



SARA HEAD

Dakota Modern: Oscar Howe

Dakota Modern:

OSCAR HOWE



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Oscar Howe in his studio at the W. H. Over Museum, c. 1973, University of South Dakota. University Libraries. Archives and Special Collections. Source: Digital Library of South Dakota

RESEARCH

Oscar Howe (1915–1983) is a member of the Yanktonai indigenous culture in South Dakota. Much of his career has been dedicated to the conservation of his culture. The Dakota Modern: The Art of Oscar Howe exhibits his activism for the removal of harmful indigenous stereotypes and the promotion of hereditary pride, which led a movement for indigenous artists exploring artistic style, individuality, and visual storytelling.

OBJECTIVE

Advertise the exhibit and draw attention to Oscar Howe's work in the Dakota Modern: Oscar Howe Exhibit.

AUDIENCE

Museum enjoyers
Activists
Historians
Indigenous Tribes

PROGRAMS

Adobe Illustrator
Adobe Photoshop

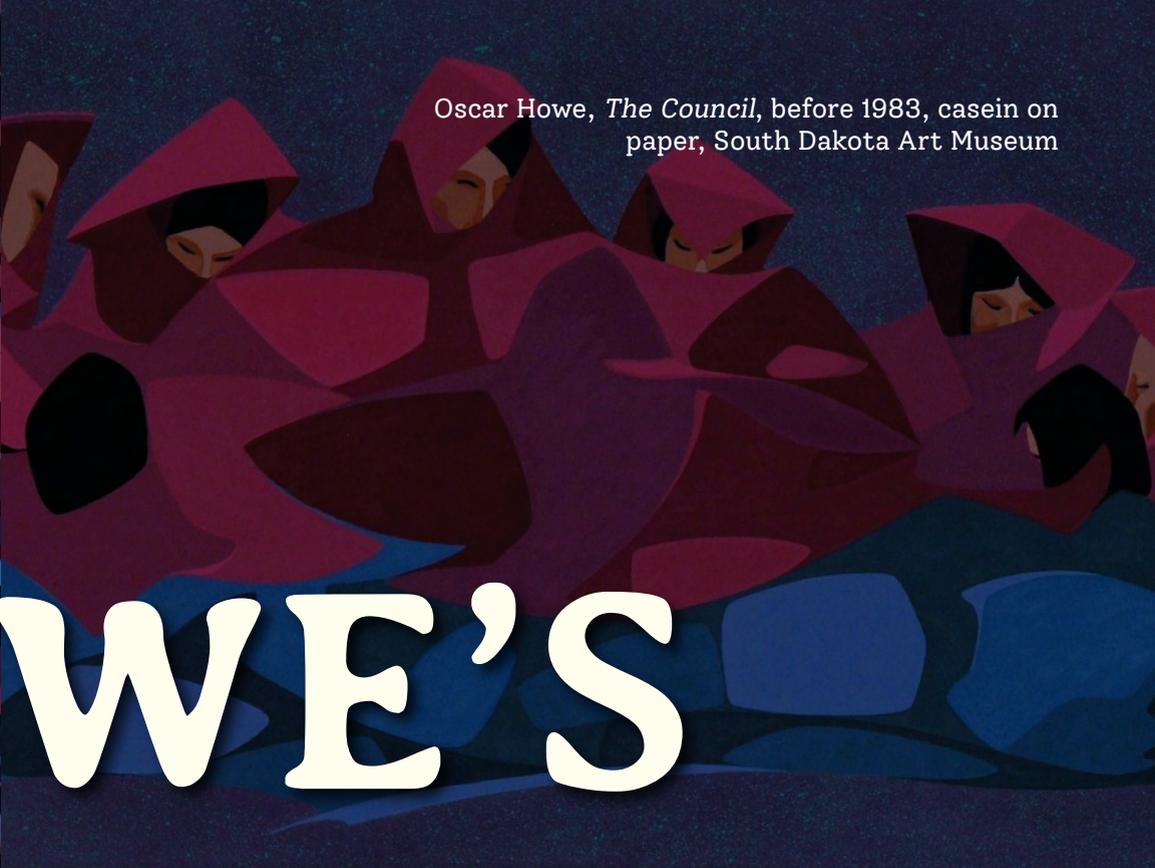




Oscar Howe (Yanktonai Dakota, 1915–1983), *Fighting Bucks*, 1967. Casein on paper, 20 1/4 x 26 15/16 in. National Museum of the American Indian. 27/0217



