

Evaluation – Historical and conceptual studies

To start this project I began by looking at existing a – z designs. I looked at books as well as articles and blog designs this helped to inspire me on the type of design I would like to produce for my work. The reasons I chose to look at existing designs was to help me find a direction which I would like to use in producing my final design I could then focus on finding the contents for the a-z and creating the artwork for the design. I then went on to look at and summarise some of the existing artists and designers that I knew and could include within my design a –z. I chose to summarise artists and designers that I already knew as I believed that this would be a good starting point as I already had information and knowledge about some artists. I then looked into researching some artists which I could use within my a-z to fill in for letters I did not have. I used several sources including lecture notes, books, magazines and the internet to explore and research several artists; I then collected information and image which I then summarised in my own work.

Some of the key research sources I used were the book *Graphic Design : A New History* by Stephen Eskilson, as well as the book *Retro graphics cookbook* by Jonathan Raimes, I also used several graphic design magazines such as *computer arts* and *eye* magazine. I also collected a large amount of research through the individual artists own website.

The design layout for my book came mainly from my own ideas whereby I produced the page layouts and filled the pages in as I went along I found that when I wrote the information I had collected into my sketchbook there was a separate page for both the information and then the supporting graphics therefore I continued the same style throughout the whole book and experimented with only the layout of the individual page and the information.

The skills and techniques I have learnt throughout this module are that keeping a strategy and log of the ways in which to collect information and data can help to increase the variety of information you collect for individual designers. It also allows information which might not be accessible from the internet or lecture notes to be found in alternative locations. Another skill I have learnt throughout this module is how to setup and create a book design through InDesign. This skill has been one of the largest throughout the entire project and has helped me with other projects in which I would like to create a book.

By attending lectures regarding historical and conceptual studies it has allowed me to look into different and unusual designers which I would not have thought about when first creating the book. It has also allowed me to think more carefully about the type of information I use within the book and which information not to include.

For my final book I created a design template in InDesign for a book which measures approximately 9" x 6". I created the book by typing up the written information I had collected throughout the project in my own words and then arranging it within the design. I then went on to create most of the artwork within my sketchbook and then scan in the images and import them onto the pages of the book to give the feel of a hand produced image. Once I had completed all the designs for the pages I uploaded the design to an online printer where it then became professionally produced.

I think my final outcomes met the brief very well because I explored a range of designers, design movements, techniques and equipment for the contents of the book rather than sticking to just designers. I also varied the time span of the book by including older designs as well as some contemporary designers. I think that my final outcome was successfully created and complied with the brief. Although I think the pages and designs were successful I think that the overall outcome

of the book and the designs within it could have been improved and have been of a higher standard. Although I wanted to create the feel and look of handcrafted graphics, once the images had been imported into the design layout the quality and standard of the images dropped and overall lowered the standard of the final design. Also once the information I had collected was typed up the amount of space used within the layout drastically decreased meaning that the pages had a large amount of space. Although this was the case the design of the information pages still looked professional as it gave the design a modern and sophisticated look.

The next time that I undertake this project I will ensure that I put more time into the image making and also the quality of the final design. I would create the images in a design program rather than importing them in as this seems to create a more professional look to the final pages.