Bilkent University Faculty of Art, Design and Architecture
Department of Graphic Design

GRA 209: Graphic Design for Non-Majors

Instructor: Çağatay Alpay

Assignment 03: Visual Metaphor in Poster Design

Introduction:

Visual metaphor is one of the effective way in graphic design to influence the decision of viewer.

Metaphor is a figure of speech that identifies two dissimilar things based on something that they have in common. For example, an eagle and a car are two completely different things, but one thing that they can have in common is speed.

As consumers, we like to think we choose products based on what we can see, hear, feel, taste and touch about them. Is this a good hamburger? Let's taste it. Is this a good car? Let's drive it. But the reality of the situation is that there are a lot of other benefits that products can offer and that can't be described or felt by our five senses. There are the subconscious elements, the deeper meanings and emotions that some products awake, which influence our decisions.

The goal of this assignment is;

* to understand how a designer can create a visual metaphor.

* to understand the difference between pure and fused metaphor.

* to learn the basics and terms of poster design.

* to learn how a designer can create a work on image(s) in a composition.

Due dates/Make-ups:

"DUE DATE IS FINAL WEEK".

All assignments are to be completed and submitted on time. Late projects will be accepted but they will receive a lower grade.

Grading:

Assignment I: 45%

Grading Criteria:

Work in progress,
Assignment terms,
Software usage,
Crafting (printouts),
Creativity (plagiarism),
Overall design quality.

Grading Scale:

A   (4.0): Outstanding work.
A- (3.7): Very high quality work.
B+ (3.3): High quality work. Substantially higher than
            average abilities.
B   (3.0): Very good work that satisfied goals of the
            project; clear and convincing solutions that is
            unique.
B- (2.7): Good work, above average.
            The basic problems posed in the project is
            solved individually
C+ (2.3): Just above average.
C   (2.0): Average. Original assignment approached
            but is not developed further.
C- (1.7): Passing but below good academic standing.
D+ (1.3): Below average.
D   (1.0): Lacks of full understanding and commitment.
            Little or no participation.
F   (0.0): The problem and the concepts are failed to
            be understood.

Assignment Terms:

* Our projects will be framed by the following design areas:
    Creating a fused metaphor-based image,
    Harmony between typography and image,
    Composition.

 * These items all together are expected to reflect the overall characteristic of the poster design.

* Each student must prepare a poster design for a specific "festival". It can be a film, music, theater or coffee festival. You don't have any restriction on it. You can create an imaginery festival or you can get inspiration from a real organization.

* Each student must prepare their own poster images within the scope of "fused-metaphor". To clarify the subject please read the following online articles:

Bring out the power of metaphors!
by Maja Petricevic -23.09.2015
https://www.creitive.com/blog/bring-out-the-power-of-metaphors

Mixing Metaphors
by Sean Adams - 08.04.17
https://designobserver.com/feature/mixing-metaphors/39635

Master the Metaphor: Using Metaphors in Design
by George Felton - July 17, 2015
https://www.howdesign.com/articles/metaphor/

* To create your own images, you can combine photographic images to create a new one or, you can directly create your own illustrations.

* Composition size:

35x50 cm