141 BRIEF
TYPOGRAPHY PECHAKUCHA **9%**

WHAT

- Working in groups, students will present PechaKucha style presentations to the class.
  Each group will explore an influential typographer and their contribution to modern typography.
- Create your presentations using Google Slides: google.com/slides/about/

WHY

- Your presentations will help deepen the class's knowledge of typographic history.
- Putting together and making presentations to an audience is a common task for designers.
- It will help you practise your research and analytical skills.
- It will help you practise editing information, identifying what's important and storytelling.
- It will help you practise your skills in project planning and teamwork.
- It will help you practise your presentation and public speaking skills.

HOW

- Instructor will assign groups and typographers.
- Each group member will create 4 content slides. Each slide should make a specific point.
- For ease of research and presentation, allocate each group member a topic or area of exploration. Choose topics and content that will be USEFUL to your classmates. Your content does not have to be limited to the typographer. It can also be about how their work is used now.
- As a group, write a story plan/outline for your PechaKucha with a logical story arc.
  How will it flow? What will your talking points be? (Stickies can be useful for this exercise.)
- Start your presentation with the following title slide:
  What was Xxxx's Role in the Evolution of Modern Typography?
  As a group, agree on a sub-title for the slide that catches the audience's attention and draws them in. (Consider using humour, intrigue, etc.)
- Answer the title question in your presentation and try to approach the subject matter in a fresh and interesting way. (Talk about their work, not their life. Don't write a boring biography.)
- All slides will be timed at 30 seconds per slide. Make sure you have neither too much, or too little to say for each slide (including the title and end slides).
- While researching, look for large size images you can use to illustrate your points effectively for your presentation.
- End your presentation with a group slide that sums up a memorable fact about your subject.
- Add a citations slide. Each student is responsible for collecting their own research /image citations.
- Rehearse your presentation several times as a group.

WHEN

- Allocation of topics and groups, Thursday October 31 by email
- Hand in your group outline week 11, November 13
- Presentations week 13 (numbers 1-15) & week 14 (numbers 16-29)

GRADING CRITERIA

- Group accurately followed the deadlines, steps, and outcomes listed in the brief.
- The content provides a fresh, engaging and useful perspective on the subject.
- Presentation feels well planned, well researched and well-timed and rehearsed.
- Presentation is visually engaging (choice and quality of images and slide layout).
- Presenters are engaging: make eye content with audience, be animated, speak clearly.

RESEARCH SUGGESTIONS:

pechakucha.com

libguides.capilanou.ca/idea

Meggs, Philip B. *A History of Graphic Design*, 5th ed. New York: John Wiley, 2012. *(Digital version available @ CAPU library)*

Gomez-Palacio, Bryony, and Armin Vit. *Graphic design referenced: a visual guide to the language, applications, and history of graphic design.* Beverly, MA: Rockport Publishers, 2012. *(Available @ IDEA library)*