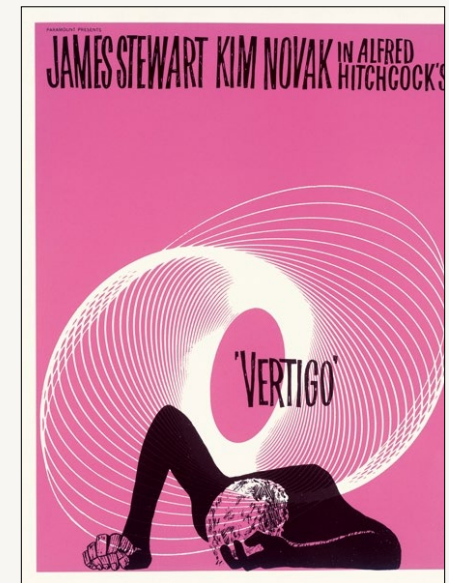
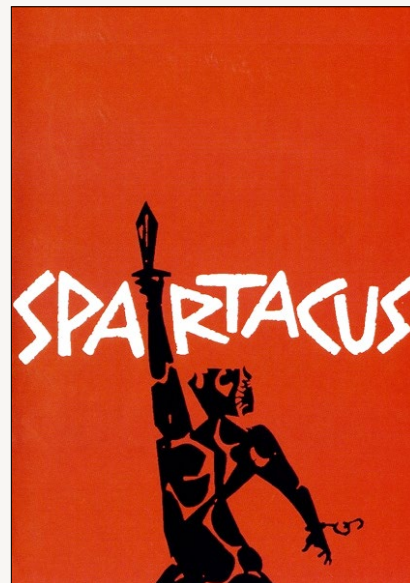
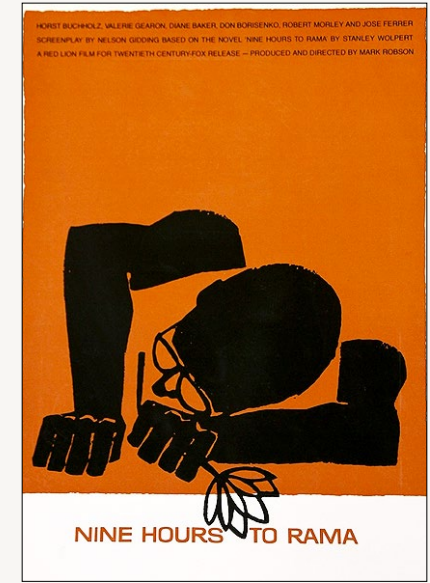
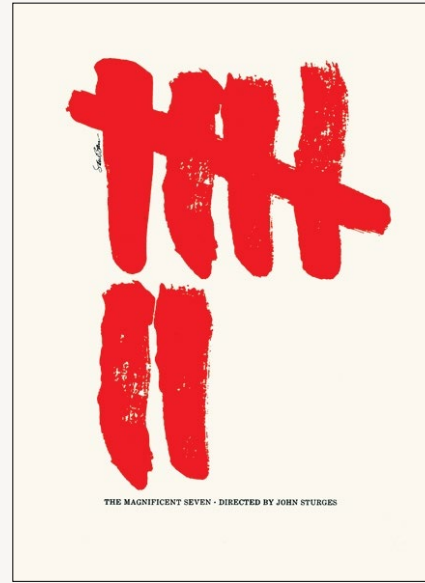
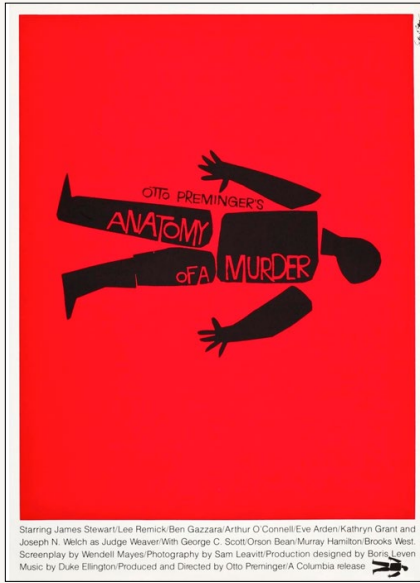


