

EXCLUDED

The Exclusion of Black Art in America

Indesign, Photoshop, Illustrator

This social issue project explored the absence of Black art in art history instruction and museum exhibitions. It also explored historical discrimination in the art world against Black artists and “racial exclusionism disguised as artistic judgment.” The objective of this project was to highlight the importance of Black art and raise awareness about discrimination against Black artists in the art world.

This concept explored the gaps that need filling in the art world. The goal of this concept was to display how black art is the missing piece to art history. This concept visually demonstrated

how Black art and its history have been taken out of history books, museums, and galleries. Silhouettes and bold typography juxtaposed to images of artists with their artwork display the gap and later fill it. Printed accordion books paired with a poster series and a museum exhibition echo the sentiments of exclusion.

Concept Exploration

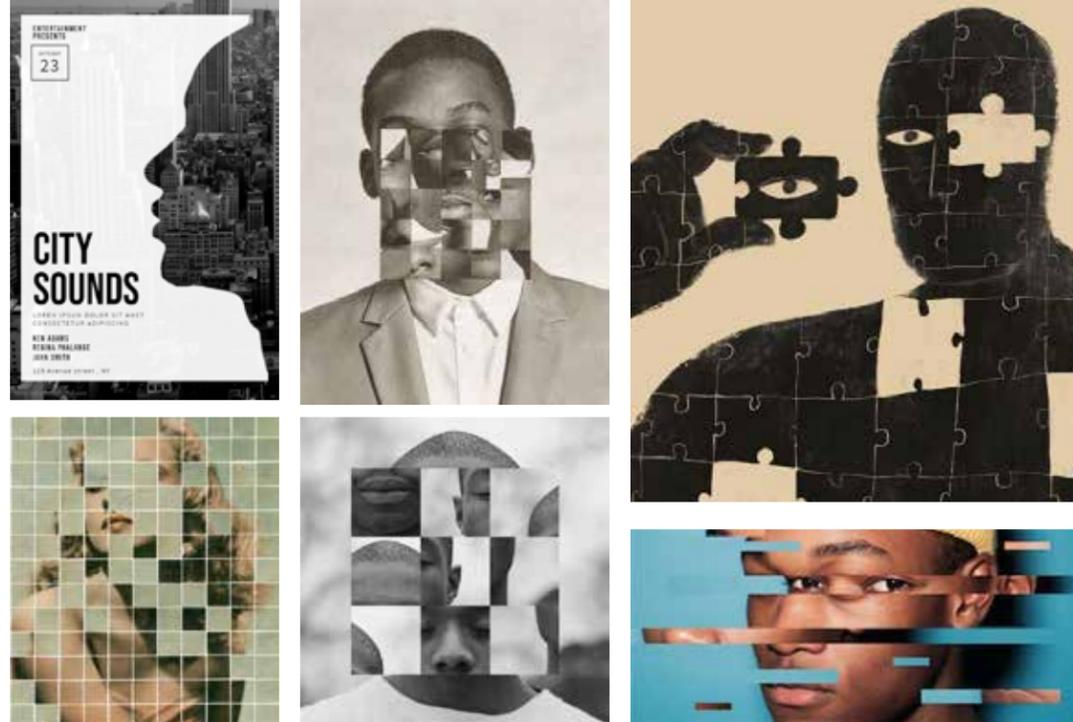
Exclusion: Missing Pieces

Concept 1

In my personal study of art history, I have found that I have to do my own research to find artists that look like me. Studying art from prehistoric times to present day and only covering a handful of artist of the African diaspora is not an accurate, fair, or complete depiction of history.

This concept is inspired by puzzles pieces and pixelated photos. The goal of this concept is to display how black art is the missing piece to art history. This concept will visually show how black art and its history has been taken out of history books, museums, and galleries. This concept will visually show the gap and fill it with art.

Deliverables for this concept would include a poster series and a book or specialty publication/ folded full size brochure.



Concept Exploration

Erased (e-raced)

Concept 2

This concept is inspired by eraser marks and the way drawings look when they have been erased or smudged. The goal of this concept is to display how black art has been erased from art history. This concept will visually show the attempt to erase black artists through photo manipulation.

Deliverables for this concept would include a poster series and a book or specialty publication/ folded full size brochure.



Concept Exploration

Blackout: A Story told in Color

Concept 3

This concept is inspired by blackout poetry and redacted materials. This concept would examine the redacted version white-washed version of history. Possibly using whiteout on colored background or color to mimic redacted materials, this concept would visually show the reader what it looks and feels like to have a portion of the story missing. The goal of this concept is visual frustration. While educating the reader, it will also encourage to reader to do more research on their own.

Deliverables for this concept would include a poster series and a book or specialty publication/folded full size brochure.

