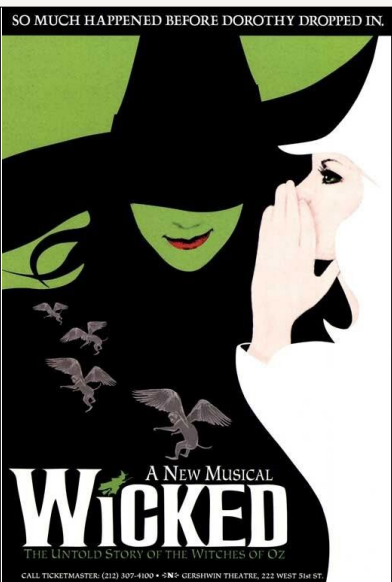
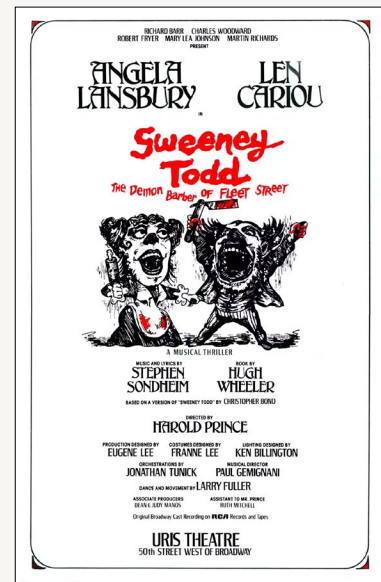
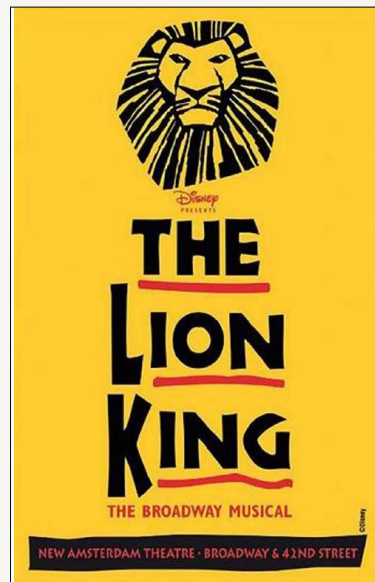
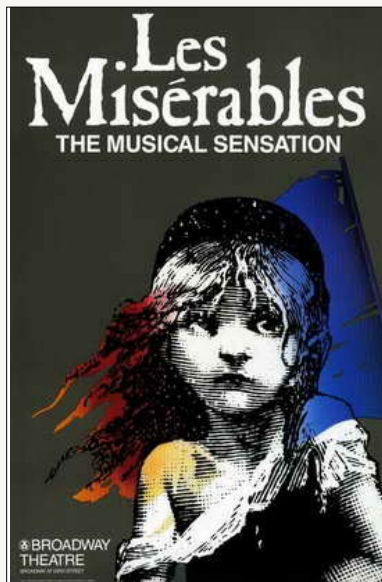
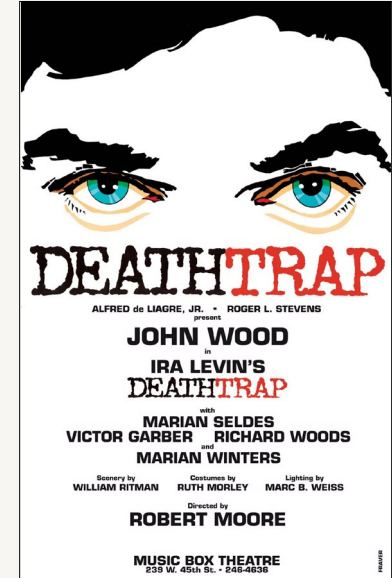
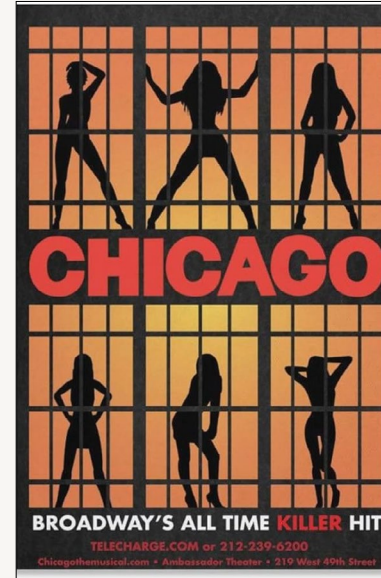
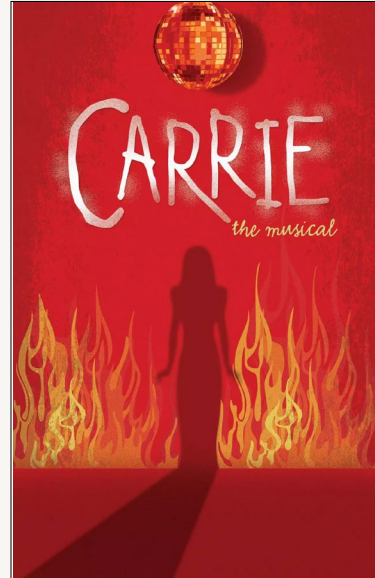
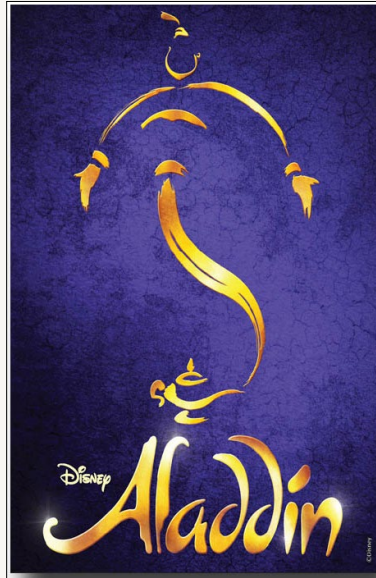


