

Terms To Know

Graphic Design: The art of creating symbolic and functional images for visual communication. *Signs; Packages; Flags; EVERYTHING!*

Digital Art: Art and Design that's made using...digital tools.

Vexillology: The study of the history, symbolism and usage of flags!

GD and Logos are all around us!



and they're are *frequently* redesigned.

 RAMEN HERO



SANDWICH
VIDEO



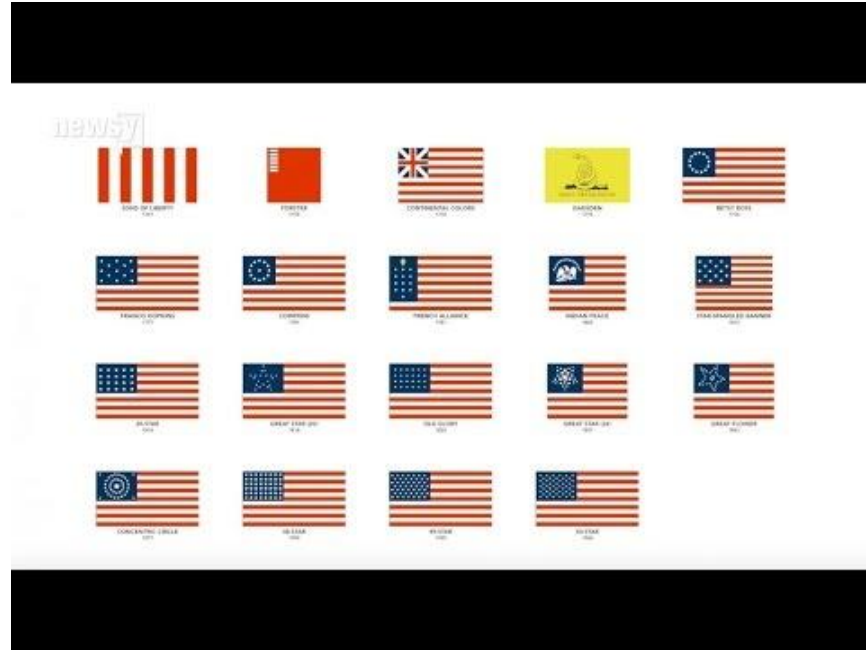
Reebok 



vevo

vevo

Seals, Ensigns and Flags are the “logos” of civilizations, societies and social groups.



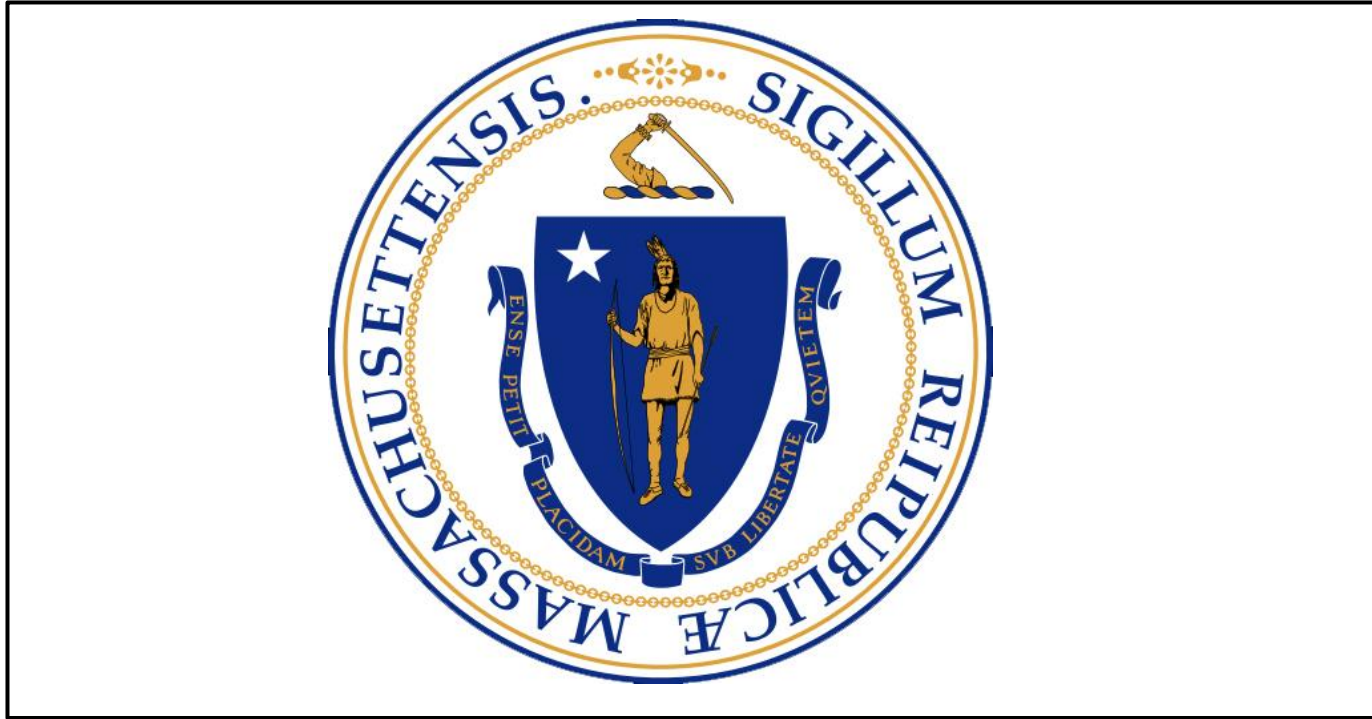
The US flag itself has been redesigned *27 times*.

