

HISTORY OF GRAPHIC DESIGN

New York City College of Technology

AD5030/2228; Spring 2005

TERM PAPER

From the list on the side of this page chose a style/ movement in graphic design and choose **two** people who made work in that style or during that movement. Discuss their work in terms of the movement/style as well as in terms of each other. You should use specific examples of their work to support your points; include these examples in the paper. The discussion of the individuals should also include some basic facts; such as their national origin, dates of birth and death, schooling, employment, names of significant works (with dates).

The paper should be **at least 1500 words long**. 1500 words is approximately two 8.5 x 11 in. pages of text set 10/12. Include **at least 3 images per individual** and list your sources. **Only one image per person may be from the Meggs book**, all other ones should be from outside sources.

The images should not be pixelated and, when appropriate, in color. They must be large enough to adequately see whatever characteristics are relevant to your analysis. All images should be labeled with the name of the designer, a title or description, and a date of production.

You may use the internet and the Meggs textbook, but your sources must also include at least two other sources per individual taken from books or periodicals. Your internet sources should be identified by name, website address, section of site and date you visited the site. Your print sources should include complete title (of both article and journal if not a book), author(s), and publishing information (location, publisher, date).

Sources for information as well as any direct quotations in the paper must be cited. You do not have to use footnotes, but may instead put a shortened reference to the source (eg. Meggs in place of A History of Graphic Design by Philip B. Meggs) at the relevant point in the text. If you are using specific words from a source you must put them in quotation marks. Otherwise, I will assume you are engaging in plagiarism and will assign an **F** to your paper.

The paper must be submitted as a hard copy and emailed (the topic and synopsis may be submitted via email). When you submit the paper you must include a cover sheet with your name, email address or telephone number, course title and course number, and title of your paper. The paper must be typed. You may design the paper in a special manner if you wish. (Extra credit may be awarded for such efforts.)

The paper will be graded in three stages:

1. Topic (5 pts.)

This is a one line description of the topic you have chosen.

2. Synopsis (20 pts.)

This is a one paragraph summary of your paper with a list of the sources you have consulted at that time.

3. Final (125 pts.)

This is the completed paper with all images and sources.

The final paper points break down as follows:

Presentation	5 pts.
Writing	10 pts.
Organization	10 pts.
Facts	20 pts.
Analysis	30 pts.
Images	30 pts.
Sources	20 pts.

You will be penalized 10 pts. for any stage of the paper that is turned in late.

MAJOR GRAPHIC DESIGN MOVEMENTS AND STYLES

Medieval

Renaissance/Early Printing

Rococo/Baroque

Victorian

Arts and Crafts

Art Nouveau

Ukiyo-e

Vienna Secession

Pictorial Modernism

Constructivism

De Stijl

Bauhaus

American Modernism

International Typographic Style

New York School

Post modernism

Digital age

TERM PAPER GUIDELINES AND SUGGESTIONS

INTERNET

This is a good place to start your research, but it should not be your only resource. Despite rumors to the contrary, the Internet does not include all known human information.

LIBRARIES

You must rely on libraries for printed sources. Fortunately New York is rich in good libraries (some are actually collections of books amassed by graphic design and advertising organizations). (See the list below). Not all are open to undergraduate students without special permission. Ask me for help if you are having difficulty getting access.

BOOKSTORES

Newer books on graphic design may not yet be in libraries. The best place to find them is either on the Internet (eg. Amazon.com) or at several bookstores in the city. (See the list on the following page).

PERIODICALS

Information on much of graphic design history is contained only in magazine and journal articles (See the list below). Many of the relevant publications are unfortunately out-of-print. They may be available at libraries in New York or via specialist book dealers. Current magazines can be found at some of the libraries and at several specialist magazine stands in the city.

INDIVIDUALS

Your research topic might involve designers who are still alive. Do not be afraid to approach them- whether by telephone, mail, email or in person. Just remember to be polite, explain who you are, what your project is, who your teacher is, etc. If you need some advice or a supporting letter please let me know. You might also be able to get help from staff members of various design and advertising organizations.

SOME SUGGESTED RESEARCH STEPS

1. Look at the bibliography in the textbook to discover potentially relevant books. Then look in the bibliographies of those books to not only find additional books but also potentially relevant articles. Repeat the process as long as necessary.

