

# The "Structure" - both the spoken word *and* graphic design have structure

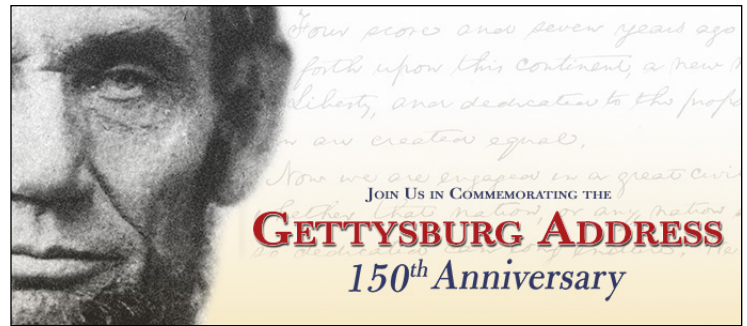
Structure considered (how can you translate this verbal structure into visual structure)...

Graphic Design has a visual structure - this is what we talk about when we discuss "composition" and "design" - structure is how your images are arranged on the picture plane. Your design structure for this poster design is the grid.

However, a speech also has a structure (speech, soliloquy, aside, monologue etc.).

Lets take a look at the structural elements in Lincoln's speech that make it such a great piece of oratory.

According to Nick Skellon,, an acknowledged master of public speaking, there are several structural elements that makes this speech a standout.



brevity...

## 1. Brevity

The first thing is it's brevity and - because of that - its precision. It's only 276 words and 10 sentences long, and takes just 2 minutes to say. Not a single word is wasted.

On the day of the speech, Lincoln followed Edward Everett, who spoke for 2 hours. A speech duration not at all uncommon (or unexpected) at the time.

## 2. Simplicity

Of the 276 words used, only fifteen have more than 2 syllables. None of these are particularly 'fancy' and one word alone - dedicated - accounts for 6 of them.

Most of the great communicators, such as Winston Churchill, were masters at this.

If the audience has to keep dipping into a mental dictionary for clarification every twenty seconds, you'll lose them! But if you keep it simple, then when you do deliberately use a long or unusual word to emphasis a specific point, it will stand out and be remembered.

## 3. Powerful Opening

Lincoln didn't waste time saying good afternoon or thanking the audience for being there (in a 2 minute speech, how could he?) he began succinctly with a biblical reference that used a technique called Anastrophe - defined as 'a departure from normal word order for the sake of emphasis.'

Instead of the pedestrian '87 years ago' he says 'four score and seven years ago.' Much more powerful, much more memorable, much more effective. The biblical reference was to Psalm 90 verse 10, which says, 'The days of our years are threescore years and ten. And if by reason of strength they be four score years.'

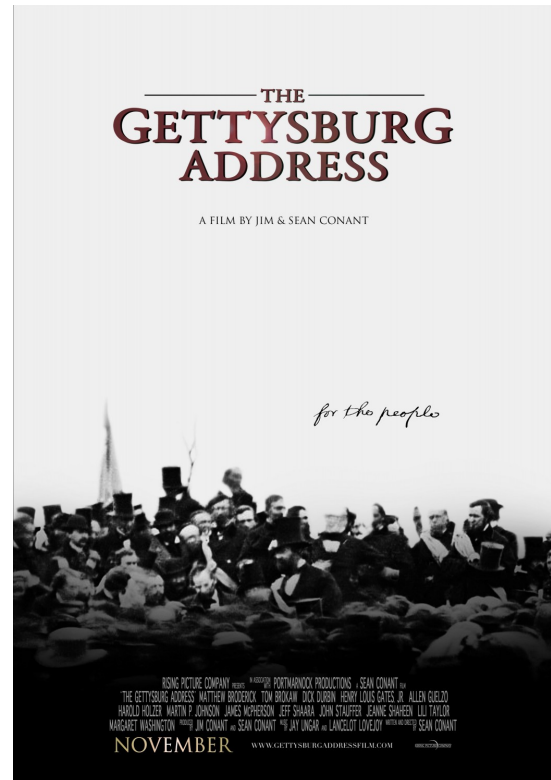
In the middle of the nineteenth century when the Bible was seen as an unquestionable document and the word of God, this would have been a powerful and familiar reference.

## 4. Simple, easily followed structure

It's divided into 3 parts.

Part one is the past - "Four score and seven years ago ..." when he reminds them what the Founding Fathers set out to achieve.

Part two is the present - "Now we engaged in a great civil war ..." and are standing on a bloody battlefield, with the nation tested as never before.



simplicity...



components or modules...

GRADING CRITERIA	GREATLY EXCEEDS 14	EXCEEDS 13-10	MEETS 9-4	FAILS TO MEET 3-0
<b>CRITERIA 1 - Preparation</b> Is design booklet completed and turned in and are proper number of sketches evident in sketchbook?				
<b>CRITERIA 2 - Concept</b> Does the poster express or capture the emotion, message and/or content of the Gettysburg Address visually?				
<b>CRITERIA 3 - Design/Composition</b> Does design make use of primary, secondary and tertiary design units?				
<b>CRITERIA 4 - Design/Composition</b> 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?				
<b>CRITERIA 5 - Technique 1</b> Are separate elements extracted and are edges handled properly and do they appear to fit nicely into the background with looking "cut and pasted"?				
<b>CRITERIA 6 - Technique 2</b> 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)?				
<b>CRITERIA 7 - Craftsmanship 1</b> 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?				
<b>CRITERIA 8 - Craftsmanship 2</b> 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.				
<b>FINAL PROJECT GRADE</b>				

comments: