

Graphic Arts

Artist Tribute Project

Graphic Arts

- ▶ Graphic design is a creative process that combines art and technology to communicate ideas.
- ▶ Graphic design is art with a purpose.
- ▶ It involves a creative and systematic plan to solve a problem or achieve certain objectives.
- ▶ It is visual communication and the aesthetic expression of concepts and ideas using various graphic elements and tools

Graphic Arts

- ▶ The focus of graphic design is to communicate a message clearly and effectively.
- ▶ The designer works with a variety of communication tools in order to convey a message from a client to a particular audience.
- ▶ The main tools are images illustration, layout/design, and typography lettering.

Why Study Art History?

- ▶ Art History is a discipline that seeks to understand different cultures and history through the study and analysis of art and architecture as a means of communication.
- ▶ We exist in an environment that is filled with the artifacts of human history, architecture, painting, and sculpture.
- ▶ Art History offers the tools to recognize and to understand these forms, and thus is a vital part of any serious liberal arts education.
- ▶ Art History provides knowledge and understanding of the past, and through it, of the present.
- ▶ Studying art history encourages humanity and sympathy by teaching about other individuals and societies through their visual expression.

Why Study Art History?

- ▶ Art History provides intellectual confidence gained through learning how to recognize, order, and interpret facts.
- ▶ In so doing, it trains one to think and write clearly and to read carefully.

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Part C: Graphic Art (Individual)

After you have created your zine, you will design **two (2)** of the following graphic art artworks which will also be based on your artist.

- ▶ Postcard from your artist
- ▶ Greeting card to your artist
- ▶ Greeting card by your artist
- ▶ Business card of your artist
- ▶ Poster advertising your artist's artwork for sale
- ▶ Poster advertising event for your artist
- ▶ Invitation for an event for your artist
- ▶ Children's book by your artist
- ▶ Mobile about your artist

- ▶ Using the ideas that were presented in this unit, create a strong design that focuses on your chosen artist.
- ▶ Apply all your knowledge about good design to make the artwork as dynamic and visually interesting as possible.
- ▶ Try to be creative, thoughtful, and unique.













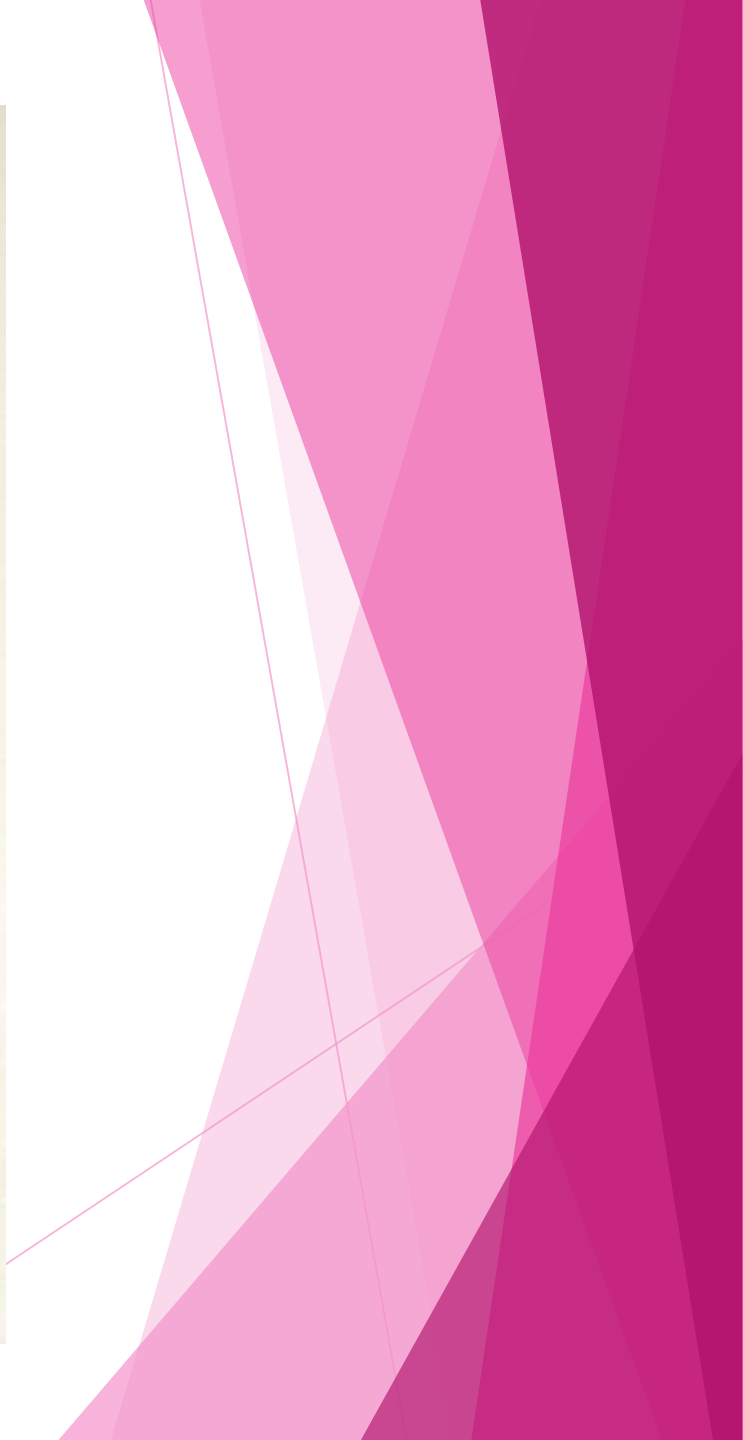


FRIDA

FEET, WHAT DO I NEED
YOU FOR WHEN I HAVE
WINGS TO FLY?

Frida Kahlo







Love!

