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Proposal for ATP Course Embedded Research Grant

Project title: Design by Research: Investigating the Limits of Images

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Project description:

This grant would fund the printing of a book. I would like to have my Graphic Design 2 students design a book of their work in image-based communication and visual research. I plan for each student to design spreads presenting their visual work and writings/reflections on an assigned theme. The central focus of the assignment will be to have students design a series of images that articulate a complex idea through non-verbal means. One does not need to look far today to see that our society is moving toward more visual modes of communication. Just look at any website or handheld communication device to see just how much of the information is conveyed visually through pictures and icons.

This assignment would also teach students basics of book design and how to technically prepare a book for offset printing.

Research methods and how they appropriate for students at the 300 level

in graphic design:

Students will utilize visual research, which I like to call a visual “inquiry” into uncovering the most precise way to express an idea. This is done by arranging the same visual elements in different ways methodically and discussing their inherent meanings as objectively as possible. Students will employ basic concepts of Peircian (Charles Saunders Peirce) Semiotic sign operations (iconic, indexical and symbolic) to reflect and write about their visual work. The text and visual research process will accompany the final images in the book.

Budget:

\$400.00 for 36, 50 to 100 page, offset printed, full-color, paperback books

*1 copy for Myself and 1 copy for the ATP office included

How the results will be shared:

- In student portfolios for application to jobs and/or graduate school
- Student exhibitions or design contests
- In my lectures where I often show samples of student work at other schools