# Module 09

“Art is work.”

– Milton Glaser

## PROJECT | POSTERS: GENERAL POSTER VISUAL RESEARCH



## PROJECT | POSTERS: YOUR SHAKESPEARE PLAY

Complete this worksheet *before* you begin sketching your poster designs. Use this page to define the problem you will be solving in your sketches. The success of your posters will be assessed according to the information you provide here.

**After completing the research on your play, provide the following information:**

### YOUR PLAY

Hamlet

### STORY THEME

Madness, Insanity, Revenge, Mortality, Corruption, Fate vs Free Will, Appearance vs Reality, Family and Loyalty, Tragedy

### THE CAST

Hamlet, Claudius, Gertrude, King Hamlet, Polonius, Ophelia, Laertes, Horatio, Rosencrantz, Guildenstern, Fortinbras

### THE PITCH

Hamlet is a prince has to take action after he learns that his father, the king, was killed by his uncle in order to take the throne.

### EMOTIONAL & RATIONAL CHARACTERISTICS

It should show darkness, anger, fear, worry, and unsurety.

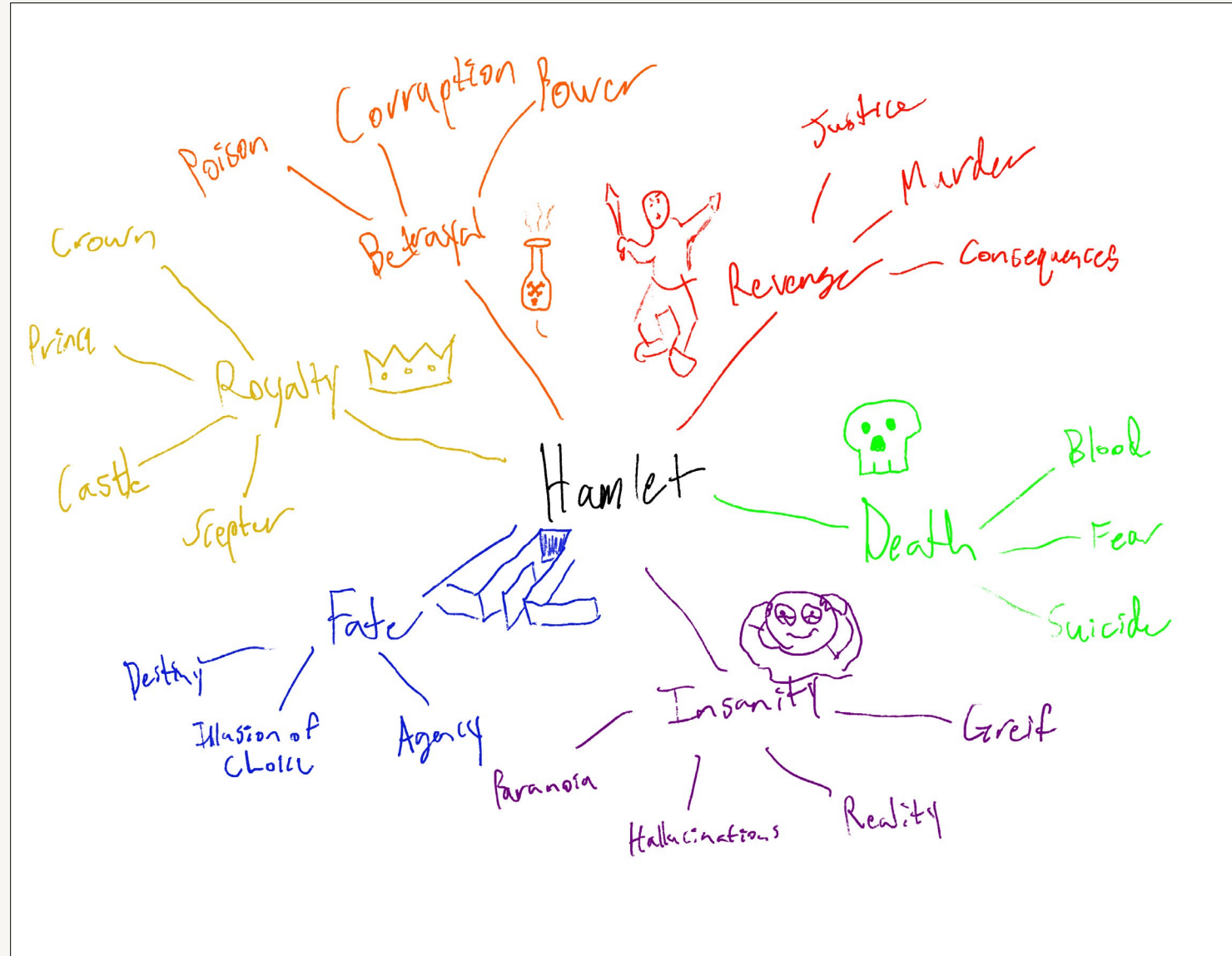
I want it to communicate insanity, death, and betrayal.