The current MA State Flag



Just kidding.

The current MA State Flag



Seriously, have you seen it before?

The current MA State Flag



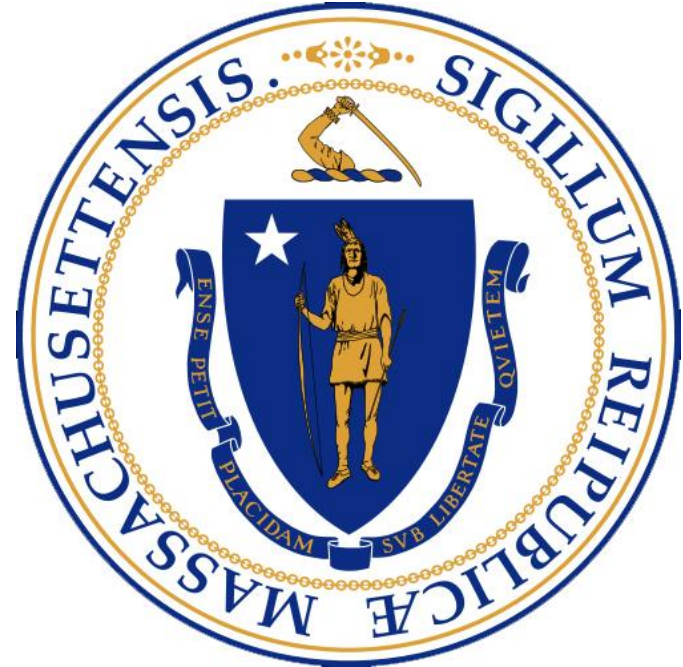
You probably have... but maybe haven't noticed it.

The MA State Seal



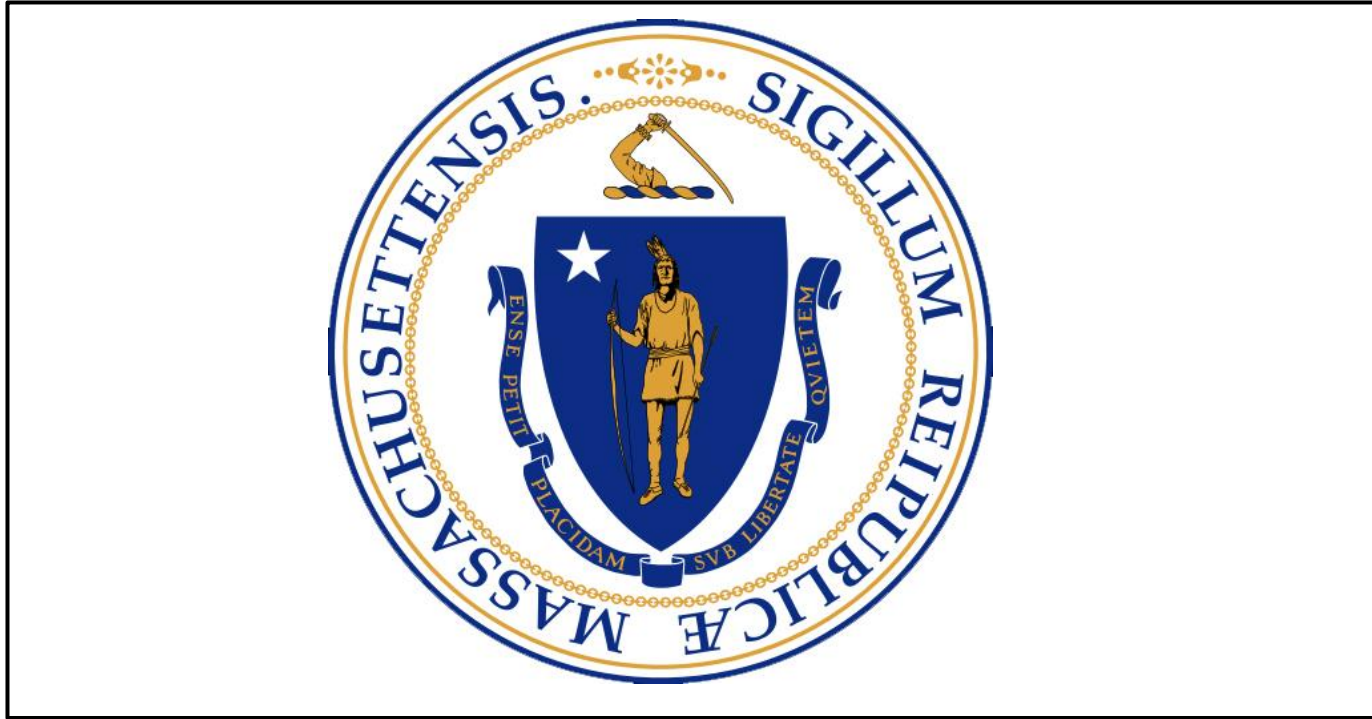
It's displayed outside WHS.

