Name

Instructor Name

Art 101

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MK

1. What you think of the theoretical study of graphic design?

Ans. If communication, and in particular graphic communication, is ever to be based on the scientific principle, then they must draw their knowledge from other areas. Disciplines such as aesthetics, philosophy, linguistics, and psychology have contributed to a more systematic understanding of graphic communication. The focus will be on empirical findings in these different disciplines to help the designer analyze his task and make predictions about the audience's response based on sound assumptions.

1. What does theoretical study of graphic communication mean to you now that you read the article?

Ans. Theoretical study of graphic communication involves perceptual psychology that helps the viewer to regard the graphic forms as a recognizable figure that is different from the background. Also, a common vocabulary, signs, symbols, and pictic analysis are required for the various disciplines to speak intelligently about graphic communication.

1. Which museum first exhibited Eames designs?

Ans. The Museum of Modern Art’s Organic Design exhibited Eames designs.

1. Which materials did Eames used in his famous design piece?

Ans. Bent, molded plywood, fiberglass-reinforced plastic, welded wire mesh, and cast aluminum are used by Eames in his famous design piece.

1. What are the three materials Eames uses in designing his table and armchairs?

Ans. Laminate, plywood, chrome-plated steel are used in making tables and leather, aluminum, rubber are used in making the famous lounge chair and ottoman.

1. What was the real problem when doing design rather than individual object?

Ans. Table, chairs, and typewriters as individual objects are not the problems. The problem is the office itself. Office work is an abstraction.

1. What was the purpose of designing the tambour roll tops for office drawers?

Ans. Office work consists largely of processing paper. It is necessary to arrange the pile of papers, so tambour roll tops were designed to inhibit such piling.

1. How Alexander Girard changed/influenced the America textile industry? How would you describe his style?

Ans. Girard worked with George Nelson and Charles and Ray Eames to form a design team that uses a fabric collection based on his architectural training has influenced the American textile industry. Girard's artistic heritage and unmistakable aesthetic vision have long been known for persistently designing. Girard's patterns, drawings, wooden puppets, and other designs are meant to rediscover the power of creative thinking and problem-solving, as well as the unsinkable feeling of his productive creator for unabashed, irresistible joy.

3 questions:

1. What is the use of signs and symbols in graphic communication?
2. Who is Robert Propst? What are his contributions?
3. What is Action Office?