## PROJECT | POSTERS: WORD LISTS

**Instructions:** Word lists help you find ideas more quickly. To do this, write every word you can think of that relates to what you need help with. For example, after you've picked your Shakespeare play, list make word lists of symbols and concepts that relate directly to your play. Continue writing after you've thought of all of the obvious ideas. Afterwards, **bold** or star\* the words that gave you the best ideas. **NOTE:** *If you choose to do this by hand on paper, scan that page and place it on this page instead of re-typing.*

Hamlet	monologue	misery
prince	existential	silence
Denmark	philosophy	
tragedy	*reflection	
revenge	identity	
betrayal	duality	
murder	illusion	
*ghost	reality	
madness	suicide	
insanity	sorrow	
grief	drowning	
despair	manipulation	
fate	honor	
death	loyalty	
*skull	action	
poison	hesitation	
dagger	destiny	
*sword	tragic	
blood	conflict	
throne	power	
*crown	evil	
corruption	darkness	
lies	light	
deception	ghostly	
treachery	*supernatural	
espionage	haunting	
guilt	doom	
fear	shadows	
hatred	justice	
*paranoia	conspiracy	
regret	chaos	
soliloquy	*bloodshed	

## PROJECT | POSTERS: MIND MAP



Identify interesting connections

1. Illusion of choice
2. Hallucinations
3. Poison
4. Crown
5. Consequences
6. Blood
7. Paranoia

## PROJECT | POSTERS: SYMBOL POSTER SKETCHES

### SYMBOL POSTER

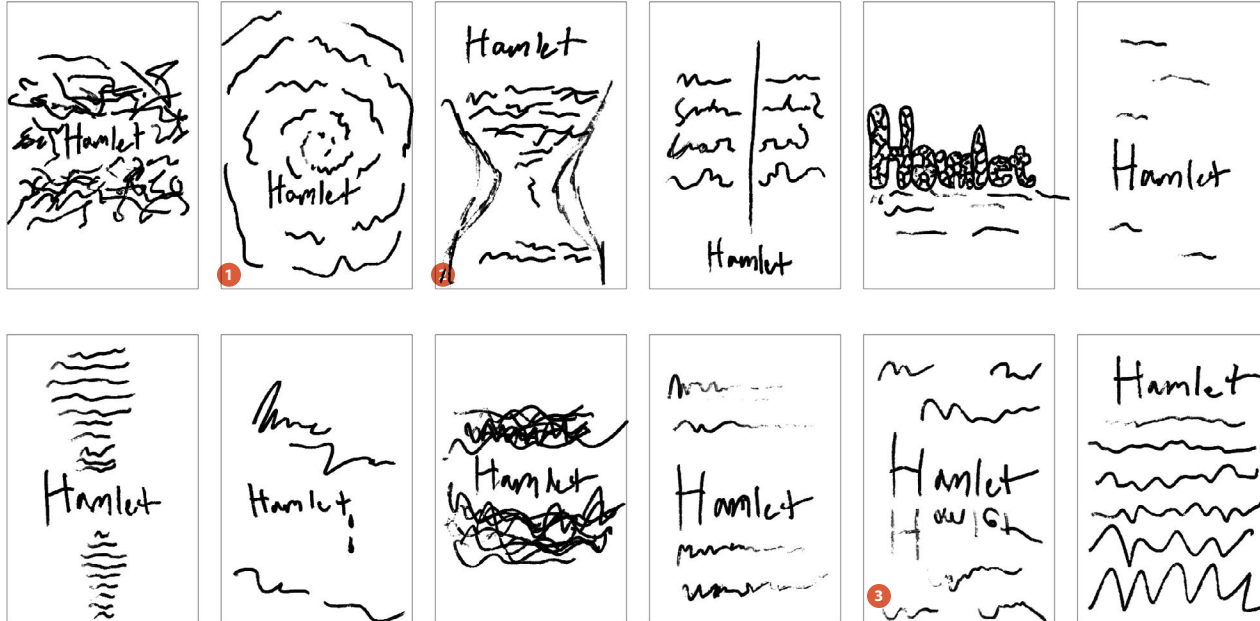


1. This poster shows Hamlet standing over an area with everyone who has died because of his choices
2. This concept shows Hamlet with the sword of Damocles over him showing the idea that he can't escape his fate
3. This shows a cracked crown to show corruption and death within the royal family

\*Symbol Poster sketches should be based on brainstorming of your symbols from your chosen play. Dagger, crown, skull, rose, or tomb are all examples of symbols.

## PROJECT | POSTERS: TYPE POSTER SKETCHES

### TYPE POSTER



1. This concept has words swirling around to show madness and insanity
2. This shows words falling through an hourglass to show that you can't escape the passage of time
3. This shows the words being reflected and distorted to show how our words and actions can be distorted and seen through a different view

\*Type Poster sketches should be based on brainstorming of your concepts from your chosen play. Balancing act, union, tension, isolation, insanity are all examples of concepts to base your type poster on.



## PONDER | MODULE 09

My favorite thing to learn about is how things work.

### **Why do designers conduct research?**

Designers conduct research so that they can better understand the project they are working on, as well as to help themselves see sides of the project that they might otherwise not have considered.