Module 11

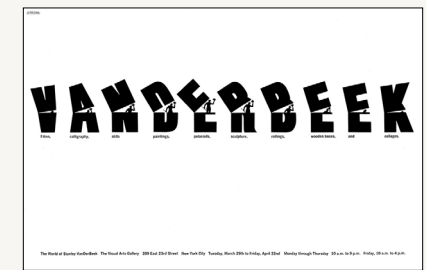
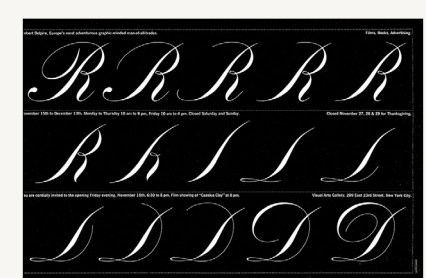
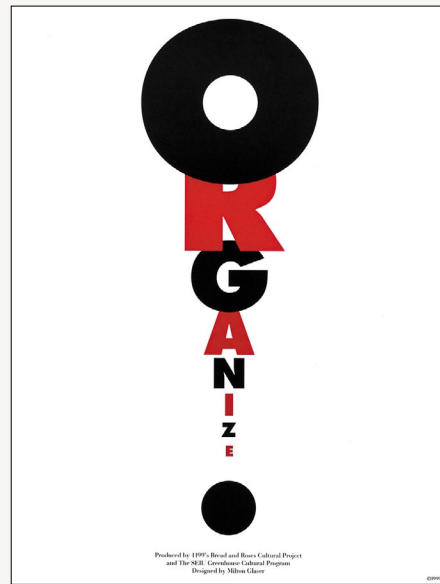
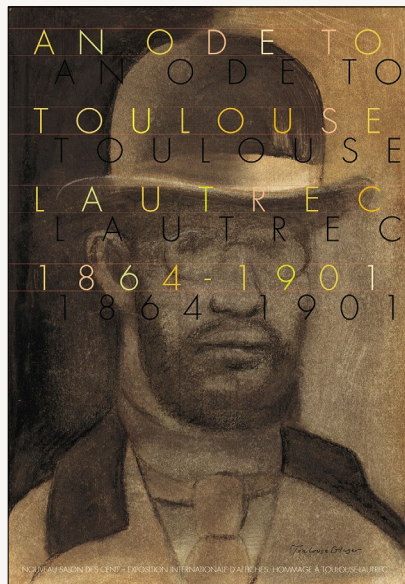
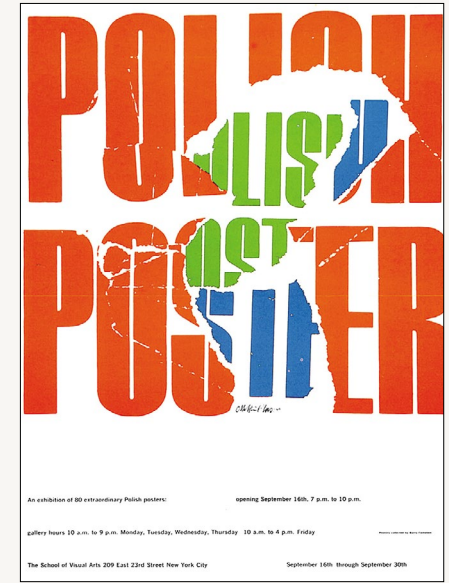
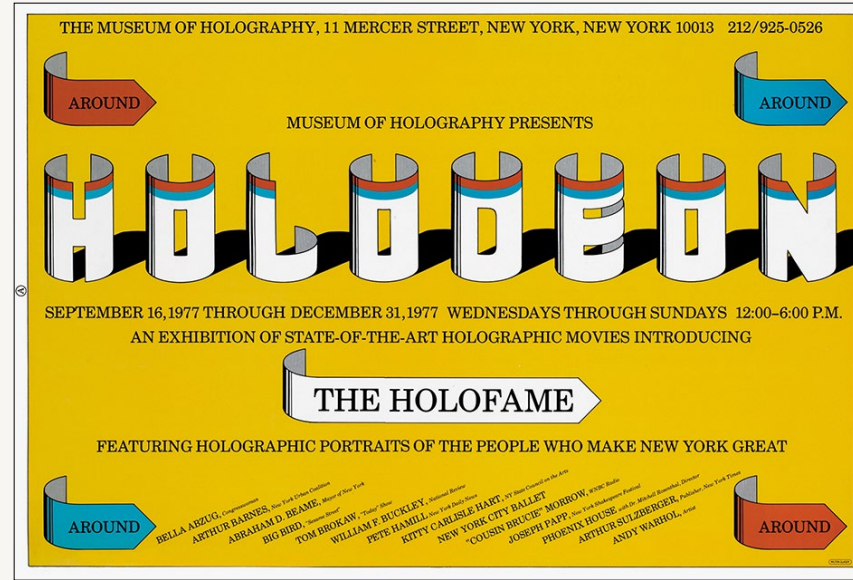
“Don’t try to be original, just try to be good.”

– Paul Rand

PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY SAUL BASS



PROJECT | POSTER RESEARCH: TYPOGRAPHIC POSTERS BY MILTON GLASER



ACTIVITY | ADOBE ILLUSTRATOR: IMAGE TRACE & RECOLOR



Place the *m11_activity.psd* file in the image frame above.



