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Observation Writing Assignments

Students will start observing the world around them to note how the particular trends and styles we will be studying in this class **are used today**.

These observations should be an example of something that emulates or utilizes the particular trends we are studying.

Students will submit an image and a paragraph or more that explains what qualities you see of the style being observed. Both image and paragraphs will be layed out on a single page (example on the following page). Be prepared to discuss these observations.

The examples shown may be anything from a book cover to a flyer to a spread from a magazine to a can of soup to a digital picture of a package you saw in a store. In other words, anything is usable so long as it is a graphic expression of that particular trend **as it is used today**. Do not Google search. **Use your eyes** and find things in stores, the mail, in magazines, and your general day-to-day activities.

You will submit 10 observations—one for each chapter we cover. Each observation should be related to each chapter’s content (style, technique, history, movement, etc...)

Observation example:



Woodtype Poster

I recently received this postcard in the mail, and immediately I was reminded of the nostalgic qualities of Woodtype posters. Specifically I note the stacked organization and the hodgepodge effect of the choice of fonts as traits that make it stand out. While these aren't necessarily the same display fonts used in the Victorian era, the variations on scale, letter-spacing, outlining, rules, etc., makes it appear that the designer was emulating the Woodtype technique. Of course there are a lot of other elements, such as the overlay of images in the background, and the flush left/rag right alignment of the speaker names, as well as the simplistic icons that decorate the piece which bring a new take on this style, but all-in-all I still feel it adheres to the playful tone of the posters from the 1800s.