



ROBERT BUSCH SCHOOL OF DESIGN
DSN*1100*10, Section 01: Introduction to Design and Visual Culture

MID-COURSE PROJECT

THE LIFE, THE MIND, AND THE WORK OF...

OVERVIEW:

This mid-semester assignment is a team project assigned on Wednesday, February 27th, and due for presentation during the class of Wednesday, March 27th, 2019 and beginning at 5:15 pm.

OBJECTIVE:

Develop a deep and meaningful understanding and appreciation of iconic and influential design leaders, their body of work and their impact on visual culture.

ASSIGNMENT:

Part 1:

Based on the Design Icon assigned to your team, conduct in-depth research and analysis, and develop a comprehensive narrative and presentation based on "THE LIFE, THE MIND AND THE WORK" of that person.

Part 2:

Execute the presentation in two forms: oral and visual.

Part 3:

Team presentations of no more than 10-12 minutes in length will be made during the March 27th, 2019 class.

Part 4:

METHOD OF PROJECT EVALUATION:

- Visual presentation	50%
- Oral presentation	50%
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- Project grade	100%



PROJECT GUIDELINES

Presentations will be divided into three chapters: 1) The Life, 2) The Mind, 3) The Work.

Each team member will present a different chapter as part of the oral presentation.

Visual presentations are to be made in PowerPoint, Keynote or equivalent digital presentation format.

Presentation templates must not visually dominate the content.

Presentations may not contain more than ten words per slide.

Only one typeface may be used throughout the visual presentation.

Only one of the following typefaces may be used: Helvetica, Times Roman or Calibri.

Include the following information in your presentations:

CHAPTER 1: THE LIFE

Create a brief timeline/history/biography. Include personal, historical, experiential and other relevant points of information that had significance and relevance in the individual's life.

CHAPTER 2: THE MIND

Develop an analysis, evaluation and overview of the creative genius and ethos of the individual. Include points of information such as mentors, teachers, influences, and of course, their personal design philosophy.

CHAPTER 3: THE WORK

Choose select examples of the designer's work which are directly representative of their creative evolution, personal design philosophy and impact on the history of design.