don't use that tone with me.
Creating Designers out of today's Art Students

naea national convention 2017
new york, ny
Monday 11:34 AM

Rowland's diorama

Monday 1:02 PM

No 😳😢😢
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...blog coming soon...
Participatory Design is an approach to design that actively involves all end users in the design process to help ensure the result meets their needs....and is usable.
By incorporating a variety of views there is greater opportunity for successful outcomes.
What is DESIGN
What is ART?
Art + Design
visual communication
THINGS TO CONSIDER WHEN VISUALLY COMMUNICATING

- Who
- What
- Where
- Why
- (and sometimes, how)
Today’s Agenda
Fun projects that incorporate VISUAL COMMUNICATION!

Artist Pages  Logo Design
Found Object Light Fixtures  Chair Design

Design your own chair!

Q & A sesh
Andy

He was born on July 26, 1956 in Cheshire, UK.

Currently lives and works in Scotland with his wife and 4 children.

Travels the world to create work in various environments.

Contemporary art, land art & sculptor

He uses all natural materials for projects (snow, ice, leaves, bark, etc).

Creates his sculptures outdoors, takes a picture, then leaves them in nature.

Goldsworthy
Artist Pages

Required Elements

1. Title
2. Background
3. Border
4. Picture of the artist
5. Images of artwork (include titles)
6. Facts that describe the artwork and/or artist
7. All text must be handwritten
Romare Bearden

Romare Bearden uses many different mediums such as glue, tin foil, and pastel.

Romare Bearden is very famous for his collage arts.

Romare Bearden always improvises even when he has a plan.

Train Whistle Blues No. 1

The Piano Lesson
CHAGALL

He used artistic modernism. Over the town.

His artwork was dreamlike.

He incorporates his memories in his art.

The green violinist.

I and the village.
Georges Seurat

In the mid 1880s Georges Seurat developed a style of painting called divisionism or pointillism.

Kees van Dongen

Spotted with dots of color, Kees van Dongen's portrait of a circus ringmaster is a stunning example of pointillism.

Le Chabut

Georges Seurat took inspiration for his collages from the streets of the city, visiting cafes and nightclubs, capturing the essence of Parisian life.

Pablo Picasso

Mostly Painted Portraits

Born in Spain

Painted during the 20th Century

Art types included Cubism and Realism

Painted through the Blue, Rose, African, and Cubism periods

The Old Goulash

The Old Woman

The Weeping Woman

Self-Portrait
Logos

Objective: Create a logo that encompasses the essence of YOU

Process:

1. Write down at least 10 words that describe yourself. What you like, your hobbies, interests, passions, anything that completes you.

*** wait until step 1 is complete, and then...

2. Draw a simple thumbnail sketch of what each word looks like.

3. Circle your favorite 3 words – the words you feel BEST describe you.
Walked into a very expensive restaurant, sat down, was handed a menu. 

**Comic Sans.**

Got up and left. Life is hard.

- Dustin Curtis
Process (continued):

4. Thoughtfully combine the 3 images into an interesting design. **Things to keep in mind:**

- font (speaks loudly!)

- symbol or symbol and text?

- k.i.s.s.

- make sure it is unique!

- AVOID BEING LITERAL!
So...if I want my logo to express that I love trees, I should make the logo look like branches, leaves, and a trunk?

Think more conceptually. Instead of literally creating a tree, think of the essence of a tree – what does a tree **feel** like? **Smell** like? **Look** like? **Sound** like? **Taste** like? Do all trees look this way? If not, be specific about YOUR tree.
Words: Friends, outdoors, and travel
Logos

Artwork on the left shows a butterfly with a label "color." The butterfly is then transformed into a logo with the text "hayley's adventures."
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Found-Object Light Fixtures

Objective: Create a light fixture created completely from found objects.

Process:

1. Gather several found (i.e. free) objects
2. Sketch out ways the objects can come together.
   Consider:
   - **Who** is going to use the light fixture
   - **Where** it would be found/used
   - **How** it is turned on
   - **When** is the light used (decorative vs. functional)

3. Create technical drawings to explain your thought process.
Found-Object Light Fixtures

I need to make the light more condensed and shine more directly at the desired object. Make sure the light can fit on the nightstand.

Color scheme of room:
- teal, blue, and mint green
- relaxed feel to it

- doesn't need to be so bright
- creative
- decorative piece placed on desk
- standing lamp

Materials:
- CDs
- chipped wine glass
- pottery
- marbles

Inside:
- CDs
- marble
- cardboard base
- pottery
## Chairs

<table>
<thead>
<tr>
<th><strong>Objective:</strong></th>
<th>Design and build a functioning conceptual chair made completely of cardboard</th>
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<tbody>
<tr>
<td><strong>Process:</strong></td>
<td>1. Think of a compelling concept to design your chair around.</td>
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<td></td>
<td>2. Sketch ideas out, including the who, what, where when, why, and how. Consider proportion and scale.</td>
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<td>3. Critique.</td>
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<td></td>
<td>5. Build final chair out of cardboard.</td>
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</tbody>
</table>
Chairs
Let’s (quickly) design a chair!
Thank You!

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