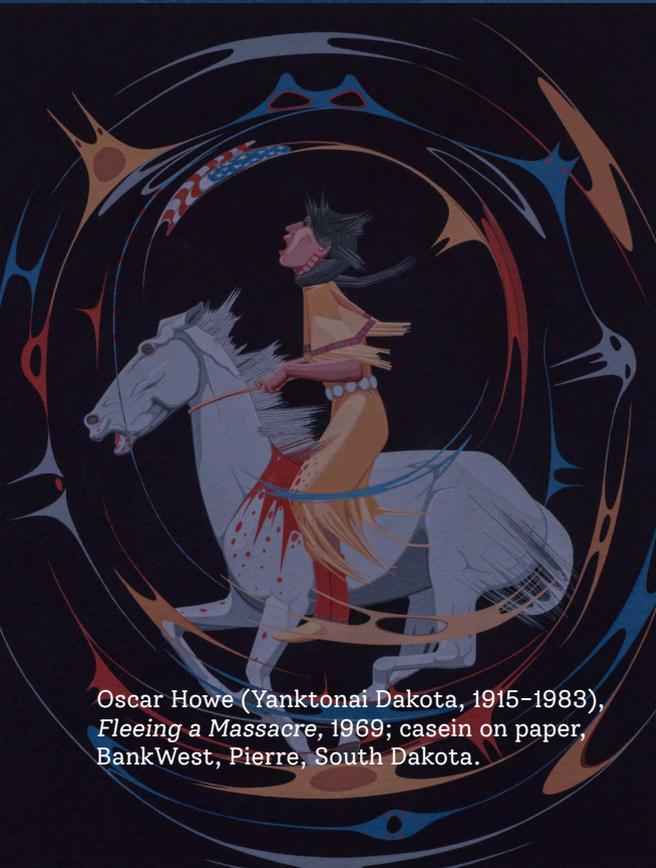
Oscar Howe (Yanktonai Dakota, 1915–1983), *Dance of the Heyoka*, 1954, casein on paper, Philbrook Museum of Art



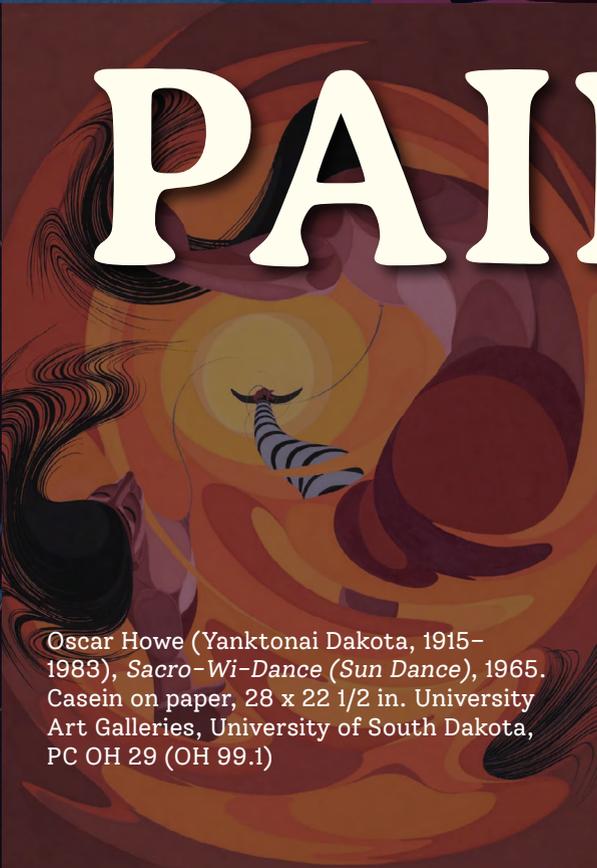
Oscar Howe, *The Council*, before 1983, casein on paper, South Dakota Art Museum

