

High Museum of Art Glasgow School

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Assignment Brief

Glasgow School

Create posters, brochures, advertising, and promotional inspired by the Glasgow School design movement for an exhibition for the High Museum of Art. This project was inspired by the artist that led the Glasgow art movement and the work that they produced. Specifically, it should highlight the work of Charles Rennie Mackintosh, Margaret Macdonald, and Frances Macdonald.

Sizes: Various

Typefaces: Up to you

Color: Black and white or color

Sketches + Planning: Thumbnails

These were my original research notes when I began this project

Glasgow School - Glasgow, Ireland 1870's - 1910

Influential designers began to travel to Glasgow because of an economic boom there in the late 19th Century

- No shared philosophies
- Glasgow School of Art
- About 75 Designers with a majority female.
- 3 groups (The Four, Glasgow Girls, & Glasgow Boys)

Popular Mediums:

- Woodwork
- Glass
- Textiles
- Metal
- Stained Glass
- Extérieurs
- Ceramics
- Illustration

The Four:

- Margaret MacDonald
 - Charles Macintosh
 - Frances Macnair
 - Herbert Macnair
- } Married
- Very influential in movement
 - Art Nouveau influences
 - Also called Spook School
 - Art and Crafts movement influences
 - Blended Celtic & Japanese Art

Sisters Characteristics

- Elongated Bodies
- Spiritual
- Light and neutral colors
- Women portrayed as in dependent.
- Metal work & printing

Macintosh - Architecture & Furniture

by Margaret worked alot with husband after marriage
Macnairs did primarily water colors and interiors. Lost money. Frances died and Herbert destroyed all their work

Sketches + Planning: Thumbnails

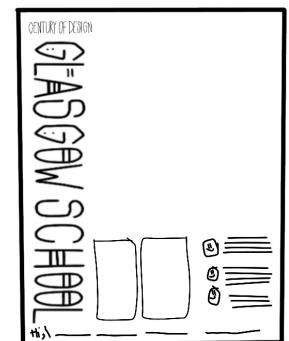
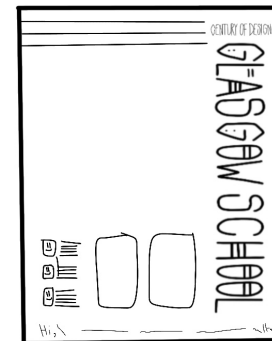
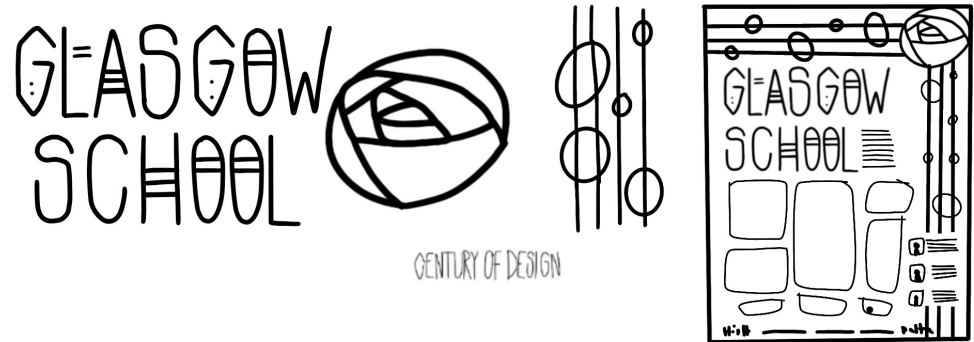
My Type Research

GLASGOW SCHOOL

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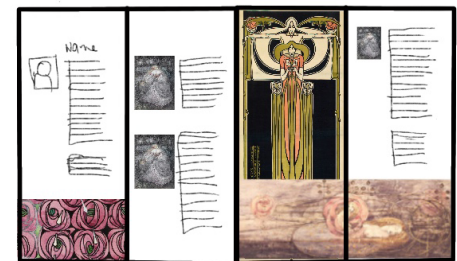
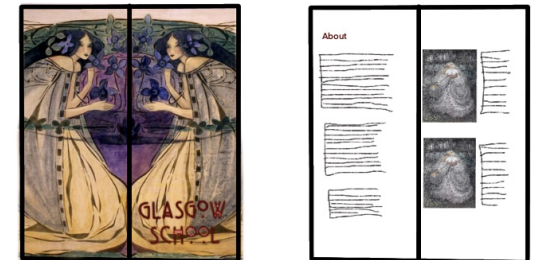
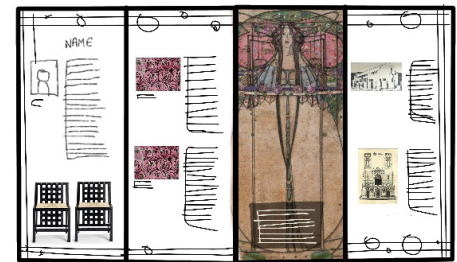
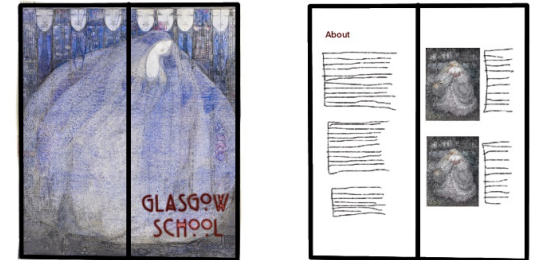
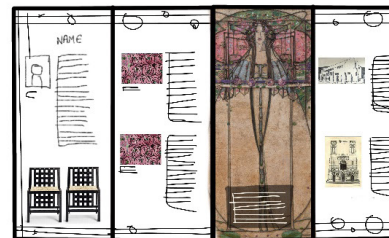
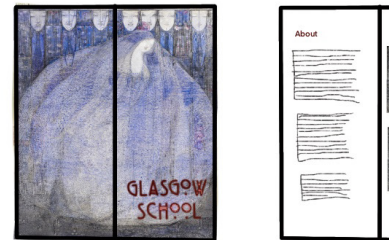
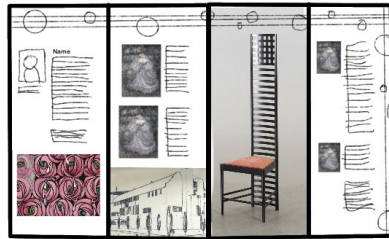
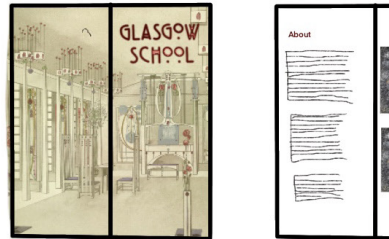
Sketches + Planning: Thumbnails

