

SUMMER WORK 2017

National Design Week, held annually in October, is an initiative by the Smithsonian Institution's Cooper Hewitt National Design Museum. Its primary focus is in raising awareness for the role that design plays in everyone's lives on a daily basis.

In anticipation of this educational opportunity, you are charged with developing a poster that presents answers to ONE of the following questions. The question does not necessarily need to be a part of the poster.

1. **Design is...**
2. **What design means to me...**
3. **Every day, design helps me to...**

Each poster solution should include **ONE** question you've chosen and your answer, as a visual solution. Your solution can include words but it must also have some kind of **ORIGINAL** visual to accompany it.

The goal of the poster is to educate the Spotswood High School community about design, the design process or design thinking from your unique point of view.

Poster size: 11 x 17 **or** 17 x 11

All work **must** be original in nature unless you are referencing an existing product. You may use photography, illustrations or typography for your final poster execution.

SUMMER ASSIGNMENT:

1. You will receive a copy of this document in person and via Google Classroom from Mr. Schwartz. Contact Mr. Schwartz at "jschwartz@spsd.us" if you have questions.
2. Visit "<http://www.cooperhewitt.org/national-design-awards/national-design-week/>" to research the event; do your own additional research as needed;

You will receive a sketchbook for the next two steps. Use it for these steps as well as to hold any photographs, samples or other visual notes.

3. Develop **at least** (10) thumbnail sketches for your concepts.
4. Create **at least** (3) tighter concept sketches in your sketchbook for your poster design;
5. Bring your sketchbook to the first day of school and be prepared to discuss your concepts within the first days following. Do NOT begin any work toward your final execution of the project prior to the start of school.

Have fun!
Mr. Schwartz