

ASSIGNMENT SHEET

DESN 125 – Graphic Design II – Herman Miller Flyer

ASSIGNMENT:

Design a flyer promoting an exhibition of historic examples of furniture design by the renowned Herman Miller Company.

OBJECTIVES:

Communicate the nature of the exhibit by using a swiss modern look and feel in the design, along with the location, date, time etc. Use of grid systems and the Golden Ratio will be demonstrated to improve composition and proportion.

REQUIREMENTS:

- Letter size, full color, full bleed
- All provided copy must be included in each layout
- Each design must present the look and feel of the Mid-century Modern style
- Each design must clearly communicate the subject and the details of the exhibition
- All images must be at least 200 ppi at the final size in the document and include proper bleed setup
- All image do not need to be used – use as many as is necessary for your design concept
- Layouts must be produced in InDesign

Four different versions of the flyer must be designed

1. **Mondrian Style** – Larger images in various sizes that are clustered in the middle of the space with negative space at the outside edges. Equal gaps between all elements. All elements fit into a rectangular shape.
2. **International Typographic Style** – Organized, clean and functional design with no extra decorative elements. The grid is visually apparent in the design.
3. **Golden Ratio Design** – Positioning, size relationships of images, spacial proportions, motion or any combination of these must be determined by the use of the golden ratio and/or golden spiral.
4. **Rule of Thirds** – The design space is divided into thirds on each axis with focal point on one of the intersections and an obvious use of the grid as a compositional device.

METHOD:

1. Research the different styles online to get a feel for the nature of these design styles. Research the Herman Miller Company.
2. Sketch thumbnails to get ideas for compositions on paper.
3. Set up documents in InDesign and place images and type and arrange all the elements to match thumbnails.
4. Print each design on a separate tabloid size paper with bleeds and all printer's marks turned on. Include your name in slug area on each document. A second copy of the files will be printed with the guidelines visible.

GRADING:

1. Demonstration of the composition forms and communication of subject – 25%
2. Use of design elements and principles and general interest and appeal of designs – 25%
3. Digital techniques, document size and final presentation of designs – 25%
4. Work completed on time, attendance and participation in critique – 25%