What's on it? The State Seal.



Originally designed in the 1800's

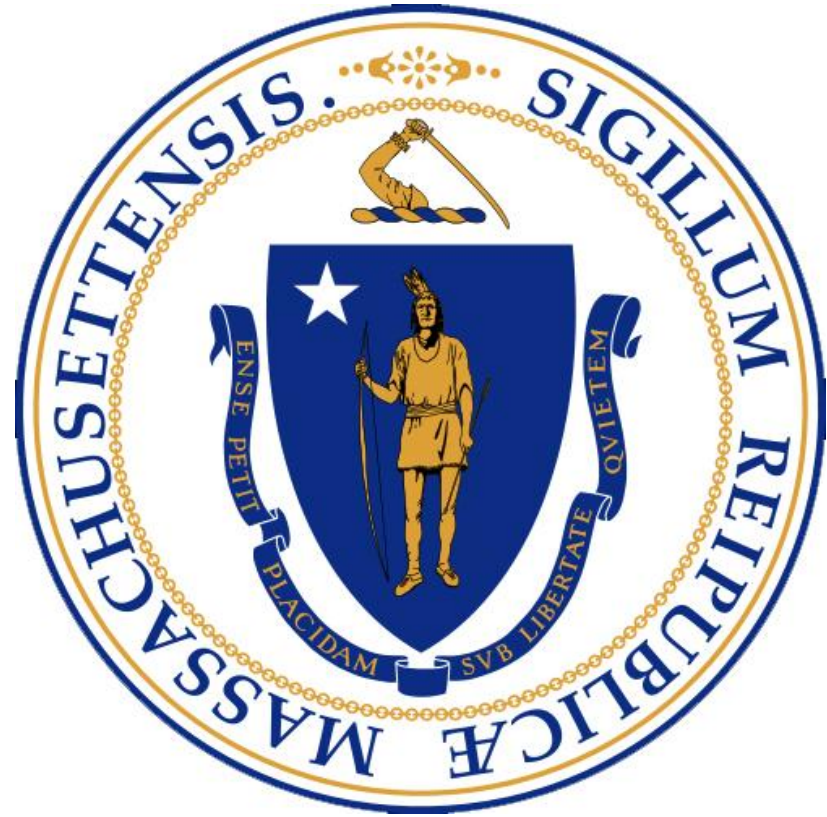
The previous MA State Flag



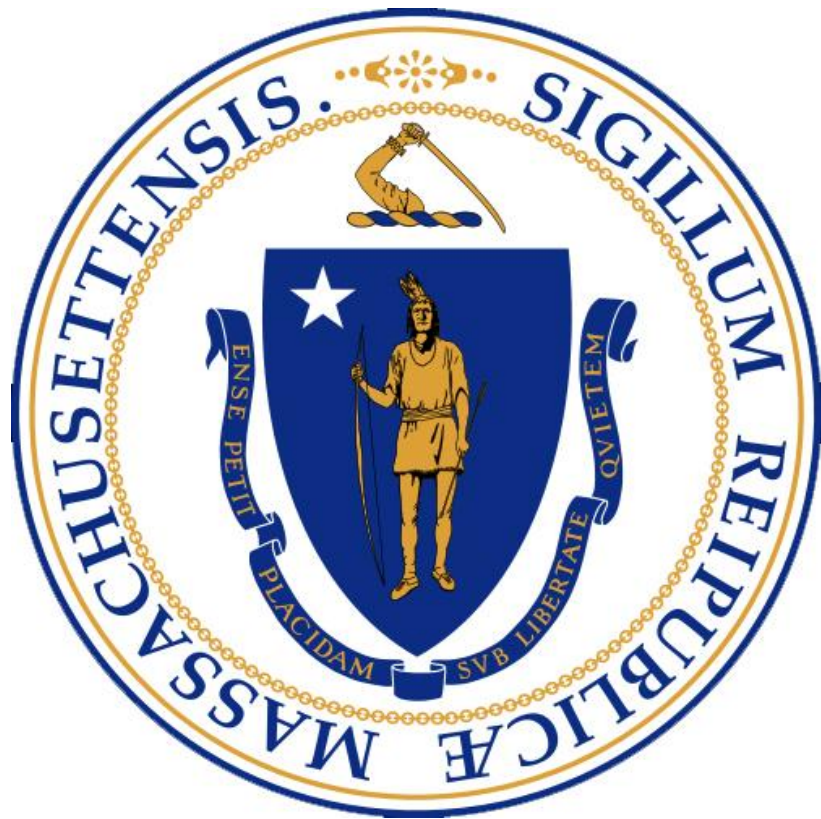
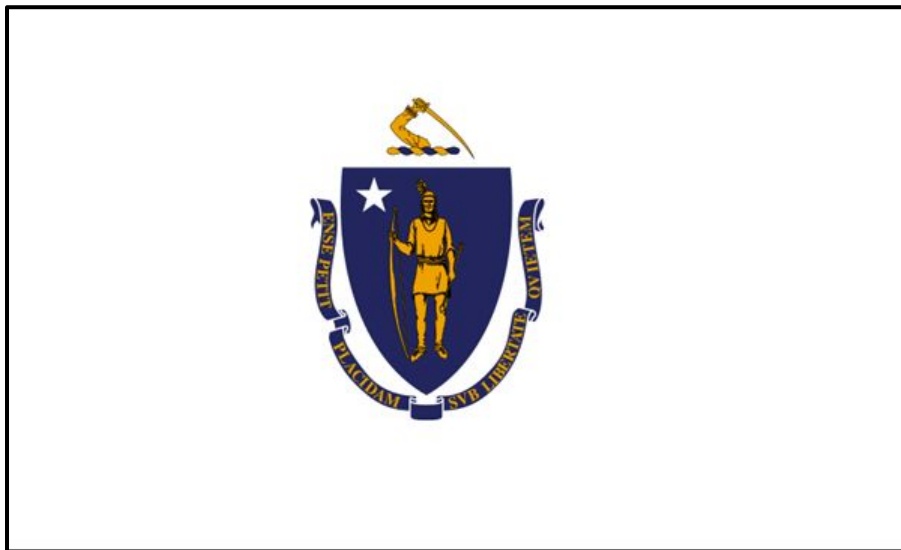
*In 1915 the state seal was placed on one side and in 1971 it became the **only** graphic.*

Let's review the visual content

- Colors: Blue, White, Yellow/'Gold'
- White field (background
- Circles and Serif Type
- A White Star and yellow/gold ornaments.
- Arm with European sword.
- Banner with Latin words (“By The Sword, We Seek Peace, but Peace Only Under Liberty.”)
- A blue shield containing a yellow/gold Native American with bow and arrow pointing down. [More info here.](#)



So, what can this symbolize?

