

High Museum of Art Glasgow School

Process Book Contents

Assignment Brief
Sketches + Planning
Initial Design
Revisions + Success
Final Design

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 orginal research notes when I began this project

Glasgow School - Glasgow, Ireland 1870's - 1910

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

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

Popular Mediums:

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

The Four:

- Margaret MacDonald
- Charles Macintosh } Married
- Frances Macnair } Married
- Herbert Macnair

- Very influential in movement
- Art Nouveau influences
- Also called Spook School
- Art and Crafts movement influences
- Blending Celtic & Japanese art

Sisters' Characteristics

- Elongated Bodies
- Spiritual
- Light and neutral colors
- Women portrayed as independent
- Metal work & painting

Macintosh - Architecture & furniture

Margaret worked a lot with her husband after marriage

McNairs did primarily watercolors and interiors. Lost money. Frances died and Herbert destroyed all their work

Sketches + Planning: Thumbnails

My Type Research

GLASGOW SCHOOL

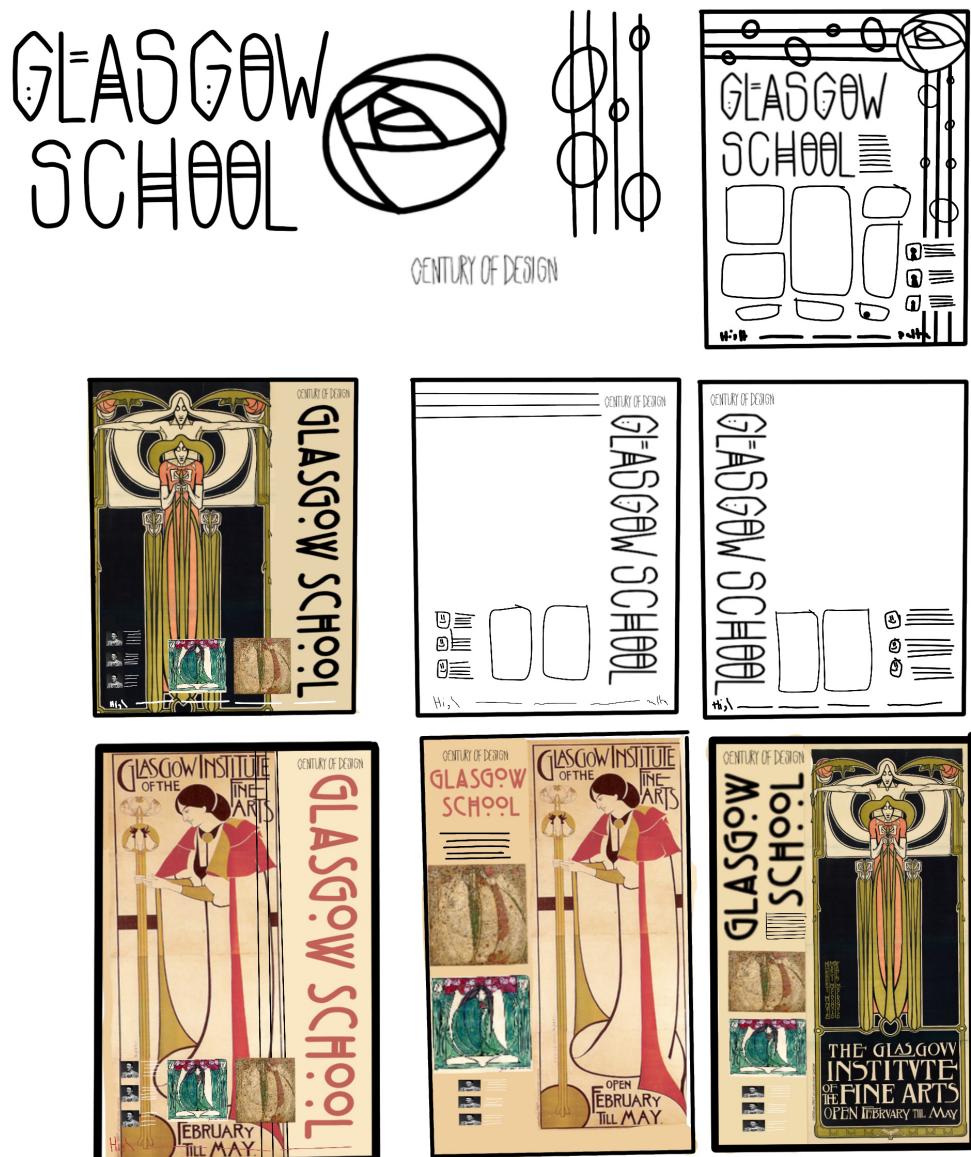
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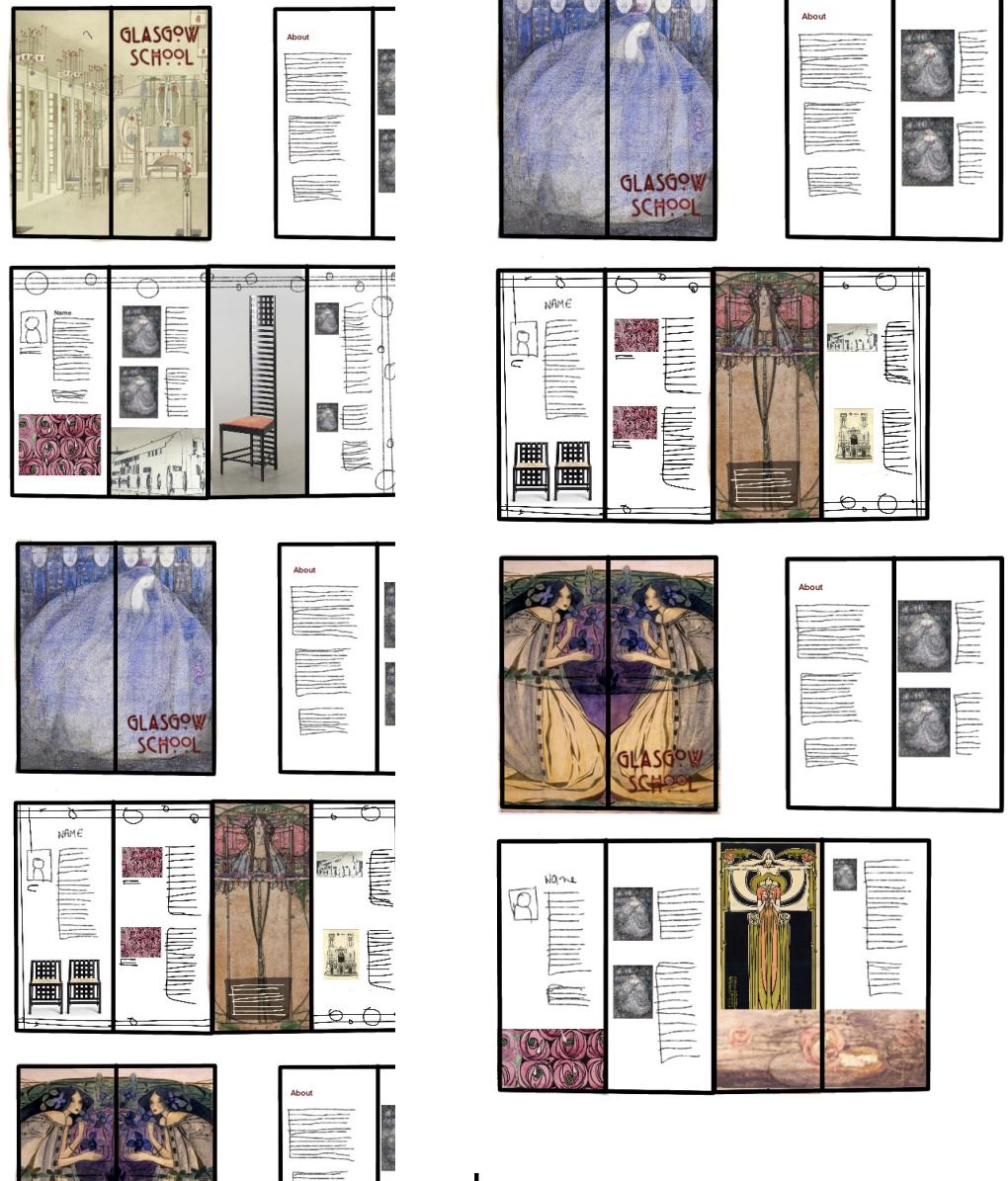
Sketches + Planning: Thumbnails