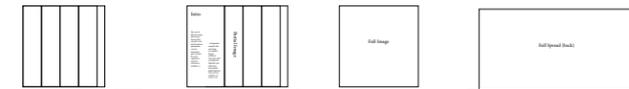


Concept Exploration

Exclusion: Missing Pieces

Concept 1

Layered Book



Erased (e-raced)

Concept 2

Accordion Fold Book



Ideation

Visual Execution Juan, Alex, Tom

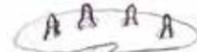


Erosion - missing
 Empty space
 curvature of the lines
 Unfinished
 Not done, but forgotten
 Unfolded
 Origami
 Object as a history
 Our sketch are superior to
 Sketch are not
 Art in space
 On the walls
 Walls of art
 Art walls
 Plastic pipe
 Canvas in art
 Art missing
 Sketch bill board
 Plastic walling
 Tom paper
 Wiped painting
 What they did with the wall
 What they did with the wall

Hidden
 lined history
 based history
 Art is history
 Art is history
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 history
 Concept
 Open
 Open
 Sculpture
 Unfinished
 Unfinished
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 Unfinished
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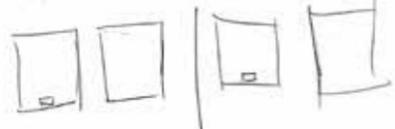
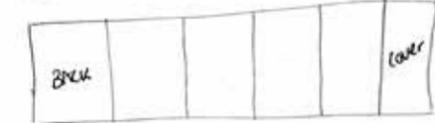
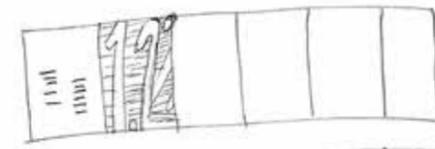


BLACK



Bill board - make art

Art in space
 - Norm Lewis (Houston)
 Norm Lewis
 Houston
 Eric Ames
 Tom Riquel
 Amy Gould
 - Core Art (Houston)
 Rosquist
 Core Art



Ideation

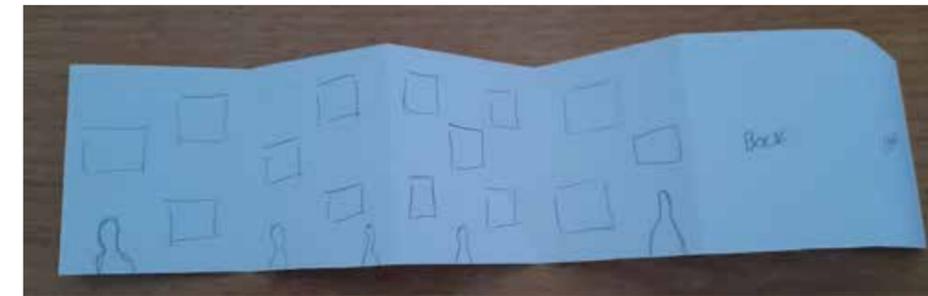
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Message:

Black art has been forgotten + excluded from the mainstream

How has it been excluded?

- Through art washing
- selective curators



VISION BOARD

Overview

This idea will explore the absence of black art history being taught and included in the study of art. It will also explore historical discrimination in the art world against black artists and “racial exclusionism disguised as artistic judgment.”

Concept

This concept will explore the gaps that need to be filled in the art world. The goal of this concept is to display how black art is the missing piece to art history. This concept will visually show how black art and its history has been taken out of history books, museums, and galleries. This concept will show the gap and fill it with art.

This concept will display images of artists emerging from the shadows of being overlooked and under recognized while also showcasing the artwork of the artist. Bold typography paired with bold colors against will visually show the contrast throughout the printed publication. This will also be echoed within a poster series or exhibition display. Visual gaps will be shown through photo manipulation, use of negative space, and typography.

Deliverables

- Specialty Brochure
- Exhibition Display
- Poster Series
- Book

Color Palette



Project Goal

This goal of this project is to highlight the importance of black art and raise awareness about discrimination against black artists in the art world.

Word list

- History
- Isolation
- Exclusion
- Artwashing
- Exposure
- Missing

Target Audience

The target audience for this project is anyone 18 and up with the desire to deepen their historical knowledge of the arts. These individuals are interested in art and have general history knowledge.

Display Type Studies

EXCLUDED

LTC Globe Gothic

EXCLUDED

Gill Sans Nova

EXCLUDED

Gunplay

EXCLUDED

Presicav

EXCLUDED

Gastromond

EXCLUDED

Madrone STD

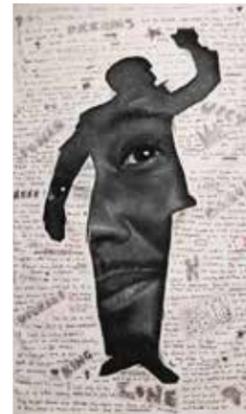
The Exclusion of Black Art in America
Gill Sans Nova