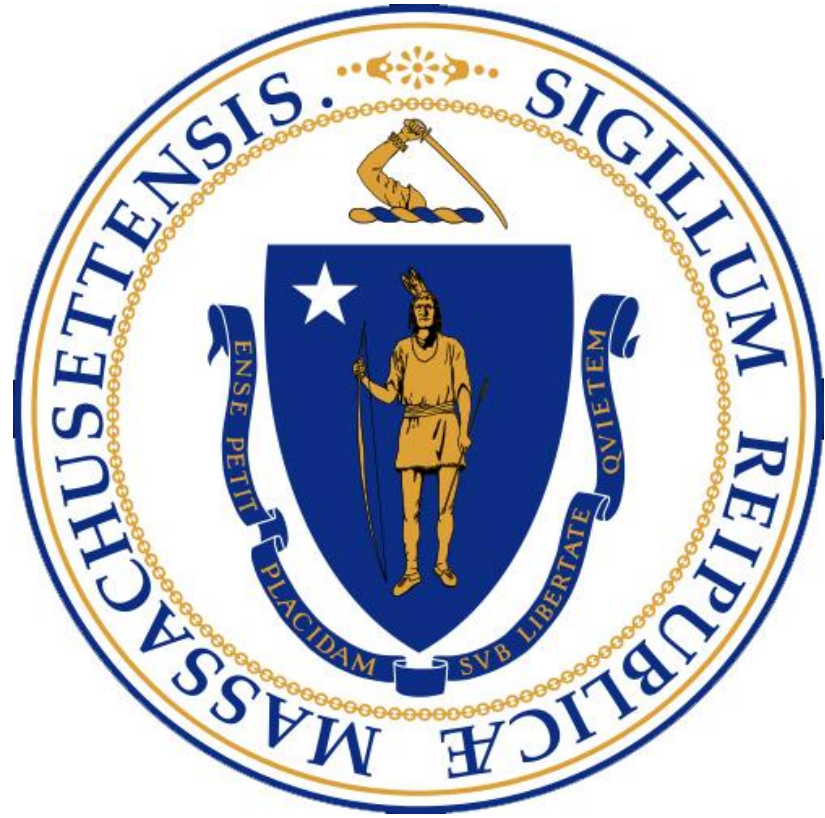


[Overview of the content](#) and history of the flag.
Coat of arms designed by Edmund Garrett, late 1800's

Intended Symbolism

"The shield of blue represents the Blue Hills of Canton and Milton, Massachusetts. The Indian depicted on the shield, Massachusetts, is shown carrying the arrow with its tip pointed downward to indicate a friendly demeanor. The silver star of the coat of arms is designated as white (instead of silver) for the flag and represents Massachusetts as one of the thirteen original colonies of the United States.

The motto of the Commonwealth of Massachusetts, *Ense petit placidam sub libertate quietem*, is printed in gold on a blue ribbon. It can be translated as "By the sword we seek peace, but peace only under liberty." This motto is supported by the ruffle sleeved arm grasping a sword that is depicted above the shield. [More Information](#)

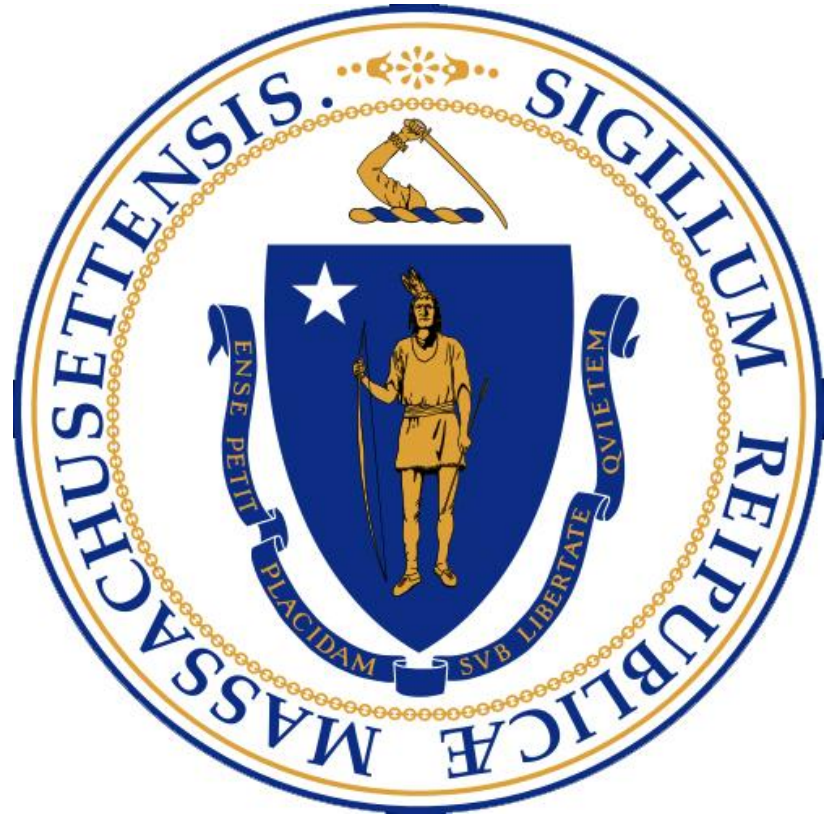


That's the general perspective of the history.
As 21st century designers, we have to think
about what's included, excluded and why.

In American history, it's easy to remain
unaware of the impact on and presence of
Native Communities that were here before us.

Massachusetts is Native American name. The
Massachusett Nation still lives in the Boston area.

Along with various locations in MA and other names
throughout the US, Native American words have
become part of the patchwork of culture in the US.
But if we use their words and names, **it's important
to actively include and highlight native americans
in the culture.** Let's hear an example of what a
native citizen, speaking a representative, thinks
of the seal...



Hartman Deetz, Wampanoag, in his own words



More examples: <https://changethemassflag.com/native-voices/>

Problematic Symbolism Within The Design

Take a closer look at the symbols in the current state

Illustrator Edmund Garrett used a Frankenstein approach to designing the “ideal Native American” image for the Massachusetts flag and seal. His design was formally adopted by the legislature on June 14, 1898.