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



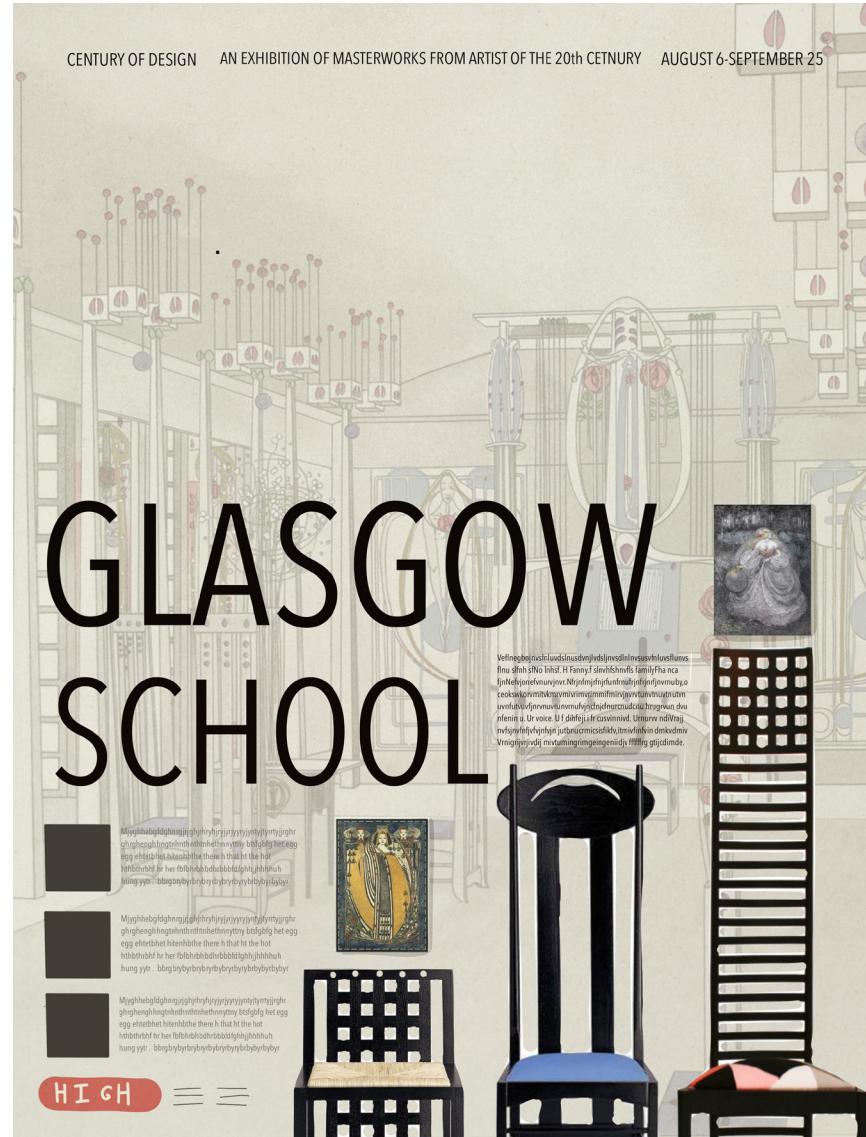
Sketches + Planning: Thumbnails

My brochure sketches which were based off the poster and artworks



Initial Design

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

The poster features a large, stylized title 'GLASGOW SCHOOL' in red, with 'CENTURY OF DESIGN' and 'AN EXHIBITION OF MASTERWORKS' in smaller text below. It includes images of Art Nouveau furniture and decorative arts, and a detailed description of the Glasgow Style.

Charles Rennie Mackintosh
Charles Rennie Mackintosh, can almost be thought of as the god-father of the Glasgow Style. His use of natural curves and forms mixed with practical and modern design in his architecture, furniture, and decorative arts, helped bring out form others of the time. While his use of elongated figures, light color patterns, and organic forms mixed with simple shapes, define the Glasgow Style.

Margaret MacDonald Mackintosh
Much of her work seems to be taken from folklore, nature, history, and her own imagination. Her and her sisters, work together "fed them both to commercial and intellectual life, and were instrumental in bringing the Glasgow School of Art to the world. While her use of elongated figures, symmetrical patterns, and dreamlike scenery, has come to define the Glasgow Style.

Frances MacDonald Heals
While Frances MacDonald Heals may not be as well known as her sister her work is still very influential when defining the Glasgow Style. Her use of subjects, including nature, and her own imagination, greatly influenced the work of other artists of the period, among them Hans Hoffmann, Koloman Moser, and even Gustav Klimt.

The Glasgow School is a type of design that originated at the Glasgow School of Art in Glasgow, Scotland in the 1890's. The school's design came to Glasgow due to its booming industry, where many began to converge on 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 has its own unique characteristics that set it apart 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 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 Mackintoshs. 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

