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The first amendment series

Brooke Dickinson

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Northern Illinois University

“The First Amendment Series”

A Thesis Submitted to the
University Honors Program
In Partial Fulfillment of the
Requirements of the Baccalaureate Degree
With Upper Division Honors
Department of Fine Art

by

Brooke Dickinson

DeKalb, Illinois

May 1995

**Honors Thesis Abstract
Thesis Submission Form**

Author/Artist: Brooke Dickinson

Thesis Title: "The First Amendment Series"

Advisor: Susan Lally

Advisor's Dept: Art-Visual Communications

Discipline: Visual Communications

Year: 1995

Project Size: 3 posters, 11x17"

Published: No

Copies Available: Hard copies(posters)

Abstract

As a graphic designer, I consider the freedoms of the First Amendment especially important to my profession as it allows us to communicate our thoughts and feelings to the public. However, as censorship becomes more popular, society is stepping in to place restrictions on many forms of media. Certain books are banned from school libraries, talk radio shows are taken off the air and some artists are even forbidden to show their work in public. Is freedom of expression now only allowed within limits? In this country's current state of censorship, I believe the public should know their freedom of expression is still under protection. Therefore, "The First Amendment Series" is the proposed title for the art project I intend to submit as my thesis material for completion of my Capstone at Northern Illinois University.

Through "The First Amendment Series" I stress three out of the five aspects of the First Amendment: freedom of speech, freedom of religion and freedom of the press. My thesis material takes the form of three mini billboards that would serve as hypothetical public service announcements by the Chicago Museum of Broadcasting Communications. These posters would be posted throughout the city on buses and subways. The billboard poster form was chosen to remind the public of their rights. Along with the posters, I also created a new logo for the Museum of Broadcasting Communications, who serve as my sponsor for the series.

Process and Procedure

Process and procedure began with the creation of a logotype, as shown in indexes A and B. Exploration with computer sketches of different typefaces and images led me to my final logo: the image of a globe with the letters "MBC". By using this image I hoped to convey the idea of "the world speaks" or that of world communication.

The second stage of process and procedure began with the creation of the three poster series. I used FreeHand 4.0 and Adobe Photoshop to start my computer sketches. Type size was varied to create a hierarchy or order of visual reading within the posters themselves. I constructed each poster using different typefaces and images to convey its meaning. For example, for the freedom of speech poster, I used the image of a mouth in various phases of speaking and different typefaces for the word "Speech" in order to get across a sense of sound. For the freedom of religion poster, I used the image of hands as my metaphor of religion. The three pictures of hands also depict an array of different ages as religion affects people at many different phases of their life. Finally, for the freedom of press poster, I concentrated on the word "press" itself. Each letter depicts a form of press or something that is closely related to it: the pencil, the typewriter, the pen, the television and the printing press.

Throughout the completion of "The First Amendment Series" billboards I learned that perhaps the best way to convey a complex idea was through a simple message. I felt I had to avoid the traditional metaphors and images of freedom such as flags and liberty bells. Rather I believe my posters are more like invitations...invitations for the free expression of one's own thoughts and feelings. What does freedom mean to you?

Logotype development
Index A

Chosen
Logotype

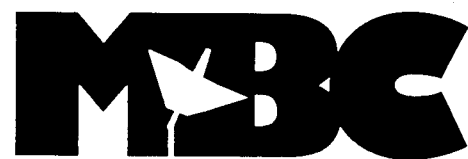
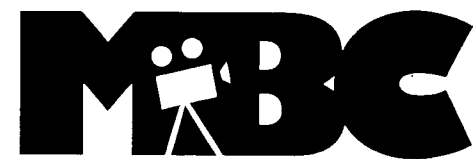
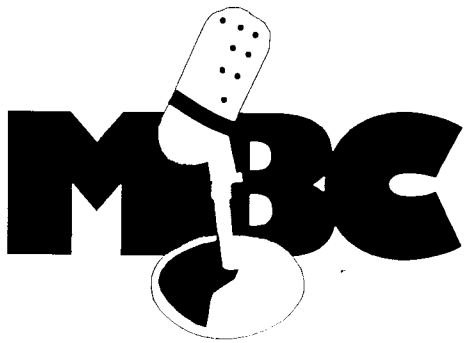


Museum of



**Broadcasting
Communications**

Logotype development
Index B



Student name: Brooke Dickinson

Approved by: Suzanne Lally

Department of: Visual Communications

Date: May 11, 1995