

Observations from the Field

Field research or fieldwork is the collection of information outside of a laboratory, library or workplace setting. The approaches and methods used in field research vary across disciplines. For example, biologists who conduct field research may simply observe animals interacting with their environments, whereas social scientists conducting field research may interview or observe people in their natural environments to learn their languages, folklore, and social structures.

Source: *Wikipedia*

The Field of Graphic Design

You will present some observations from the field back to the class in the form of 3-5 minute presentations. The list below is a mix of contemporary and (more) historical figures. Please also choose 1 example (person, group, studio) from designishistory.com. Draw threads / comparisons between your two subjects. Are there formal similarities? Were they practicing at the same time? Do you see influence in the work?

- 01 Who is Massimo Vignelli?
- 02 Who is Jessica Hische?
- 03 Who is Louise Fili?
- 04 Who is Swiss Miss?
- 05 Who is Paula Scher?
- 06 Who is Jessica Walsh?
- 07 Who is Debbie Millman?
- 08 Who is Stefan Sagmeister?
- 09 Who is Keetra Dean Dixon?
- 10 Who is Herb Lubalin?
- 11 Who is Milton Glaser?
- 12 Who is Wolfgang Weingert?

Guidelines

- Presentations are 4-5 minutes long.
- Cover: who, what, where, when why, and why is it relevant? What is your opinion of the work / person / studio? What is the historical context? Research for both breadth and depth.
- Create your presentations using ReadyMag.

Guidelines for creating a compelling presentation:

- show lots of work / visuals. What does the person look like? What does the studio look like? What does the work look like? video? audio clips?
- don't see / say (don't read words and show us words, if you need notes / note cards use them)
- speak with clarity and authority — use an honest voice, share what you had a strong reaction to either good or bad & why, you don't need to be an expert, but I expect you to gather the facts
- Bonus points if your research extends outside the internet :)

Sources:

- Art + Design Library at UConn
- Podcasts (Design Matters, Design Observer, 99% Invisible, other interviews)
- Video: Walker Art Channel, PBS Off Book, TED Talks, lectures recorded via general Google search

Presentations are due next class.