### **What do you enjoy about researching? What parts do you struggle with?**

I enjoy researching when I find the topic interesting and can get a good concept of what it is that I am researching, but if something is overly confusing to me then I usually can't even begin to research as I don't know where to start.

### **When brainstorming, do you find word lists or mind maps more useful? Why? Are there other ways you like to get ideas?**

I think personally I find word lists more helpful because it is a faster way for me to get a lot of ideas out there and make connections after looking at all the topics, rather than trying to make connections as I am starting to think of concepts. I also think my brain gets too annoyed with organization for mind maps, as sometimes I don't know if a branch relates more with one topic or another and I get stuck on where to put it.

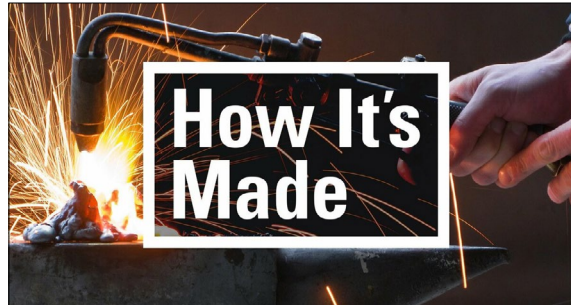
### **How is sketching posters different from other sketching done in this class?**

I think sketching posters is a lot easier for me. This is mostly because I get to try to represent something that I already have a pretty good idea about, so I know what

themes and ideas I can pull from, as well as imagery from the play. When we did the song design we had to use non representational shapes and being abstract is something that I struggle with a lot. A logo was easier, but we were still creating a logo for a business that didn't really exist and there was so much up to our own interpretation.

### **How would you describe a poster to someone whose never seen one? What makes a poster different from other design artifacts?**

Posters are there to get people's attention, give some themes and details, and get the viewer interested in the bigger idea. Posters are different from other design artifacts because they are meant to build interest without giving everything away.



How it's made isn't technically about how things work, but it is really interesting to see how things that we use every day come together.

**Posters are different from other design artifacts because they are**

**meant to build interest without giving everything away.**

### **What symbols will be most useful when communicating your chosen play?**

Skulls, poison, and swords as this play has most every character die.

### **What concept(s) will you communicate in your type poster that might be difficult to communicate with a symbol?**

Madness, and distorted reality.

### **In Conclusion...**

I think that posters are an interesting and fun way to show some details and themes about a play without giving away everything. This builds the viewers interest and leaves them wanting more.