The Exclusion of Black Art in America
Active

The Exclusion of Black Art in America
Alternate Gothic No3

The Exclusion of Black Art in America
Dunbar Low

Social Issue: Black Art History



TYPE STUDIES + PAIRINGS

EXCLUDED

LTC Globe Gothic

The Exclusion of Black Art in America

Gill Sans Nova

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Adobe Garamound Pro

EXCLUDED

Erbaum

The Exclusion of Black Art in America

Alternate Gothic No3

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Mrs Eaves XL Serif OT

EXCLUDED

Bebas Neue Pro

The Exclusion of Black Art in America

Active

Caecepuda non es explibusam aut aborem aut del molutet restiaes numquam ius alit, commoluptata sequosin cus exererum ide iur, sit molorer ferferuntem imi, occabo. Namus as ad quam nonserore, sant mi, cume pos nus es es alitaer eptasincte dis maio. Itatio. Temporesecto volorum fugitio rumquam aboruptatur? Eriatuscim quatibus ut vellandio. Nequiatis reptas et ut aut quodi sanditatem etur soluptatque quaeper spedia vid utetur, voluptas necabor ehendig nisque nulpae vende recto officipsunt quam hil

Constantia

EXCLUDED

Dogma OT

The Exclusion of Black Art in America

Dunbar Low

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Dolly Pro

EXCLUDED

Cubano

The Exclusion of Black Art in America

Bebas Neue Pro

Caecepuda non es explibusam aut aborem aut del molutet restiaes numquam ius alit, commoluptata sequosin cus exererum ide iur, sit molorer ferferuntem imi, occabo. Namus as ad quam nonserore, sant mi, cume pos nus es es alitaer eptasincte dis maio. Itatio. Temporesecto volorum fugitio rumquam aboruptatur? Eriatuscim quatibus ut vellandio. Nequiatis reptas et ut aut quodi sanditatem etur soluptatque quaeper spedia vid utetur, voluptas necabor ehendig nisque nulpae vende recto officipsunt quam hil

Palatino Linotype

TYPE STUDIES + PAIRINGS

The chosen type pairing for the interior of the book is meant to be bold while still remaining readable for the viewer. The typefaces selected are also meant to visually grab the viewers attention and while they read the text.

BLACK ART

Cubano

SHOULD NOT BE EXCLUDED

Chinese Rocks

FROM MUSEUMS

Atrament

Confronted with such statistics, major museum curators are almost unanimous in denying that their collection and exhibition decision-making is negatively affected by the race of the artist. Isolation isn't, and never was, the Black artist's goal. He has tried to be part and parcel of the mainstream, only to be shut out.

Adobe Garamound Pro

Exhibit Type Exploration

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Color Exploration

Original Color Palette



Primary

Accent

Revised Color Palette



Primary

Poster Exploration



Still exploring color with these. I'm thinking of adding the pop of color through the text possibly and doing one combination poster that would be for the exhibit featuring all the artists.

Layout Exploration



Version 1



Version 2

Updated Full Spreads

Book 1

FULL ACCORDION SPREADS OPEN
6-FOLD



FRONT

Updated Full Spreads

Book 1

FULL ACCORDION SPREADS OPEN
6-FOLD



BACK

Updated Full Spreads

Book 2

FULL ACCORDION SPREADS OPEN
6-FOLD



FRONT

Updated Full Spreads

Book 2

FULL ACCORDION SPREADS OPEN
6-FOLD



BACK

Cover Exploration

Exterior

Slipcase
Version 1



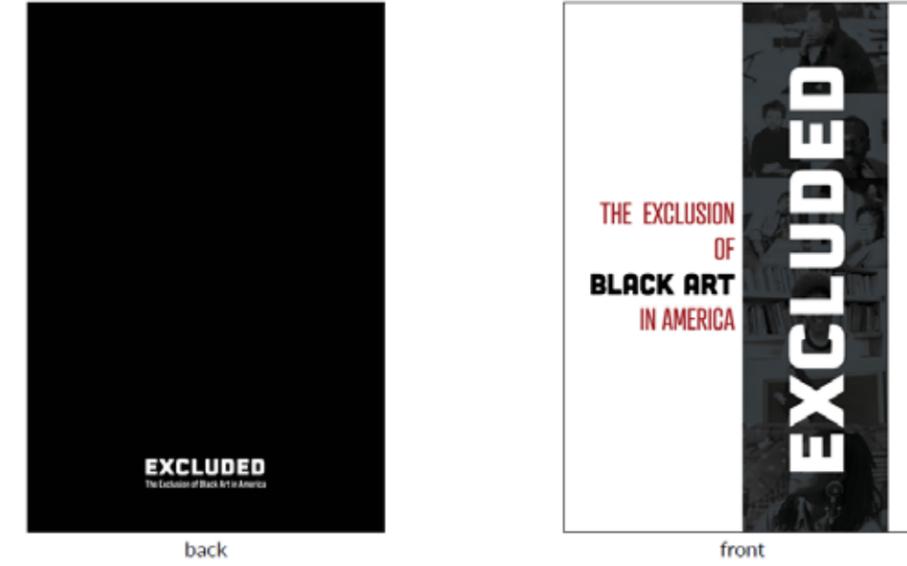
Slipcase
Version 2



Cover Exploration

Interior

Book 1



Book 2

