BASELINE  
**In the artist's statement:**

* Indicate where source materials were found
* Explain the writer/designer's right to use source materials (e.g. fair use rationale or meeting the terms of a Creative Commons license)
* Reflect on the process of creating the visual: goals, challenges, solutions
* Make reference to design choices (emphasis, contrast, alignment, organization, proximity, but also color, element, framing, sequence) made in creating the final visual

Casey Taylor

Artist’s Statement

Guiding Attention

September 16, 2017

For this project I designed a poster to advertise a week-long event being held at the Lawrenceville movie theater, Row House Cinema. This is a real event which has been created in remembrance of the influential filmmaker George Romero.

George Romero is considered the “Father of the Modern Zombie” and the event is focused around his influence in horror film. To embrace that connection, I chose a font online from dafont.com (<http://www.dafont.com/zombie.font)> titled Zombie that evokes the feeling and emotion of horror movies and zombies. It was listed as “100% free” on the site so I clicked on the link to the designers site to try to discover more copyright information but was unable to. For the photos in my project, I pulled them from Wikipedia Commons where they are available as fair use.

I developed my overall visual to align with the branding that Row House Cinema already has established. This made it both easier in ways and harder in ways. It was easier because I had some imagery and stylized components to begin with that I did not need to creatively develop. On the other side of that, it was more difficult because I was more confined in my capability to branch out and try something wildly aspirational and 100% my design. To get the specific branding elements, I pulled from a variety of sources that were available to me through the company’s Dropbox account. These elements include the body font Verlag, the Row House Cinema logo, and the black banners along the top and the bottom of the image. The black bars give the image the appearance of a movie ticket and were cut and copied from an archived poster in the Dropbox. I struggled navigating them into my composition slightly, and in the end, know that I did not accomplish it in the most efficient manner; I used the Scissors Select tool and traced around the images separately instead of using color select. My issue with color select was that once I selected the area, I had difficulty copying it so that I could paste it in my new composition. Once I got them in my composition, I scaled them to size, layered them behind the text, and combined and locked them in a layer folder (which are two new features I learned to do in GIMP).

For the overall organization, I featured the headings on the black banners along the top, changing both to a near-white color to create more contrast – as was suggested by the class during my critique. Other elements that I used for contrast are the red color of certain fonts and the zombie font as the display font to draw attention to headings and important points. I also utilized different font sizes to draw focus to certain words and areas over others. I learned another new feature when adjusting the font sizes that you can size the font based on pixels, point size, and many other criteria, so I then had to go throughout my entire project to ensure the fonts were being scaled by point size instead of to be more uniform and know more certainly what it will look like if it is printed.

Aspirational Criteria – Second draft (Thursday, 2017-09-14):

The best projects for this unit may…

* Make significant changes to a source element's meaning
* Dramatically alter an image through special effects, filters, or adjustments
* Include entirely new images created for this project
* Effectively target a particular audience
* Make coherent, consistent use of emphasis, contrast, alignment, organization, and proximity
* Enact the conventions of a particular genre or subgenre
* Make use of multiple tools or resources that were new to the writer/designer

Other possibilities, not sure if they're baseline or aspirational:

* More than one font?
* Minimum number of elements / layers?
* Advance an original idea?
* Have a clear message or call to action?
* Include discrete commits, with meaningful messages, for many major changes throughout the project’s lifecycle