“The bow is an accurate representation of one taken from an Indian shot and killed in Sudbury in 1665.”
-Edmund Garrett

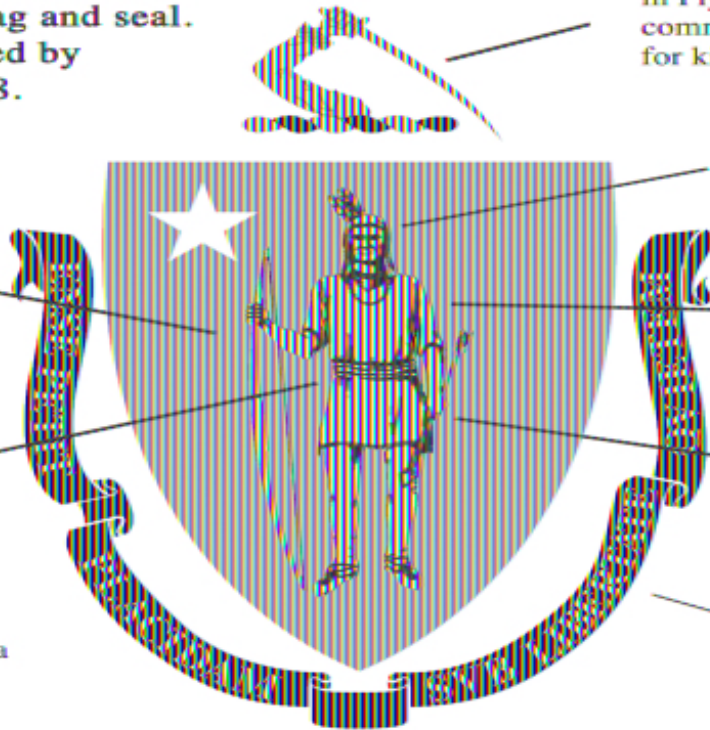
Garrett patterned the belt after the red flannel belt of Metacomet (King Philip), housed in the Peabody Museum in Boston. Metacomet was a leader in the first Native war of resistance against English colonization. His severed head was impaled on a pike and displayed in Plymouth for more than 20 years as a war trophy.

The sword is modeled after the broadsword, borne by the Native American commander for killing Native Americans in Plymouth.

The face is modeled after Thomas Mohegan, a “fine specimen” of a Native American.

Proprietary were skeletons.

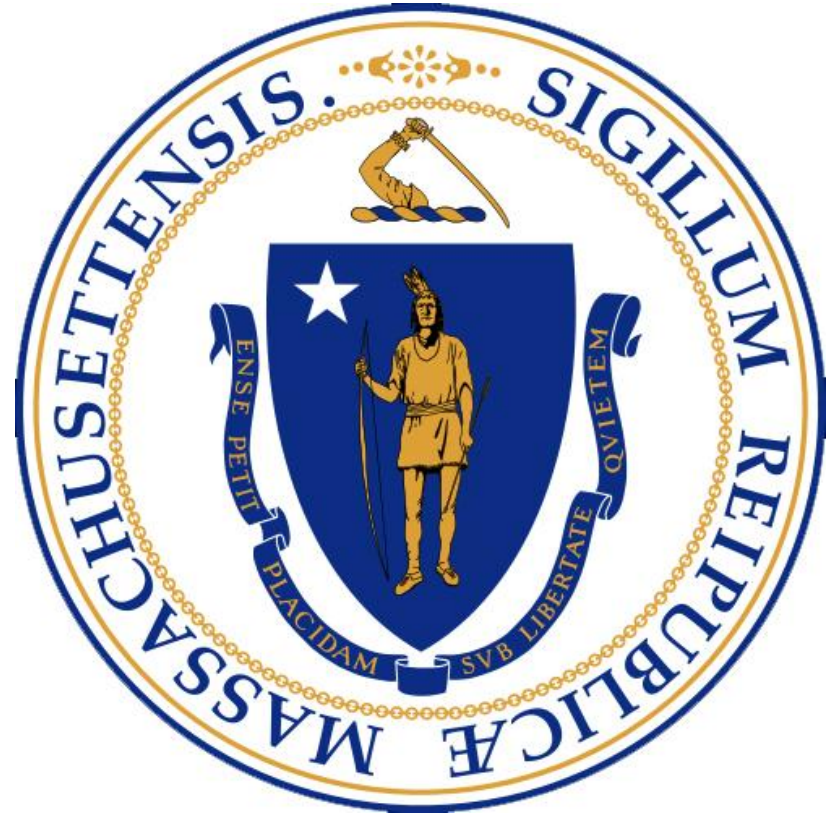
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Big Idea: We know better so we can do better.

