

DSGN 100-2D Design Fall 2014
Professor Olszewski
Savannah College of Art and Design

“Tell Me a Story- Project One”

Your task is to create a narrative about your first memories of McDonald's.

Things to think about:

What is your first memory of McDonald's? What does McDonald's say about Americans? What role does McDonald's play in American culture? Where does the food come from? How is it produced? How do **you** fit within that larger context? Maybe you hate it. Maybe you love it. Maybe you love to hate it.



Each student will receive one (1) “To Go” bag from McDonald's; your task is to create an intelligent statement and clever design through the use of these materials. Essentially, creating a social narrative (story) using McDonald's as a vehicle while at the same time researching the basic elements of design. This is a quick project to help students understand ideation, creativity, craftsmanship, presentation, time management, risk taking, commitment and the rigors of DSGN 100. The purpose of the project is to refine visual language while fostering individual problem solving resolutions in a nurturing atmosphere.

McDonald's is a loaded subject matter with a very complicated history and deeply rooted in American culture. Try not to over think this project. You can: fold, tear, fill with material, cut, tape, glue, paint, and add any material that fits your creative objective. Also, don't forget about using TEXT.

Part One: Brainstorming- In your sketchbook, start outlining your ideas.

- Make a list of twenty (20) or more options.
- This is an open-ended exercise to explore new possibilities.
- Remember, there is no such thing as a BAD idea when brainstorming.

McDonald's is an advertising machine constantly updating corporate branding, expanding product while strengthening customer loyalty. Look at existing McDonald's advertising campaigns, slogans, marketing techniques, logo and design choices. Examine, analyze and evaluate how the design choices function. Research vintage and contemporary signage and collect twenty (20) or more images. What does it look like? Shape? Color? What makes it recognizable? Break down the components of the design and place information in your sketchbook.

Part Two: Narrowing Down Our List

For Class #2, have three possibilities ready for review. During class, narrow down to final choice. The project is still flexible at this point. Strengthen your ideas through research and conversation with peers.

Part Three: Final

What is the "Title" of your project? In advertising as well as life in general, the title can make or break a project. The title can be sarcastic, snide, ironic or help lead the audience to a conclusion. The final can be mounted on Bristol paper, poster board and/or foam core.

Requirements for Final Presentation:

- Size: 9 x 12 inches or larger
- Color: More than two colors of your choice
- Must be able to hang on wall
- Three or more McDonald's "ToGo" bags or other McDonalds materials.

Part Four: Letter of Intent

- One (1) page paper outlining your creative objective
- Two (2) pages of supporting images w/ descriptions
- Typed, printed and stapled.
- Final Paper place in the DSGN 100 course DropBox
- Will not accept emailed, handwritten or late papers.
- Due at the beginning of class #3

Progress Review: Class #2

Presentation and Final Critique: Beginning of Class #3