OSCAR HOWE'S

PAINTINGS



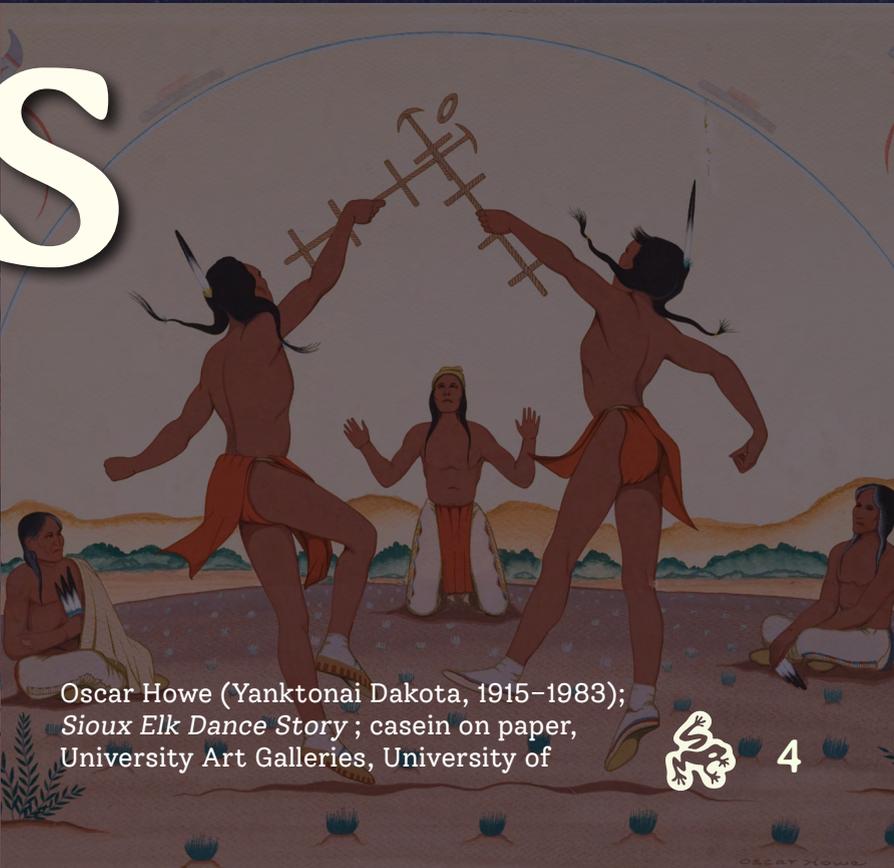
Oscar Howe (Yanktonai Dakota, 1915–1983), *Fleeing a Massacre*, 1969; casein on paper, BankWest, Pierre, South Dakota.



Oscar Howe (Yanktonai Dakota, 1915–1983), *Sacro-Wi-Dance (Sun Dance)*, 1965. Casein on paper, 28 x 22 1/2 in. University Art Galleries, University of South Dakota, PC OH 29 (OH 99.1)



Oscar Howe, *Umine Dance*, 1958. Casein and gouache on paper, mounted to board, 18 x 22 in., Garth Greenan Gallery, New York.



Oscar Howe (Yanktonai Dakota, 1915–1983); *Sioux Elk Dance Story*; casein on paper, University Art Galleries, University of



TYPOGRAPHIC STUDIES

Glorine Large

Whomp

Eckmannpsyche

Shuriken Boy

Modern Love

Merengue Script

Ganache

KOLO LP

Arvo

High Tower Text

Bodoni MT

Eras Demi ITC

Modern No. 20

Palatino Linotype

For the typography, the essence of the movement in Oscar Howe's work needed to be reflected. Chunky, quirky fonts were experimented with for the title, while more professional typefaces were considered for the body type due to the museum exhibit context.



CHOSEN TITLE TYPOGRAPHY

Eckmannpsych
Small

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789`~!@#\$%^
&*()_ - + = { } [\ | ; : " , < . > / ?

ORIGIN:
Google Fonts

DESIGNER:
Dan Sayers

LICENSE:
SIL OPEN FONT
LICENSE Version 1.1
– 26 February 2007

3 Styles

Small
Medium
Large

The quick fox jumps over the lazy dog
The quick fox jumps over the lazy dog
The quick fox jumps over the lazy dog

Reasoning

Eckmannpsych Small was the best font for this content due to its unique appearance and organic structure. The letter forms mimic the movement seen in Oscar Howe's compositions.



CHOSEN BODY TYPOGRAPHY

Eras Demi ITC

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz0123456789`~!@#\$%^
&*()_+={}\|;:'",.<.>/?

ORIGIN:
Google Fonts

DESIGNER:
Dan Sayers

LICENSE:
SIL OPEN FONT
LICENSE Version 1.1
– 26 February 2007

3 Styles

Light
Medium
Demi
Bold

The quick fox jumps over the lazy dog
The quick fox jumps over the lazy dog
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Reasoning

Eras Demi ITC is an interesting san serif font within the Eras typeface. It has a nice thickness to it and remains legible at varying sizes. The letter forms have fun quirks that go well with Oscar Howe's work.



COLOR PALETTE

The intent going into the color palette design was to formulate a group of five colors that both encapsulate Oscar Howe's paintings and his personal identity. It is important to use his high level of recognition as a famous artist to the exhibit's advantage. If the color palette is displayed alone, it should scream "OSCAR HOWE WAS HERE!"

