Art 446 – Graphic Design

Project: Sagmeister Redux
Proposal: March 31, April 2
Final critique: April 14

“The idea for this site [and book] originally came out of my own list in my diary, under the very same title: Things I have learned in my life so far. Astonishingly, I have only learned twenty or so things so far. Over the last five years I did manage to publish these maxims all over the world, in spaces normally occupied by advertisements and promotions: as billboards, projections, light-boxes, magazine spreads, annual report covers, fashion brochures, and, recently, as giant inflatable monkeys.”

- Stefan Sagmeister

In this project we will, as a class, reproduce Stefan Sagmeister's new book *Things I Have Learned In My Life So Far*. In order to do this, you have two tasks: 1. pick a thing you have learned so far, and 2. create an 8-page spread, a typographic work, for that thing. As Sagmeister says, “draw it beautifully.”

For the first part, find or summarize some genuine piece of knowledge, but try not to be generic (like “friends are important”). Keep it specific and, in some way, practical, something that genuinely helps to be reminded of from time to time. Think about the difference between the *universal* and the *generic*; the universal usually evokes some specific detail that we all can relate to, while the generic is just made up of common, conventional elements. In order to be universal in its appeal, the work has to be personal. This is as true of design as it is of art.

The same issues apply to the second part, actually making the 8-page spread. This will be a pamphlet, separately bound, that I will collect into a folio in the same way as Sagmeister's book. I would like also to upload the whole thing to lulu.com, so that you can, if you want, pay for a physical copy of the entire thing. Therefore, here are some technical specs for the project:

- The project must include some physical aspect; draw or make the letters by hand, or scan in fabric, or something, but some element of the design must originate outside of the computer.
- No LiveTracing.
- When you do work on the computer, use Pantone colors.
- Organize your layout on some kind of grid.
- Your pamphlet should be 8 pages, 6 x 9 inches (trade paperback size).
- Make sure your design includes bleed, if necessary.