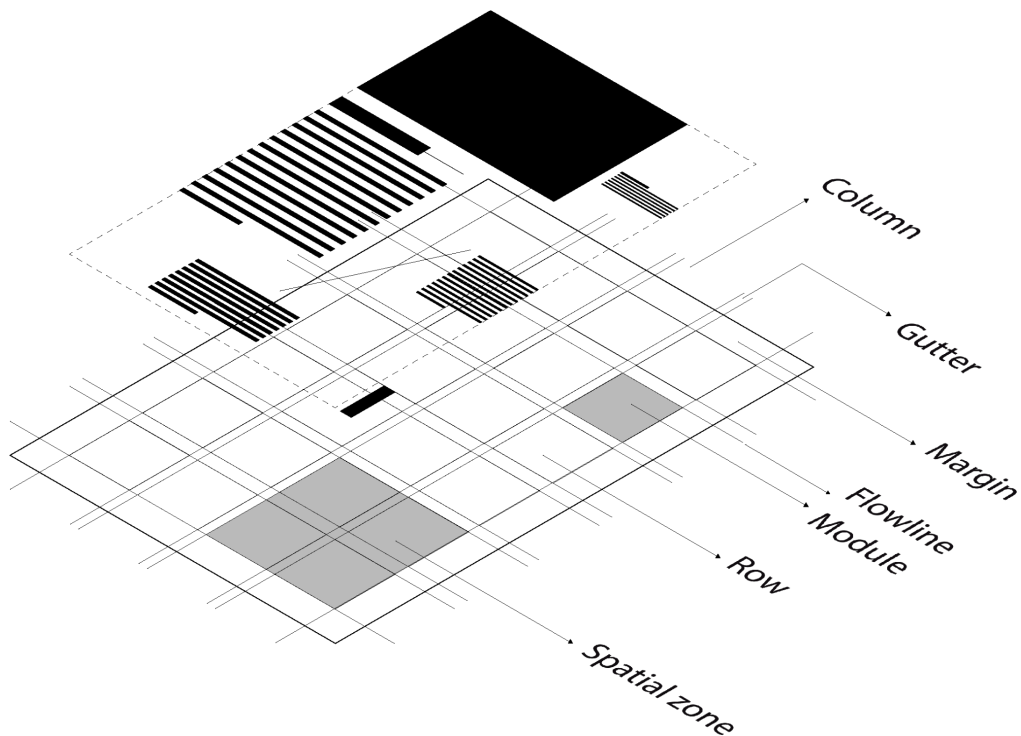


Exhibition Catalog

Project 2 | Worksheets



INSTRUCTION

- Research and come up with at least five visual artists/designers whose works are relevant formally/conceptually.
- In a paragraph (150 words), describe why you selected them. And how do you think their works are related? You don't need ChatGPT to write this for you!
- Using rough sketches, create a **2" x 2"** visual representation of **eight** visual elements that you believe are formally or conceptually associated with their works.
- Create a **mood board** by researching other artists' works and selecting at least **six** design styles that are relevant to your concept. Your mood board should comprise **editorial/layout design** elements, and you may incorporate images of books, magazines, or catalogs whose layouts you

admire. Don't limit yourself to online sources alone, including Pinterest!

- Identify your design **style** with an example from your mood board, such as minimalism, flat design, retro and vintage, grunge, hand-drawn and illustrative, pop art, geometric, 3D, isometric, modern, or art deco.
- Make a list of the **typefaces** you may use in this project. Display, bodycopy, etc.
- Determine the possible catalog form, dimensions, and color palette.
- Sketch your grid for **four** pages with different content. (ex. Cover, curatorial note, artist introduction, and artist work pages)
- Create a scale model of your catalog and bring it to class. Your prototype should include sketches of the intended contents. It also should depict the format and number of pages that will consist of.
- Organize all materials into a neat, cohesive PDF with a clear layout. Upload your PDF to D2L before the deadline.
- Bring a printed or digital copy to your one-on-one meeting for feedback.

RESOURCES

[Another Graphic](#), [Creative Boom](#), [Pentagram](#), [abdz.do](#), [Design Inspiration](#), [It is Nice That](#), [Type Wolf](#), [Behance](#), [Pinterest](#), [dribbble](#), [Herb Lubalin Study Center](#), [Poster Archive](#), [typo/graphic posters](#), [The People's Graphic Design Archive](#), [USSR poster archive](#), and [Letterform Archive](#).

Design tip: Design is a demanding process that requires time and dedication. While it's possible to complete all the stages of this project in a few hours, don't expect great results if you don't invest enough time and effort into it. Remember, solid design takes time!