

RBSD › THE ROBERT BUSCH SCHOOL OF DESIGN,
MICHAEL GRAVES COLLEGE @ KEAN UNIVERSITY

PRECOLLEGE STUDIO PROGRAM: [GRAPHIC AND MOTION DESIGN] 2020

WHEN: July 6th through July 30th, 9:30 a.m. to 3:15 p.m., Monday through Thursday

WHERE: Green Lane Academic Building School of Design studios, Kean University Campus, Union, NJ.

OVERVIEW

Participants will learn the foundations of form and technique through innovative and active demonstrations, exercises, and hands-on projects. Skills in sketching, ideation, physical prototyping, video and motion graphics, and experiential applications will be accompanied by guidance in critical and conceptual team thinking for developing and creating design solutions. They will also get a chance to see their work displayed in a virtual exhibition through the Precollege Studio social networking.

The cost for participation is \$850.

CONTENT AREAS

Design is an expansive discipline. Participants will have active, hands-on learning experiences within the following areas:

Graphic Design ideation for: typography, web, video, game, motion / animation

Advertising Design ideation for: art direction, branding, promotional, interactive

...and will get to collaborate on some projects with the Interior and Industrial Precollege Program in areas such as:

Industrial Design ideation for: consumer and business products

Interior Design ideation for: personal spaces, small commercial spaces

SAMPLE INDIVIDUAL PROJECTS

Minimalist Movie Posters

How far can you break down an image and still effectively communicate an idea or depict an event or character? How obscure can a pop culture reference be but still be recognizable? A discussion of minimalism and cinematic iconography introduces the project. Using limited colors and cut paper as the medium, participants will create minimalist posters from their favorite films and challenge each other to guess the picture.

Disciplines: Graphic Design, Advertising

Skills: Sketching, papercraft, assemblage

Design thinking: visual communication, minimalism

Expressive Typography

A discussion of letterforms and their potential for visual communication introduces this project. Participants are supplied with traditional visualization tools and guided in the creation of a custom type treatment. Once completed, the type solution will be applied to a t-shirt then produced through on-demand printing so each of the participants can wear their own creations.

Discipline: Graphic Design

Skills: Customizing letterforms, traditional visualization tools, on-demand printing

Design Thinking: visual and emotional communication with letterforms

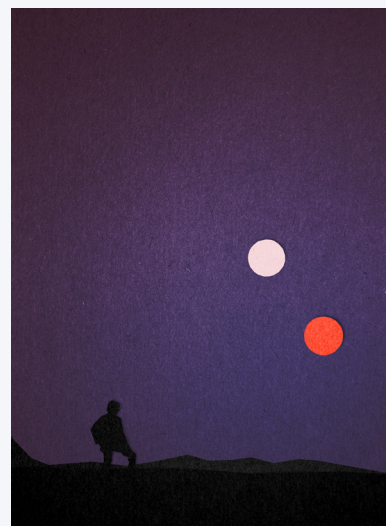
Superhero Me!

It's been said that we are all the heroes of our own stories. So why not go even one step further and make ourselves superheroes? Self-identity and self-branding exercises kick off an exploration of character design and creation, leading to pencil and ink illustration. Sequential art and comic book layout/design, as well as digital colorization and lettering are also explored. The project culminates in a series of printed trading cards based on the participants' superheroic personae and designs.

Disciplines: Graphic Design, Illustration

Skills: Sketching, illustration, digital coloring, print production

Design thinking: storytelling, character creation



SAMPLE GROUP PROJECTS

Zentangle Geodesic Dome

A discussion of the origin and purpose of “zentangles” and that of the geodesic dome introduces this project. Participants create personalized zentangle designs on individual facets of the dome, which are then unified in the group construction of the large-scale structure in the common area of our studios.

Discipline: Graphic Design, Architecture

Skills: Free-form illustration, patterning, construction

Design Thinking: Integrated graphics solutions for structures, three-dimensional design



“The Ballgame” Video

An exploration of art direction and storyboards introduces this team project. A group storyboard is first developed, and the action and filming takes place throughout the campus. Participants are guided to set up, art direct, and film their own shot in which they toss a ball to each other, in and out of the camera frame. The shots are then edited together to make a cohesive film sequence.

Disciplines: Film/Video Production

Skills: Art direction, storyboarding, camera frame

Design Thinking: Creative scene development (concept) with compositional development



Multidisciplinary Branding and Design

In this expansive multidisciplinary project, students bring together work from graphic, interior, and industrial design. Starting with discussion and implementation of a creative brief, students develop brands for retail establishments, including visual branding/logos, interior spaces (floor plans, industrial fixtures, lighting, etc.), product/merchandise design, and advertising/promotional design.

Discipline: Graphic Design, Advertising, Interior Design, Industrial Design

Skills: Drafting (albeit simplified), illustration, presentation techniques

Design Thinking: Interrelated nature of various design disciplines, appropriate use of materials

PLEASE ALSO SEE OUR FACEBOOK GROUP PAGE for images of the projects at fb.me/MGCPrecollegeStudio

A TYPICAL DAY

A day at the MGC Precollege Studio Program includes more than one project. Participants have a designated desk for storage of their supplies and work. They arrive at Kean by 9:30 a.m., but can arrive as early as 9:00 a.m. if they wish to work on projects.

In order to complete a range of projects within the four-week time period, there are several projects in progress during any given day.

A day may include discussion to open the project, demonstration of skills needed to complete the project, hands-on development, guided assistance, and critique.

Participants take a midday lunchtime break and can either bring their own lunch and snacks (a fresh water hydration station is available) or enjoy the convenience of the Barnes & Noble Café and snack shop in the Green Lane Academic Building.

The program also features a minimum of two to three off-campus field trips. Destinations include major design museums in New York, such as The Museum of Arts and Design or the Cooper Hewitt Smithsonian Design Museum, where participants enjoy gallery tours and hands-on workshops, or outdoor locales like the Grounds for Sculpture in Hamilton, NJ. Participants also visit The Gruskin Group, a professional multidisciplinary design studio for a taste of design in the pro world.

Visiting instructors in specialized disciplines introduce and guide projects in their respective areas. Robert Busch School of Design college students assist with skill development and creative direction so that participants get as much one-to-one guidance as possible.

The program closes with an exhibition of completed projects along with a social gathering for family and friends.



ALL SUPPLIES & FIELD TRIP EXPENSES are included with program tuition.



Interested students should register at www.kean.edu/summercamps