Art 446 – Graphic Design

Project: Poster
Proposal: March 3, 5
Final critique: March 17

“Evidence that bears on any complexity typically involves multiple forms of discourse. Evidence is evidence, whether words, numbers, images, diagrams, still or moving. The intellectual task remains constant regardless of the mode of experience: to understand and to reason about the materials at hand, and to appraise their quality, relevance, and integrity.

“Science and art have in common intense seeing, the wide-eyed observing that generates empirical information. [This task] is about how seeing turns into showing, how empirical observations turn into explanations and evidence.”

- Edward Tufte, Beautiful Evidence

Create a poster that presents a set of social statistics. You must use at least 3 facts or statistics, and present a final poster design that shows the connection between them.

Your statistics can come from any kind of social observation. You can examine how many people eat Whoppers versus Big Macs versus salads, or the number of McDonalds by country; you can talk examine poverty statistics, or literacy rates, or any other subject of your choice.

The next step, once you have gathered your information, is to figure out how to present that information in an immediate and compelling way. Your final poster design must include the statistics themselves, but it must also find the story within the information, to humanize the data and make it immediately understandable. For instance, here are some statistics about gender ratios in America, by age:

at birth: 1.05 male(s)/female
under 15 years: 1.046 male(s)/female
15-64 years: 0.996 male(s)/female
65 years and over: 0.721 male(s)/female

As age increases, there are gradually more women than men. The story within the information is that women live longer than men (by an average of 6 years). What is a visual way of representing that information?

You must also make a design proposal, in the place of a process critique, in which you outline your subject ideas to the class in a formal way. The proposal must be matted on black matte board and presented to the class. We will talk in class about what a design proposal entails.

Technical specifications: One-sheet size: 22x30” on semi-gloss or glossy paper