“The key point is that Native people were never consulted when we took their image used it for our own. **And now we’re saying that we’re in a different understanding of how the people that all live here now would be better off relating to each other in a positive way and consulting with native people about how their image is used on our state flag.**”

- David Detmold, CTMF
2019 [Interview with David Detmold.](#)



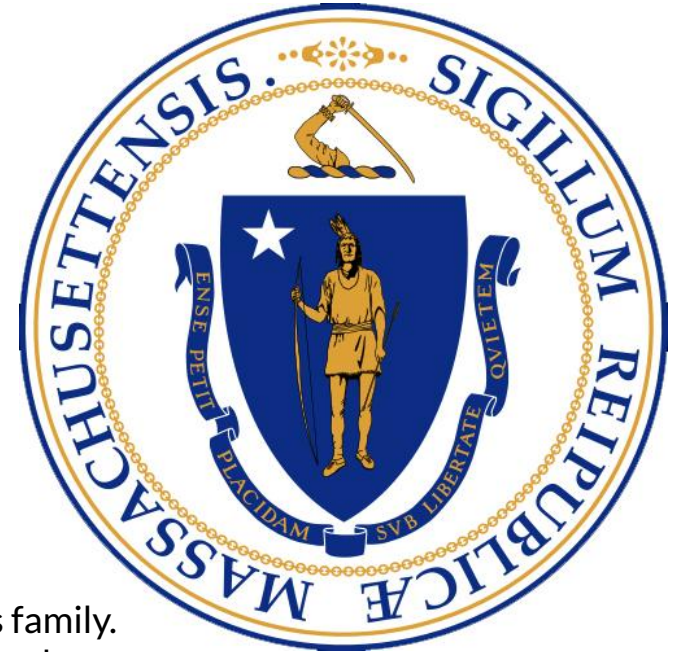
Correcting Problematic Representation

WASHINGTON

FOOTBALL TEAM, EST. 1932

The New York Times

*Cleveland's Baseball Team Will Drop Its
Indians Team Name*



The Peters family.
Smoke Signals
marketing and
Wampanoag tribe
members

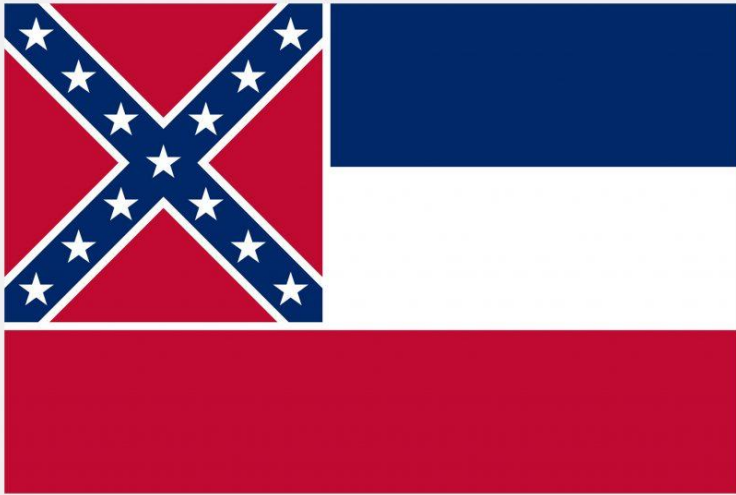
It's finally happening in Massachusetts!

After 35 years of work by tribal leaders and activists, lawmakers in MA approved legislation to create a commission to review and redesign the flag.

Shortly after, Governor Baker had less than two weeks to sign a resolve creating a commission that will study the seal and motto and recommend changes.

And. he. signed it.

Mississippi State Flag Redesign



Let's watch a video about the new MS Flag



An interview with [interview with Rocky Vaughn](#), designer of the new flag.

Vexillology: The study and design of flags.



Roman Mars, host of 99% Invisible podcast

"The 5 Basic Principles of Flag Design"

- **Keep It Simple.** The flag should be so simple that a child can draw it from memory.
- **Use Meaningful Symbolism.** The flag's images, colors, or patterns should relate to what it symbolizes.
- **Use 2 or 3 Basic Colors.**
- **No Lettering or Seals...**
- **Be Distinctive or Be Related.**

Our Design Challenge Today

Begin a flag redesign prototype!

1) Download the template I've made for you

tinyurl.com/newmaflagslides and tinyurl.com/newmaflag

2) Go to slides or photopea.com, click file and open the .PSD

3) I'll lead us through using the app. and you try to create your own prototype of a new flag design.

