

10 DVC

DESIGNERS



Design Specifications / Hoa whakatakoranga:

- You need to choose a designer to investigate
- You are going to create a 2 page A3 colour presentation on your designer for the exhibition
- You will produce research into principles of presentation

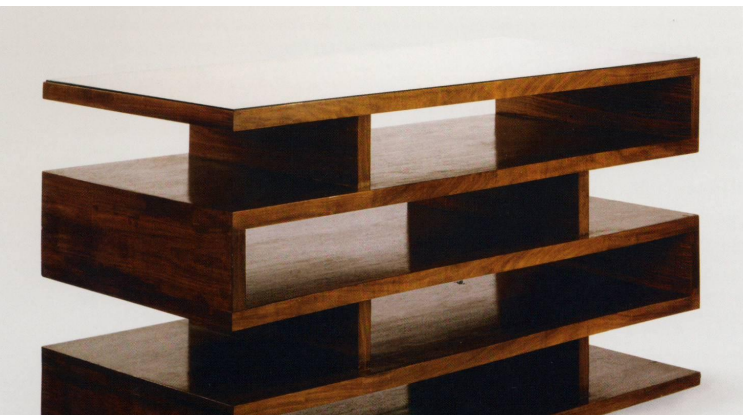
Step One: **DESIGNER RESEARCH / Tirohanga:**

1. Select a designer from the options.

2. Investigate and record these points of your chosen designer:

- Basic background info (DOB, place of birth, age, education)
- Influences that helped the designer create their style
- Stylistic features of your designers work, what makes their designs look like their designs? (ie: colours, curves, materials etc)
- Popular Designs that the designer is noted for (analyse these designs)

Keep a record of this information on a google slide document, you will need it for the presentation.



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Walter Gropius



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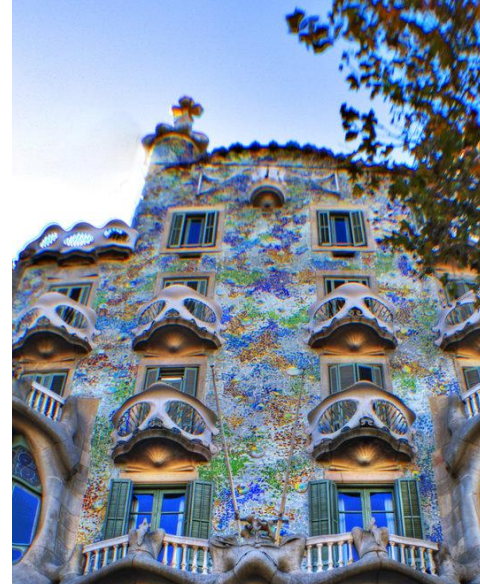
Frank Gehry



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Le Corbusier



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Antoni Gaudí



Step Two:

PRESENTATION RESEARCH / Tirohanga:

Find an example of the following principles of presentation and using design terminology explain the effect of the principal in each of the examples. Create a separate page per example in google slides.

- Font
- Colour
- Alignment
- Imagery

Presentation Research - FONT



When writing about FONT, talk about things like:

- What types of fonts can you see?
- What are the colours of the fonts?
- Do these colours make any words stand out?
- Is the font easy to read?
- How much of the page does the font take up?
- Is the font the main attraction?
- Does the font tell you about the poster? What does the font say and how does it relate to the poster?

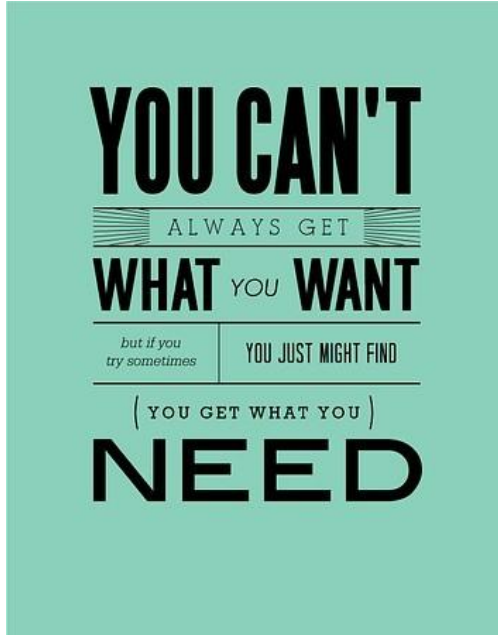
Presentation Research - COLOUR



When writing about COLOUR, talk about things like:

- What colours you can see
- How those colours look next to each other
- Is there one colour which stands out more? How can you tell?
- What is the main colour you see?
- Do the colours contrast one another or do they blend well?
- Are the colours warm or cold?
- What is the overall 'mood' of the image?
ie: If the image has a lot of warm colours the image would be happy and summery. If there are dark colours it will be a gloomy, sadder mood of the image.

Presentation Research - ALIGNMENT



When writing about ALIGNMENT, talk about things like:

- Do the aligned elements make a shape?
- Does the poster have an overall alignment? ie: are all the elements in the middle of the page? (Symmetrical)
- Are the aligned elements balanced on the page?
- How can you tell the page is balanced / imbalanced?
- Are there areas that have their own alignment?
Ie: the top line of text here is aligned to the top AND to the overall shape of the box created by all of the text

Presentation Research - IMAGERY



When writing about IMAGERY, talk about things like:

- What is the poster about?
- Do the images you can see match the posters theme?
ie: Here you can see water, boats and thunder clouds which match the theme of the tempest movie.
- What type of images are there? Photographs? Cutouts? Cartoons? A mixture?
- What mood do the images create on the poster?
- What else can you note about the poster?