

ARTIST RESEARCH PROJECT. ART HISTORY

Format: Travel Brochure, tri-fold 8 1/2" x 11". Include both front and back sides.

Include one panel on the front as the introductory panel

Body text: minimum 9 point/ maximum 12 point/ Headline text 18-24 point. Text should be an easily readable information style text (for example, Helvetica, Arial, Times Roman)

Images: minimum of three

Credits: include all references/resources in full. 8 point type

Color/Design: Use color. Consider how the information is constructed and how the pages should read.

Output/Print: One good quality print of each page, due no later than March 25.

Document file format--save as PDF. Be sure I have a working copy of your document saved to the flash drive.

Layout: preliminary layout due for approval prior to the beginning of the project. Bring in sample layouts (other brochures) to look at. You will need at least four samples.

Content: include relevant information that is specific to your theme. At least one panel should be information about the artist, with other panels discussing the work(s).

Consider the value of the information and provide your reading audience with adequate information about your topic to understand the artist, artwork and content.

- How does your information lead your reader through the brochure?

Remember that we are researching and presenting artists who have an affect on the environment, and you should maintain a sense of the contexts of place and time. Present the information using gathered information should be factual and relate in context to the individual or given theme that falls within the time period of the artist or of the artwork. If you find it valuable to position it against historical works, then do so, making it clear that it is of/from a different time.

If you have a broad theme or a grouping of artists, consider a survey style of brochure, with highlighted information and/or bullet points to signify important points. Use the information to build an architecture for your brochure format.

For an artist or other individual (or groups) you would include biographical information relating to the artist in both chronological time and geographical location.

You should include influences (other artists, writers, philosophers, environment, previous movement, culture) and direct the information to a destination--which might be to the individual's most famous works, or through a sequence of time that identifies them in terms of the time and what the project(s) might be.

This could be done as a narrative; you might be sharing or telling a story.

Another method might be to develop a graphic format, using images, or a timeline, a map or other directed pathway through the course of time or through a designated place.

Your job is to define how you will design your brochure.

Make a plan that you will turn in--your layout, design and content to be approved. This will be the criteria on which your brochure is evaluated.

Use your notecards, on which you should have collected information about your subject/topic. You will need to have information on 20 notecards

What information is important enough to include? What images (minimum of three) are most important? How will the audience be engaged in the reading of this information?

What does this brochure say about my topic, and have I addressed it in the most comprehensive manner?

Layout and design are important components. The structure of the information is the first impression (visually) that your reader gets. You should think about how the information is gathered and distributed, being aware of layout, style, design form, headlines and body text, information in bold/italic, headings, color, readability, and how the audience must handle the brochure to obtain the information.

Travel to and through the selected works that become Land Art, Earthworks, Environmental Art, and sculpture that engages the public as an intervention.