



# **INJUSTICE AND SPEAKING OUT THROUGH ART...**

# SOCIAL VS. POLITICAL ISSUES

What are "Political Issues"?

Political has to do with the leading officials, their interactions, any documents, laws, treaties, etc. and the way those things pertain to government. *Economic* issues would be specific to the financial

implications of laws and events-how they affect trade, job availability, and the flow of money.

What are "Social Issues"?

Social refers to the way that laws, government actions, events, etc. affect the lives of the general populace, including the people's emotional reactions, personal issues, moral issues, and general happiness or approval.

What are "Human rights"? Human rights are moral principles

or norms that describe certain standards of human behavior, and are regularly protected as legal rights in national and international law. They are commonly understood as inalienable fundamental rights "to which a person is inherently entitled simply because she or he is a human being," and which are "inherent in all human beings" regardless of their nation, location, language, religion, ethnic origin or any other status.

## WHAT IS INJUSTICE?

Injustice is a quality relating to unfairness or undeserved outcomes. The term may be applied in reference to a particular event or situation, or to a larger status quo.

The sense of injustice is a universal human feature, though the exact circumstances considered unjust can vary from culture to culture. While even acts of nature can sometimes arouse the sense of injustice, the sense is usually felt in relation to human action such as misuse, abuse, neglect, or malfeasance that is uncorrected or else sanctioned by a legal system or fellow human beings.

Posters have a long tradition of being used to address injustice or as social activism - or just plain propaganda. For this project you will be creating a poster that draws attention to a social issue - an injustice in the world that you feel needs to be addressed. In the space to the right, tell what this issues is, why it is important to you and why you think other people should care about it.			
Color vs. BLACK & WHITE  Color can carry great emotional impact - but so can a lack of color. Will your image be color or black and white?  Explain why at right			
what others have done relating to	ss is doing your re topics similar to	search to not only get inspiration, but to so yours. In the spaces below, find two examo your topic). Print them out and paste the	iples social activism through art and

ou like or find interesting. Explain	your choice below.	
NALYSIS AND VISU	AL RESEARCH	WORDS:
SSAGE:	COLOR:	Select 10 words that have some
It is your message - what is the message want to get across to the viewer? What you trying to communicate and what do want the viewer to think as they walk y from your poster?	Select 3 colors that you think have a relationship or connection to your topic and fill the three boxes below completely. Explain your choice.	connection or relationship to your topic. Write them below in order of importance.
	<del></del>	
		LETTER FORMS:
		In the space below, cut and paste the
		part of a single letter you feel captures the essence of your message
		Explain
OTOGRAPHY:	·	
a photograph of a <u>sky</u> that you think es to your topic. Paste in the space v.		
	TEXT:	
	In the space below, print and paste the word injustice in a font that you feel captures the mood and feel of your topic.	

### **PROJECT REQUIREMENTS:**

The main function of a poster is to capture a moving audience with a message. You will have a short amount of time to attract and hold your readers attention. Think about the one aspect of the information that must convey the message and plan your design around that.

#### 1. Image requirements...

Your poster should include at least three images. These may be photographs, drawing/paintings or other graphics or a combination.

#### 2. Compositional elements...

Your poster should have a focal point (emphasis) and use Primary, Secondary and Tertiary design elements. Think "must know, good to know, nice to know".

#### 3. Compositional tool...

Your poster should be designed on a grid as a compositional tool.

#### 4. Textual elements...

Your poster should include text. A headline (or title) a tagline and at least some body text. The Address should be made reference to, and at least one sentence from the body of the speech should be included.

If multiple fonts are used, they should be complimentary.

Be sure to think about regular, bold, italic, serif or sans-serif fonts etc.

#### 5. Compositional elements...

Think about "movement/flow" and "alignment". Unity is your over-riding desire for the poster, and the eye should flow easily from one element to the next. The grid helps create unity through alignment.

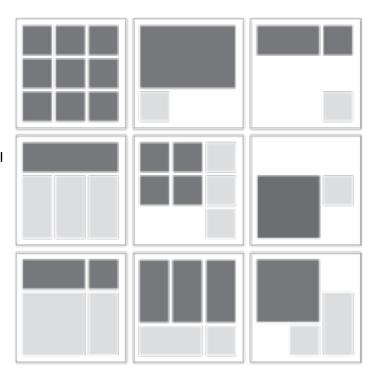
#### 6. Size, format and resolution...

Your poster should be 24X36 and a 300 DPI resolution. You may shoot your own imagery or grab from online, but your edges must be clean and show no pixelation.

Vertical or Horizontal format.

Grids have been described in design literature for at least 50 years, if not longer. DaVinci and Durer were known to experiment with grid systems. Swiss graphic designer Karl Gerstner describes a number of grid systems or "programs" in his 1964 book, Designing Programs.

The classic work on grids for graphic designers is Josef Muller-Brockman's 1981 book, Grid Systems.



## Why the Grid? Whats the benefit?

The grid system in graphic design is a way of organizing content on a page, using any combination of margins, guides, rows and columns. It is commonly seen in newspaper and magazine layout with columns of text and images. One grid, or a collection of grids, may be used across an entire project to achieve a consistent look and feel.

In a finished product, the grid is invisible, but following it helps in creating successful print and web layouts.

After World War II, a number of graphic designers, including Max Bill, Emil Ruder, and Josef Müller-Brockmann, influenced by the modernist ideas of Jan Tschichold's Die neue Typographie (The New Typography), began to question the relevance of the conventional page layout of the time. They began to devise a flexible system able to help designers achieve coherency in organizing the page.

The result was the modern typographic grid that became associated with the International Typographic Style. The seminal work on the subject, Grid systems in graphic design by Müller-Brockmann, helped propagate the use of the grid, first in Europe, and later in North America.

Think about the history of posters discussed in class, as well as the different types and styles of

# Stylistic Approach - what will you choose?

posters we looked at (color blocking, Constructivism, Art Deco, broadsides, Art Nouveau, Plakatsti Futurism, Belle Epoque, Propaganda, Typographic Style, etc). What approach will you take and why do you feel it fits both the message and content of The Address and your own concept?							

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 poster express or capture the emotion, message and/or content of the selected topic visually? Does it express an opinion and move the viewer?				
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  Does the design and composition reflect the use of the grid as a design tool?  Is the use of the grid complimentary to the overall design concept (does it advance the narrative)?				
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				

