

Containing the Intangible

Introduction to Art/Intermediate Art
Digital Design/Graphic Design

Students will be expanding on what they encountered at the basketry exhibition and how they can think broader about what a vessel really is. Students will be investigating what intangible items they would like to see contained within a vessel and available for purchase. The class will be researching marketable product design to better display and sell their products. Each student will have a conceptual product design by the end of the lesson that is digitally displayed on a store shelf.

Lesson Objectives

- Students will investigate vessels as a means to contain the intangible.
- Students will create a product that contains the intangible and will digitally design the container in Photoshop.
- Students will research marketable aspects of their product in order to create a design and location of product that will produce hypothetical high sales intended for their target market.
- Students will display their products on a digital store shelf.

Essential Questions

- What intangible item do you need more of?
- What marketable products do we see in grocery stores that sell intangible items?
- Who is your target market for your intangible product?
- Where in the store would you see your product being displayed?
- What design aspects can relate to your intangible product?

Materials

- Availability to cameras for use outside of the classroom
- Computers equipped with Photoshop
- Internet access

Exemplar artists

The class will be looking at baskets from the exhibit and imagining what tangible items they may or may not hold as well as what *intangible* items they may or may not hold.

- Jose Reyes, Nantucket Friendship Purse with carved seagull
- Pat Courtney Gold, Yuppie Indian Couple
- Clay Burnette, Just Around the Curves
- Jill Nordfors Clark, April Snow
- Carole Hetzel, Brendan Basket #309
- Marilyn Moore, Balance
- Debora Muhl, Pine needles and waxed linen

- Leon Niehues, Ribbed Basket
- Bird Ross, Four Folds
- Lois Russell, Magic Bus
- JoAnne Russo, Porcupine
- Polly Adams Sutton, Merrill

These artists are exemplar design professionals for students to reference for design purposes (**see attached PowerPoint; How the Pros Exemplify Design Principles)

- Bradbury Thompson
- Herb Lubalin
- Neville Brody
- Paula Scher
- Chip Kidd
- Milton Glaser

Timeline

Day 1:

- Introduce Lesson
- Class discussion on exemplar basketry artists from the exhibit (30 min)
 - What tangible items can this basket hold?
 - What tangible items can it not hold?
 - What intangible items would this basket hold?
 - What intangible items could it not hold?
- Peer brainstorm web on intangible item (20 min)
 - What intangible item do you need more of?
 - Find a partner and have them imagine what a vessel for your intangible item would look like? (5 minutes each)
 - Do this 3 times
- Start sketching out your vessel (10 min)

Day 2:

- Finish sketches of container for intangible item (10 min)
- Discuss design principles for logo/product design (**see attached PowerPoint; How the Pros Exemplify Design Principles) (30 min)
- Return to sketch (20 min)
 - What changes can I make to enhance the form of my container?
 - What design principles need to be present in my logo/label design?
- Start sketching logo/label design

Day 3:

- Artist Journal Entry: What makes you buy a product you have never seen before? Be descriptive. (10 min.)
- Market Research (***)see attached worksheet) (50 min)

- HOMEWORK: Go to the store that your product would most likely be sold in and take a photo of the shelf where you would expect it to be. Would it be in the grocery section? The toys? The electronics area? Next to books? Crafts? Shoes?

Day 4:

- Practice Photoshop Tools (This will be different depending on which class this lesson is used for. Graphic Design won't need as much time if they have already been introduced to Photoshop. Introduction to Art students could need up to a week of learning Photoshop tools.)

Day 5-10:

- Work Day

Day 11:

- Print and mount digital work
- Create a sales pitch for your product

Day 12:

- "Sell" the class your product

Market Research

Name: _____ Hour: _____

Who is your target market? What is the demographic of the intended customer?

List three possible competitor products

- 1)
- 2)
- 3)

List three ways that your product outshines these competitors

- 1)
- 2)
- 3)

Where will your product be sold?

What price will you sell your product at?

What are two design elements will be added to your product to attract customers?