The colors chosen for the design system were directly taken from Oscar Howe's body of work. He frequently painted with a variety of blues, browns, pinks, oranges and cream colors. Three dark colors provide a sturdy foundation for the system. All of them are warm and create striking contrast with the lighter colors. The lighter orange-brown and the cream are organic and earthy, symbolizing the ties of the Yanktonai tribe to the Earth.



OBJECTIVE

Advertise the exhibit
and draw attention to
Oscar Howe's work

AUDIENCE

Fans of Oscar Howe
Art Enjoymers
Activists

PROGRAMS

Adobe Photoshop
Adobe Illustrator

Eras Demi ITC Typeface



Organic variation in the letter
forms reflects the movement
in Howe's paintings



Dakota Modern:

OSCAR HOWE

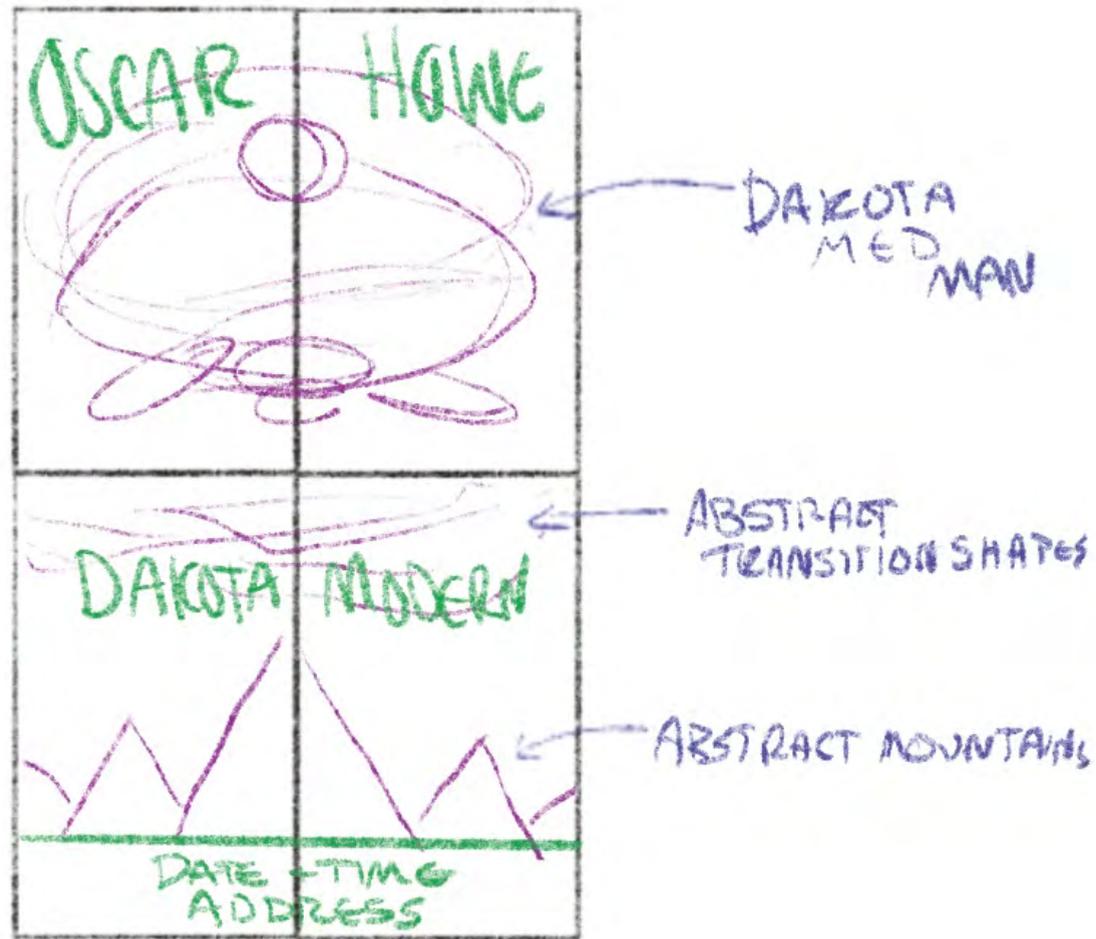
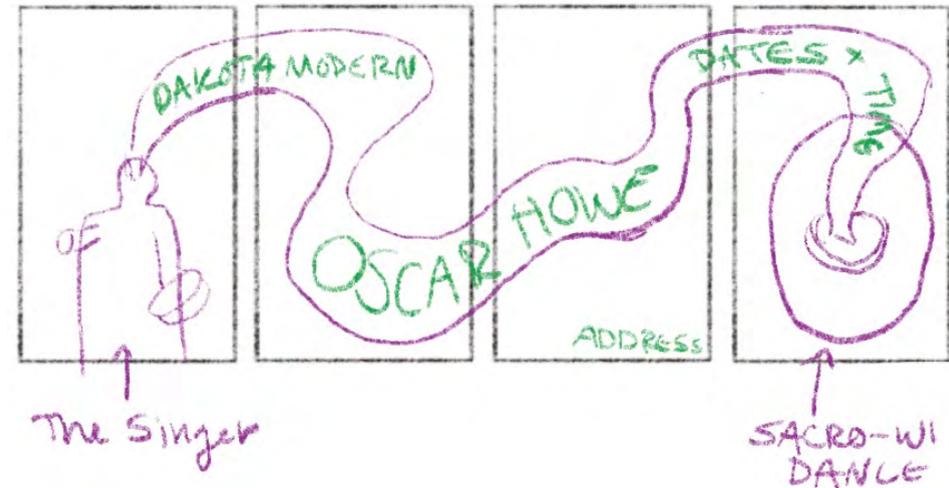
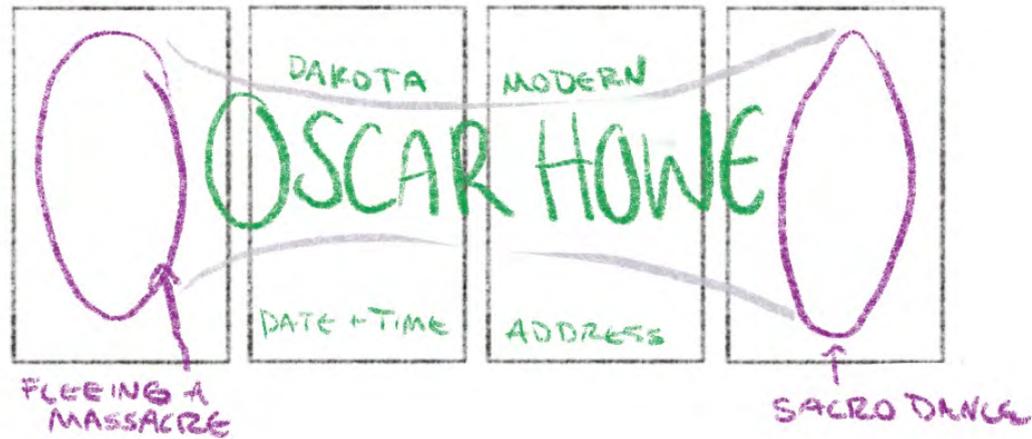


