effective and clear but becomes stale and boring if overused.

Make sure your subjects and verbs agree (E.g. Joost and Bob *were* the co-founders of NLXL in the Netherlands).

Avoid passive voice. *Passive voice*: This elegant use of abstraction was chosen by myself because of its welcoming yet clear aesthetic. *Active voice*: I chose this elegant use of abstraction because of its welcoming yet clear aesthetic.

Resources

The Longman Handbook, ISBN 0321097246

LB Brief, Jane E. Aaron (Any edition)

U of H Writing Center, in-person and online meetings

234 Classroom and Business Building

Office Hours: M - F, 8 am - 5 pm

Mtgs: M - R 8 am - 7 pm; F 8 am - 4 pm; S 10 am - 1 pm

713-743-3016

Presentations

1. Final version(s)
Aesthetic
Feel

2. Detail images
Features

3. Full & Detail
Strengths

4. Multiple Full
Distinctions

5. Mult. Full/Detail
Process

6. Black screen
Thank you
Questions

Advice

Slides

- Change the templates as little as possible.
- Treat them like final presentation boards.
- Align everything. Stretch slightly if needed.
- Check every image for resolution/pixelation.
- Check spelling, capitalization, Romanization.
- Verify factual info (size, paper type, etc.)

Delivery

- Go slowly.
 - Speak loudly and clearly.
 - Silence is powerful and engaging. Use it.
 - You can use notes but only for emergencies.
 - Talk to your audience, don't read to them.
 - Clarify pronunciation of any words you're unsure of with the instructor.
- Keep time. Use the timer in Powerpoint to keep track. You will be cut off at 10 mins. and asked to continue until 5 mins.
 - **Practice.** Practice alone, practice in front of friends, practice in front of classmates, practice in front of the instructor.