

Project 01 – [100 points] Human Rights / Philatelic Project

philatelic

Also found in: Encyclopedia, Wikipedia.

phi·lat·e·ly (fī-lăt'1-ē)

n. The collection and study of postage stamps, postmarks, and related materials; stamp collecting.

[French philatélie : Greek phil-, philo-, philo- + Greek ateleia, exemption from payment (because a postage stamp indicates prepayment of postage) (a-, without; see telos in Indo-European roots).]



<https://store.usps.com/store/browse/category>

Design a system of postage stamps to communicate about human rights and civil liberties. The system can be inventive, hypothetical and innovative in its usage or it can be traditional while expressive imagery and typography are explored. The narratives you create with the postage stamp designs can reflect human rights in the past, present and the future.

Learning Outcomes

Develop abilities in design production and problem solving while engaging in advanced design practices

Develop a methodology for a design process driven by research.

Engage in collaboration with experts and scholars from other disciplines. Consult with field experts to understand visual communication design as having the ability to provide knowledge and social capital or design for the social good.

Study the complexities of visual information as it relates to form, structure and context in order to gain a better understanding of how meanings are constructed.

Gain awareness to the variances in the way information can be “read” and understood through the visualization of form and content.

Explore innovation in technologies, problem solving strategies and questions of content through rigorous study using a variety of tools and media.

Consider the role of the graphic designer in creating social change or designing for the social good. [Design as service.]

Projects will be design-research based and will be a result of a systems-oriented approach.

Abstract and perceptual concepts will be addressed as a means of expanding the student's critical thinking and visual communication skills.

Consider the role of the graphic designer in creating social change or designing for the social good.

Gain a better understanding of the human condition and how graphic design can create social change.

Description

Project 01 is centered around the design of postage stamps with the theme of human rights. You will invent a system of postage stamps that represent some aspect of human rights that you wish to promote, address, or raise awareness to. Promotions for the stamp series will also be designed. Along the way, you will design proposals, briefs to explain your approach to the project.

Requirements

Stamps must be Forever Stamps

Stamps must be in a series of 12 stamps in a "book" or sheet.

The design will incorporate systems of representation.

Stamps may vary in size as long as they all fit on one sheet and there are 12 of them in the system. [size requirements will be discussed]

The design may be typographic, illustrative, photographic, conceptual, abstract or representational.

The following components must be included on your stamp design:
Forever / USA / 2015

Side Two

The back side of your stamp sheet must include the information that is on the back of the samples we will look at in class.

US Postal Service logo and bar code information TBD.

Exercise 04

Give life to your postage stamps.

Animate your message

Create an animated gif that promotes your philatelic work [tiny] poster design. Post it throughout your social media.

Assignment 04

Design / Write
10 [minimum]

Thank You Notes

[Emory Douglas, Justin Kemerling, Susanna Lamaina, Patrick Jones, Dean O'Connor, Andrea Maack, Charlene Maxey Harris, Joanie Barnes, Michaela Habe, Dr. Nancy J. Busch, Amnesty International, etc.]

Deliverables

1. Design of a book or sheet of forever stamps [system of stamps]
2. Design a poster to promote the forever stamp design [imagine this going up in your local US Post Office]
3. Write a [project brief](#)
3. Design a deck to present your concept or direction for the stamps [Assignment 03]
4. Organize your process in a 3-ring binder / book that includes all your ideation, research and iterations.
5. Order a sheet of stamps from [Zazzle.com](#).
6. Design a *Thank You* note to send to the people who helped you with your research.
7. Design a presentation or installation of your project, Richards Hall, 2nd Floor, Exhibition Space

Assign 04

Due by Dec. 01

Final Review for Project 01: **Thursday, October 15**

Present postage stamp sheet at 100% or actual size.

Poster will be 20" X 30" portrait format



Forever Stamps

What Are Forever Stamps?