Workspace

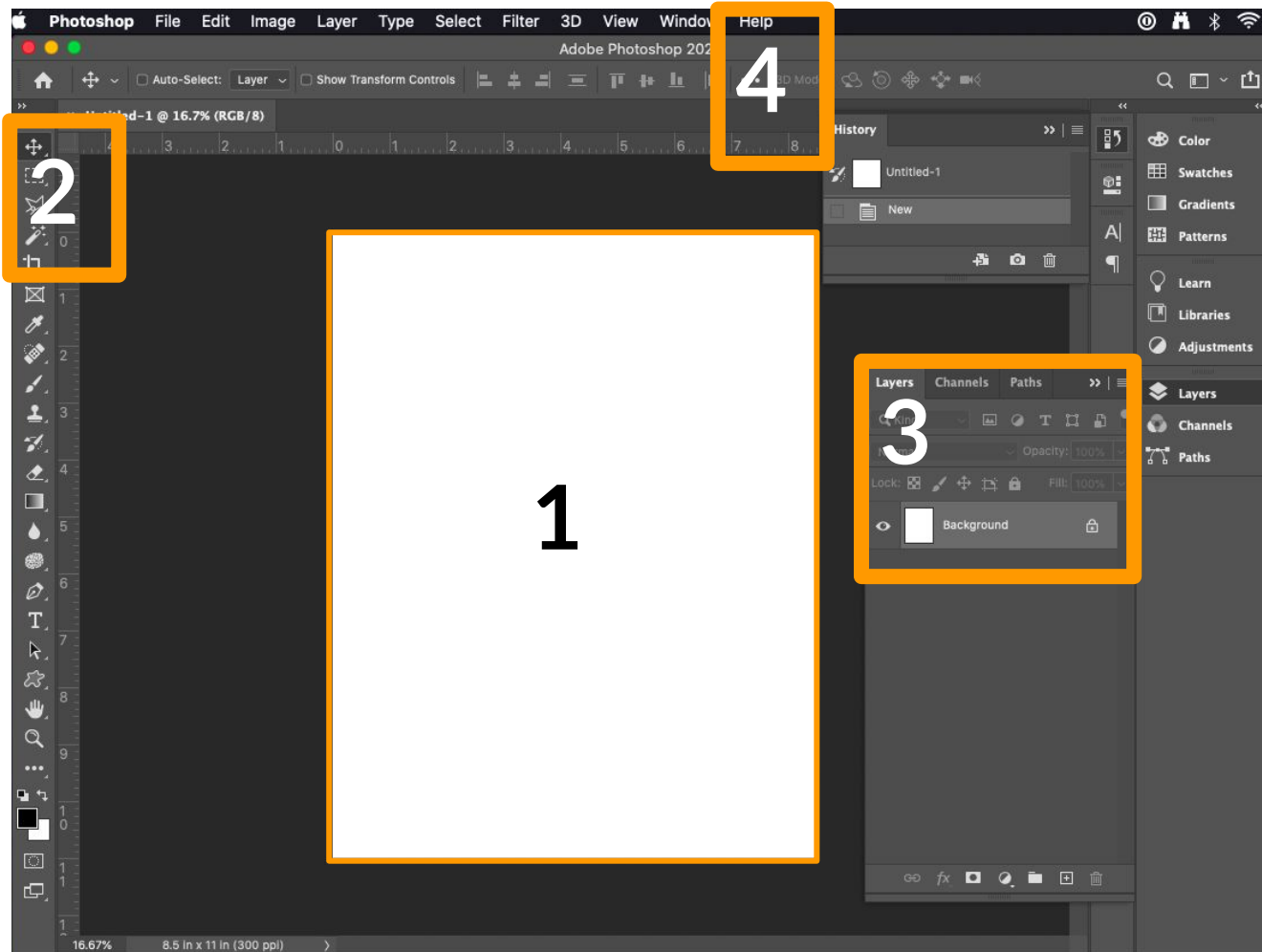
1 The canvas
or artboard

2 The Tool Bar

3 Layers Menu

4 Search

Remembering every tool
in an app is impossible.
Learning how to search
for them is realistic.



JOSH'S REDESIGN

I kept the original color palette as well as the original, non-problematic symbolism such as the star and the shield. I also decided to remove the text that existed on the flag because in my opinion, text does not belong anywhere on a flag as it is often used as a cop-out by designers who are too cowardly to present complex ideas in more abstract forms. One example would be the flag of Brazil; in small text on its flag it says the Portuguese phrase "Ordem e Progresso"; translating to "Order and Progress". While these ideals are admirable in a nation, and by extension its flag, the text distracts from the rest of the flag. Nobody wants to look at a flag as if they were reading a book. I, however, am not one of these cowardly designers, and consequently, my flag has no text on it. If you asked me my opinion of this flag, I would say that it looks kinda nice. I think that if it were considered to be the new state flag, it still feels a little bit empty. At least it doesn't have text on it.