Letters are filled in with
Oscar Howe's *The Council* (1960s)



Eckmannpysch
typeface





IDEATION

Analyzing Oscar Howe's work yielded a better understanding of his design style. All of his pieces use dynamic movement to tell a story. Many different iterations of the four poster series attempted to utilize movement in a similar way.



DEVELOPMENT

Once the work moved from hand-drawn thumbnails to digital rendering, the posters took on a new life. Color became intensely important at this stage. Using Adobe Illustrator, each poster measured 24x36 inches in CMYK, which would be easily translated into mural sized dimensions later on. By using a large amount of space, the imagery had room to run.





Dakota Modern:
OSCAR HOWE



9am-8pm
South Dakota State University
1015 Campanile Ave.
Brookings, SD 57007
June 10-Sept. 17 2023

Dakota Modern
OSCAR HOWE

9am-8pm
South Dakota State University
June 10th-September 17th
1015 Campanile Ave. Brookings, SD 57007

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POSTER SERIES

The morning sun represents the rider moving toward the future carrying his experiences with him.



Fleeing a Massacre's rider seen running a way



The rider's life and experiences being left in the dust



The images are larger when farther away from the rider to create time progression.



APPLICATION

The series consists of four 24x36 in. posters that are to be displayed connected to one another in a horizontal line pasted on a wall or in mural form. If only a singular poster is needed, the first panel is adapted. The large scale applications give the visually striking posters room to shine.



ACCESSORIES

Accessory items for the museum exhibit help the audience feel immersed in Oscar Howe's legacy. From the moment you buy your ticket till the final stop at the gift shop, Howe's spirit is beautifully present.





THANK YOU!

Feel free to reach out! I would love to discuss this more thoroughly with you!

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