Forever Stamps were created by the United States Postal Service® (USPS®) in 2007. They are non-denominational First Class® postage, which means that they can be used to mail First Class letters no matter what the postal rate. For example, in 2013 it cost \$0.46 to mail a normal-sized letter weighing one ounce or less to an address within the United States. In 2014, the rate increased to \$0.49. Customers who purchased Forever Stamps in 2013 at the rate of \$0.46 each may still use those stamps to mail their First Class letters today without adding additional postage to the envelope.

The Citizen's Stamp Advisory Committee (CSAC) is appointed by the Postmaster General. The group selects subjects for recommendation as future stamp issues, made with all postal customers in mind, including stamp collectors.

<https://about.usps.com/who-we-are/csac/welcome.htm>

Artwork for stamp designs

When CSAC approves a proposed stamp subject, the Stamp Development design staff is assigned the task of developing the stamp design.

Stamp Development has professional art directors under contract to oversee the creation of stamp designs. The art directors, in turn, work with professional designers, artists, illustrators, and photographers to produce what has become one of the most publicly visible forms of art.

Because extensive verification is performed on each detail of a stamp's design and because production procedures are complex, design development usually begins several years in advance of issuance.

Approximately 25 stamp subjects are assigned each year, and a small percentage of those are created by artists new to the Postal Service. The design staff is continually searching for new talent, and the Postal Service annually receives more than 500 requests for information on how to become a stamp designer.

Although personal interviews are not granted for any creative work, those interested should follow these guidelines:

Artists may submit a portfolio of samples in print form (tear sheets, color copies, etc.) that best represent your style of work. Samples are not returned, and the Postal Service does not acknowledge receipt of samples by letter or phone. Neither original art nor slides will be accepted. Interviews are not granted.

Do not submit artwork or photographs for specific consideration as a stamp. Unsolicited stamp designs will not be reviewed or considered. Submit portfolios to the following address:

U.S. Stamp Development
Attn: Stamp Design
475 L'Enfant Plaza SW, Room 3300
Washington, DC 20260-3501

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CONCEPT / TYPOGRAPHY + VISUAL LANGUAGE [1–25]

1 2 3 4 5 6 7 8 9 10 Originality and clarity of idea, Typesetting, legibility, readability, clarity, displayed innovative and conceptual thinking.

1 2 3 4 5 6 7 8 9 10 Organization, hierarchy, clarity of message are highly considered. Appropriate message, style, visual language. [spelling, grammar, proofreading]

PRODUCTION QUALITY

PROCESS / FORM + CONTENT STUDIES [1–25]

1 2 3 4 5 6 7 8 9 10 Precision and attention to detail is evident. You were aware of your intentions. Presentation of your work is a hallmark of graphic design.

1 2 3 4 5 6 7 8 9 10 Presented your work in a clean, neat and professional manner. Displayed the ability to follow project directions, controlled the quality of final output

1 2 3 4 5 6 7 8 9 10 Sketches, research and process work reveal a rigorous study. Demonstration and documentation of a thoughtful and rigorous process and development of concept and form is apparent.

THESIS + PRESENTATION [1–25]

1 2 3 4 5 6 7 8 9 10 You articulated intelligently what your intentions were for the project. Presented your problem, stated what the project represented to you and followed through.

1 2 3 4 5 6 7 8 9 10 Explained your design decisions and solution. Present a conclusion in which you determine whether you were successful or not.

PARTICIPATION + LEVEL OF ENGAGEMENT [1–25]

1 2 3 4 5 6 7 8 9 10 Attends class regularly and contributes to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas.

1 2 3 4 5 6 7 8 9 10 Your research is a result of synthesizing across graphic design reviews and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives. You consulted with experts in the field to gain further insight into your concept.

1 2 3 4 5 6 7 8 9 10 Completed the project in a timely manner and met deadlines accordingly while being delightful to work with.

TOTAL / GRADE _____