Photoshop

PAPER CURRENCY
RE-DESIGN

ART125 Intro to Computer Graphics

NAME

Close up of the engraved surface of a piece of American paper currency.
Can you guess the denomination?

The History and Development of American Paper

What does the Federal Bureau of Printing andEngraving say?

Bank note designers at the BEP develop the overall look, layout, and artistic details of U.S. paper currency. The design of money starts with ideas and rough sketches. Many concepts are drawn and considered before the Secretary of the Treasury approves the final design.

When redesigning a note, designers do not start with a blank slate. They know, for example, that a $10 note will feature Alexander Hamilton on the face and the Treasury building on the back. But which portrait of Hamilton, and which view of the

Treasury building — that is for the designers to propose, in collaboration with the engravers. Currency is designed with a purpose. When redesigning a note, designers strive to convey a dignified image that reflects the strength of the American economy; retain familiar characteristics that identify a note as American currency; incorporate the latest anti-counterfeiting features; and consider how details such as outlines, tone, and shading will "translate" when engraved and printed on an intaglio press.

SUPPLEMENTAL READING:

http://moneyfactory.gov/uscurrency/theproductionprocess.html

http://en.wikipedia.org/wiki/Federal_Reserve_Note

http://en.wikipedia.org/wiki/United_States_dollar

Continental One Third Dollar Bill (obverse)

The Great Seal of the United States is used to authenticate certain documents issued by the United States federal government. The phrase is used both for the physical seal itself (which is kept by the United States Secretary of State), and more generally for the design impressed upon it. The Great Seal was first used publicly in 1782.
The obverse of the great seal is used as the national coat of arms of the United States. On July 4, 1776, the Continental Congress named the first committee to design a Great Seal, or national emblem, for the country. The United States needed an official symbol of sovereignty to formalize and seal international treaties and transactions. It took six years, three committees, the contributions of fourteen men and until 1872.

IDENTIFICATION
The design brief:
What is the
problem?

ANALYSIS:
What exactly do
you want to do to
solve this problem,
what do you need?

RESEARCH:
What has been
done before
related to your
problem?

DEVELOPMENT:
Reference and
inspirational
compilation
and sketching.

PRODUCTION:
Creating the final
product or design.

THE FINAL
PRODUCT

Test
Concepts
&
Mockups

Test
&
Evaluate
Prototypes

Design
Exploration

Looking for Opportunities

Design
Implementation

Fulfilling the Possibilities

B

E

RESEARCH - Step 3:

Research is an integral part of any design process. Its important to know what has been done before, so you don't repeat others work/mistakes and so you can take the next logical step (and be innovative). Find four examples of paper currency that you like or find inspiring and paste or tape them in the spaces to the left. Explain your reasoning in detail.

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Project Requirements:

1 - Your design needs be for both front and back of the bill.
Your design needs to communicate something about the United States.

2 - Your design should be able to clearly communicate the country of origin.

3 - Your design should include the denomination in both word and numerical form.

4 - Your design should include at least one side of The Great Seal.

5 - Your design should include the Treasury Seal, the Federal Reserve Stamp and a serial number.

6 - Your design needs to include the name of the county of origin (United States of America, America, USA).

7 - Your design may be either vertical or horizontal, but may not change the current size and shape of the bill.

8 - Your design principle for this assignment is *Alignment*.

Print out a copy of the front of your selected denomination and paste it into the space above.

ANALYSIS - Step 1

Find five practical design considerations about the piece of currency above that you need to think about is designing your currency (such as design for the visually impaired).
List them below and explain your approach to designing for them.

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ANALYSIS - Step 1

Find five things about the piece of currency above that you think don't work and need improvement.
List them below and explain your reasoning.

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CONCEPT AND MESSAGE:

What is the feel you are going for in your design? What do you want to communicate about the United States of America through your subject matter and design gestalt? Explain your reasoning and choice of subject matter and design elements.

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GRADING CRITERIA	GREATLY EXCEEDS 14	EXCEEDS 13-10	MEETS 9-4	FAILS TO MEET 3-0
CRITERIA 1 - Preparation Is design booklet completed and turned in and are proper number of sketches evident in sketchbook?				
CRITERIA 2 - Concept Does the note appear "official" and posses suitable dignity and pomp for legal tender? Does it appear to reflect country of origin as well as communicate something about the country?				
CRITERIA 3 - Design/Composition Does design make use of primary, secondary and tertiary design units?				
CRITERIA 4 - Design/Composition Has the student used the design Principle of Alignment to its fullest potential to help craft a design that holds together a variety of elements in a unified and aesthetic manner?				
CRITERIA 5 - Technique 1 Are separate elements extracted and are edges handled properly and do they appear to fit nicely into the background with looking "cut and pasted"?				
CRITERIA 6 - Technique 2 Did the student make good use of fills and blending modes in compositing the image together?				
CRITERIA 7 - Craftsmanship 1 Is image resolution of a high quality, is the image the correct size and ration and do all the "bits and pieces" maintain their integrity?				
CRITERIA 8 - Craftsmanship 2 has the final piece been crafted with care, all design rules followed, handed in properly (the correct format) and has student used class time effectively.				
FINAL PROJECT GRADE				

comments:

SYMBOLISM:

What is symbolism?

sym·bol·ism noun \ˈsim-bə-ˌli-zəm\

1 - the use of symbols to express or represent ideas or qualities in literature, art, etc.
2 - the particular idea or quality that is expressed by a symbol

Understanding the imagery on American currency is paramount in creating a bill that is both aesthetic and well designed and at the same time meets the narrative needs of such an important piece of graphic design.

Analysis - part 2 (understanding the symbolism)

What does the great seal mean (front and back)?

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What other symbols can you find on the front and back of your bank note?

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What is one symbol that you think should be on the paper currency, but currently is not?
Explain your thinking.

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CURRENCY SYMBOLISM:

American currency is loaded with symbolism - used to tell the story of America.

For example;

Symbolism was very much on the minds of Treasury officials when they were contemplating the design for the Treasury seal seen to the left. They decided that the number of spikes surrounding the Treasury seal should equal the number of states in the Union, which was 34 before the start of the Civil War.

Often symbols are controversial. The $5 note in this beautiful series became the subject of a great deal of controversy. In the center of this magnificent note is an allegorical female representing electricity as the most dominant force in the world. This particular note elicited a violent negative reaction at the time from senators' wives.

Designing the Great Seal was a difficult and controversial undertaking that spanned six years and three committees. Its still a controversial symbol today.

The final proposal, as accepted by Congress, was submitted on June 13, 1782, by Charles Thomson, a prominent Philadelphia merchant and secretary of the Continental Congress. He is credited with finalizing the design — unifying the ideas of the three committees, their consultants, and artists.

In the spaces below - which happen to be the exact same ration (height to width) of an American paper bank note - create three sketches (front and back) for your bill re-design create the front sketches on the right and the corresponding obverse side sketches on the left. You make create three uniques designs or three variations on a single idea.