These were my original thumbnails for the project. I explored layouts and Glasgow School themes.



Sketches + Planning: Thumbnails

My brochure sketches which were based off the poster and artworks



This is where I started. I was initially struggling with how to arrange the top part of th poster.



Initial Design

This was my solution for the final



Initial Design

For the final design I added red, cut it down to two chairs, and adjusted the type.



Charles Mackintosh
Today Mackintosh, can almost be thought of as the godfather of the Glasgow Style. His use of natural curves and forms mixed with practical and modern design in his architecture and interior design help his design work to stand out from others of the time. While his use of elongated figures, light color patterns, and organic forms mixed with simple shapes, define the Glasgow Style it

Margaret Macdonald Mackintosh
Much of her work seems to be taken from folklore, nature, history, and her own imagination. Her and her sister work together "fed them both to commercial and intellectual success," something that at the time was not common for women in the arts. Additionally, her use of beautiful elongated figures, symmetrical patterns, and dreamlike scenery, has come to define the Glasgow Style.

Francis Macdonald McKnight
While Frances Macdonald McKnight may not be as well known as her sister her work is still very influential when defining the Glasgow Style. Her use of subject matter, imagery and scenery lead to her work "deeply influencing the work of other artists of the period, among them Hans Hoffmann, Koloman Moser, and even Gustav Klimt"

GLASGOW SCHOOL

CENTURY OF DESIGN
AN EXHIBITION OF MASTERWORKS
BY ARTIST AND DESIGNERS FROM
THE 19th and 20th CENTURY
AUGUST 6 - SEPTEMBER 25

The Glasgow Style is a type of design that originated at the Glasgow School of Art in Glasgow, Scotland in the 1890's. This style originated from artist and designers coming to Glasgow due to its booming economy. Once there, many began to congregate at the Glasgow School of Art which lead to the development of what we now call the Glasgow Style of design. These artist and designers derived the Glasgow Style from other larger art movements of the time, predominantly Art Nouveau, The Arts and Crafts Movement, and Japonisme While Art Nouveau, The Arts and Crafts Movement, and Japonisme did have a significant influence on the Glasgow Style it is important to note that the Glasgow Style still has its own unique characteristics that let it separate itself from the others. Predominantly in its use of elongated design and figures, stylized nature scenes, typography, and use of shapes and Celtic knots. The Glasgow Style was mainly expressed through the mediums of stain glass, painting, ceramics, illustration, metalwork, and exterior and interior design.

HIGH Museum of Art
1280, Peachtree Street NW
Atlanta, Georgia 30309

This show is made possible with funding from Delta Airlines high.org

Revisions + Success

What does the project accomplish and why is it successful?

Going into this project I knew very little of the Glasgow movement and its artists. But as I began to study and write about it, I felt especially connected to Margaret Macdonald and Frances Macdonald. These were two women that defied what was expected of them and went on to open their own studios and be successful and world-renowned artists, something that was virtually unheard of for the time. Therefore, I made design choices that I felt would emphasize their incredible journey while still giving Mackintosh credit for his work as well. This is part of the reason I decided to create three separate brochures rather than compressing the artists' work into a single brochure. This gave me plenty of space to highlight the Macdonald's and show off their work, as it is much less seen than Mackintosh's. I also chose to feature the Macdonald's work primarily at the top of the poster, knowing that viewers will view a poster from top to bottom. Additionally, the promotional items match the High Museums current identity.

Feedback notes

- Only have limited information on large signs
- Create more lifestyle images
- Create more promotional items
- Use the High Museums Red
- Match branding of current High Museum
- Create a hero image

What was updated?

- I added more images of the designs in the environment
- Created tshirts
- Changed the background color on mockups
- Created tickets

Final Designs