2. Do an Internet search. Remember to look not only for the name of the designer(s) or other topic, but for related or ancillary people and topics. For instance, if you are looking for Milton Glaser you might also want to look for Pushpin Studio, Seymour Chwast, Walter Bernard, Cooper Union, New York Magazine, etc.

Do not trust Google or other search engines to easily find you the most relevant websites. They search by site name, not by content; and thus many good sites are buried tens or even hundreds of pages into a list. Also be aware that many seemingly useful websites are full of puffery, empty rhetoric and wrong information.

The best place to start with the Internet is with online library catalogues such as those for the New York Public Library Research Libraries (CATNYP), Columbia University (CLIO), New York University (BOBCAT) and Yale University (ORBIS). You can also search the Brooklyn Public Library and the New York Public Library collections, at their respective websites (an access card might be required). When using catalogues remember to take advantage of the various searching options: subject, keyword, title, author, etc.

3. Look at indexes to periodicals to locate useful articles. Ask the librarian at each library for assistance in identifying and using both printed and computer databases. Some databases may only be accessible from a registered library computer.

4. The easiest means of obtaining information for direct contact is to look either in the telephone book (some libraries have out-of-town ones) or on the Internet. Other possibilities are professional organizations.

LIBRARIES AND BOOKSTORES

PUBLIC LIBRARIES

New York Public Library (Research Libraries)
Fifth Avenue & 42nd Street (*an Access card is required*)
See also: www.nypl.org

Brooklyn Public Library (Central Library)
Grand Army Plaza (*an Access card is required*)
See also: www.brooklynpubliclibrary.org

UNIVERSITY & DESIGN SCHOOL LIBRARIES
Please call libraries for access information

Columbia University (Butler Library)
Broadway & 114th Street

New York University (Bobst Library)
70 Washington Square South

Cooper Union
Astor Place & 7th Street

Fashion Institute of Technology
Seventh Avenue & 27th Street

Parsons School of Design
2 West 13th Street

Pratt Institute
200 Willoughby Avenue (Brooklyn)

School of Visual Arts
380 Second Avenue

PROFESSIONAL ORGANIZATIONS & SOCIETIES
WITH LIBRARIES

American Bible Society
Broadway & 62nd Street

American Institute of Graphic Arts
164 Fifth Avenue

Art Directors Club
104 West 29th Street

Grolier Club
49 East 60th Street

Society of Illustrators
128 East 63rd Street

Society of Publication Designers
475 Park Avenue South

Type Directors Club
127 West 25th Street, 8th Floor

MUSEUMS WITH LIBRARIES

Cooper-Hewitt National Museum of Design
Fifth Avenue & 92th Street

Guggenheim Museum
Fifth Avenue & 88th Street

Museum of Modern Art
11 West 53rd Street

Metropolitan Museum of Art
Fifth Avenue & 82nd Street

BOOKSTORES

Argosy Book Store
116 East 59th Street

Barnes & Noble Bookstore
106 Court Street (Brooklyn)
(*good source for magazines as well*)

Untitled/Fine Art in Print
159 Prince Street

Strand Bookstore
Broadway & East 12th Street
(*good source for out-of-print books*)

St. Marks Bookstore
31 Third Avenue
(*good source journals and magazines*)

Also visit museum with bookstores:

MoMA; Metropolitan; Whitney; Guggenheim;
Cooper-Hewitt; Brooklyn

JOURNALS AND MAGAZINES

Abitare
AD (Art Director)
Advertising Age
Adweek
Affiche
AIGA Journal
Art Direction

Baseline
Blueprint

Casabella
Communication Arts
Critique

Design
Design Issues
Design Quarterly
Domus
Dot Zero
Der Druckspiegel

Emigre
Etapes Graphiques
Eye

Fine Print
The Fleuron

Gebrauchsgraphik
Graphis

ID
Idea

Journal of Design History
Journal of the Poster Society
Journal of the Printing History Society

Letter Arts Review
Line Grafica

Motif
Monotype Recorder

Neue Grafik
Novum Gerbrauchsgraphik

Octavo

Pages
Penrose Annual
Das Plakat
PM (Production Manager)
Print
Printing History

Quarendo

Signature

Trace
Typographica
Typographisches Mitteilungen
Typographisches Monatsblatter (TM)
Typography Papers

U&lc (Upper & lowercase)

Visible Language
(formerly Journal of Typographic Research)

This is just a selection of magazines and journals. There are many more out there, but this is a good selection to start with.