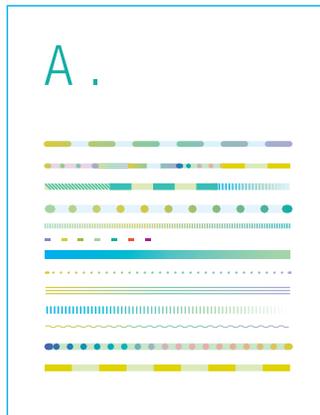


RESEARCH
PAPER A.
[T Y P O G R A P H Y]



--A. DESCRIPTION. **Topic:** *Graphic Design is Thinking & it is Storytelling.*

Description: Write a 500-1500 word paper researching the two textbooks below and answering the following questions per book. Connect the dots by considering how these topics overlap and connect with your design practice and why this line of inquiry is important.

Texts & Questions:

__01. Read the Text & Respond to Questions:

Text: Graphic Design Thinking, by Ellen Lupton

- ___ . What is Graphic Design Thinking?
- ___ . How are design process and thinking connected?
- ___ . Reference 10 specific examples from the reading considering Design Thinking strategies and processes that could help your own design process.
- ___ . Why is this research significant?

__02. Read the Text & Respond to Questions:

Text: Design is Storytelling, by Ellen Lupton

- ___ . Lupton says "Designers today produce more than logos and cereal boxes; they create situations that stimulate the mind and body over time." Explain how designers can emphasize Action, Narrative, and Journey.
- ___ . How does Color and Emotion play a significant role in design and storytelling?
- ___ . How does an Experience stir emotions and generate memories as the author discusses?
- ___ . What is Sensation and how can it be used in design to develop human perception as a dynamic process?
- ___ . Why is Multisensory Design important as the author discusses?
- ___ . Why is this research significant?

--B. GRADING
OBJECTIVES
& CRITERIA.

I will be evaluating the following criteria in your paper:

- 1.1 **Communication of Ideas.** The ability to communicate the ideas discussed in the texts, evaluate ideas, and answer the questions provided. Did student understand the topics discussed and communicate them clearly?
- 2.1 **Form & Analyze Significance.** The ability to form and analyze the significance of these ideas and their connection to the art and design process.
- 3.1 **Contemporary Topics & Connecting.** The ability to consider contemporary topics and connect the dots to the student's body of work.
- 4.1 **Quality of Language & Grammar.** The quality of the language, thought-process, and grammar. Did student cite texts? Did student have grammatical errors?

--C. LENGTH /
STYLE.

500-1500 words, 500 words minimum / MLA Style

--D. HEADING. _Student Name
 _Class
 _Professor Name
 _Project Title
 _Title of Paper
 _Date

--E. FORMAT. Microsoft Word File [Please no PDF Files]

--F. SUBMISSION Turn in on Blackboard.
PROCESS.

--G. DATE DUE. See Calendar.

| READING:

 | : 1.1 *Design Is Storytelling*, by Ellen Lupton, ISBN-10: 194230319X

2.1 *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792

RUBRIC.



PAPER.

RUBRIC OVERVIEW .



#	Criteria	% of grade	Draft Quality	Devel- oping	Meets Expecta- tions	Above Average	Stellar
1.	Syntax. Punctuation. Grammar. Quality of Language. Quality of Language & Grammar. The quality of the language, thought-process, and grammar. Did student cite texts? Did student have grammatical errors?		0	1	2	3	4
2.	Organization & Hierarchy of Writing. Are paragraphs and writing structured, focused, and follow a thoughtful structure. Is there an introduction and conclusion?		0	1	2	3	4
3.	Voice of Writing Style. Does student show evidence of their own voice and writing style as they communicate their perspective?		0	1	2	3	4
4.	Citations. Are the texts cited?		0	1	2	3	4
5.	Communication of Ideas + Creativity of Ideas. The ability to communicate the ideas discussed in the texts, evaluate ideas, and answer the questions provided. Did student understand the topics discussed and communicate them clearly?		0	1	2	3	4
6.	Reference Texts : Form & Analyze Significance. The ability to form and analyze the significance of these ideas and their connection to the art and design process.		0	1	2	3	4
7.	Contemporary Topics & Connecting. The ability to consider contemporary topics and connect the dots to the student's body of work.		0	1	2	3	4