Directions:

1. Open the Art130_Activity_m11_01.jpg file in Adobe Illustrator. Adjust the artboard using the artboard tool as needed.
2. In the top right corner, set the workspace to “**Essentials Classic.**” Open the image trace panel.
3. Select the image. In the image Trace Panel, uncheck preview at the bottom and use settings similar to the ones shown (figure 1). Check preview when you are done. Wait patiently for the process to complete.
4. Click Expand at the top of the screen.
5. In the swatches panel, create a color group of 5 color values that you’d like to add to this image. Color groups are created by selecting the folder icon at the bottom of the swatches panel.
6. Select the image again (Cntl/Cmd + A). Select the “Recolor Artwork” button at the top of the screen (figure 2). Select your color group from “Color Library” dropdown. Experiment with the number of colors in the “Colors” Dropdown.
7. When satisfied, save and place your “m11_activity.ai” file inside the image frame on the left.
8. Select this frame with the Selection Tool and then select Object > Fitting > Fit Content Proportionately from the drop-down menus above.

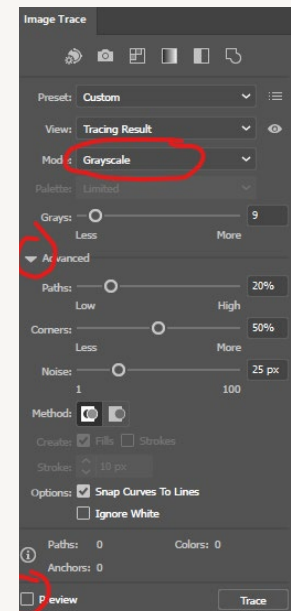


Figure 1: Go to View>Overprint View to see this more clearly.

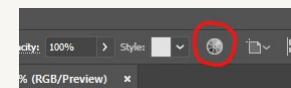
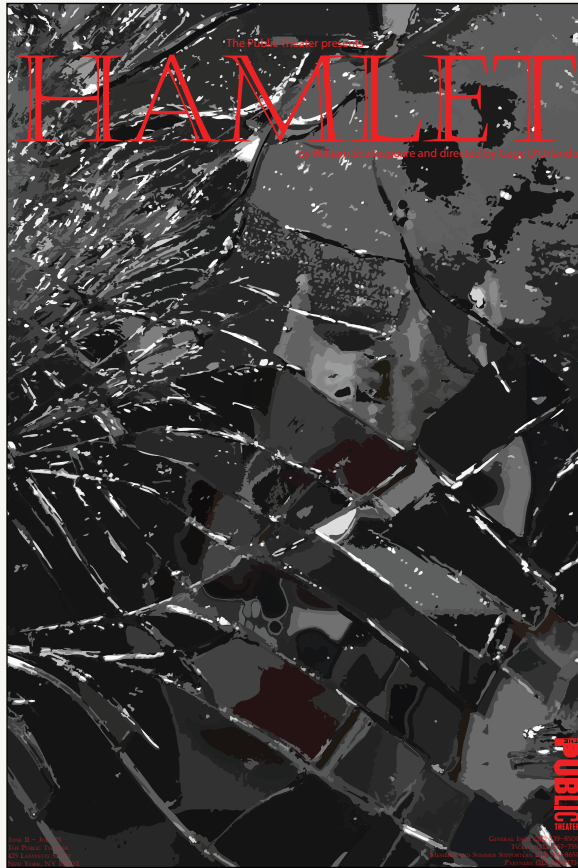


Figure 2: Select “Essentials Classic” Workspace if you don’t see it at the top of your screen.

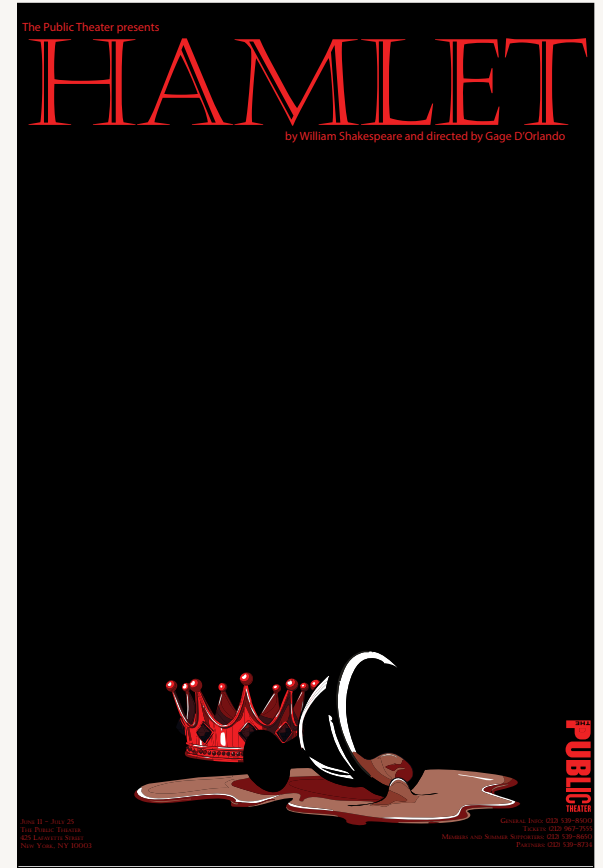
PROJECT | POSTERS: SYMBOL POSTER COMPS



This came from some pictures I had took of myself with a crown on in front of a broken mirror and then of a skull in front of the same mirror, weaved together in photoshop then I used the image trace feature in illustrator.

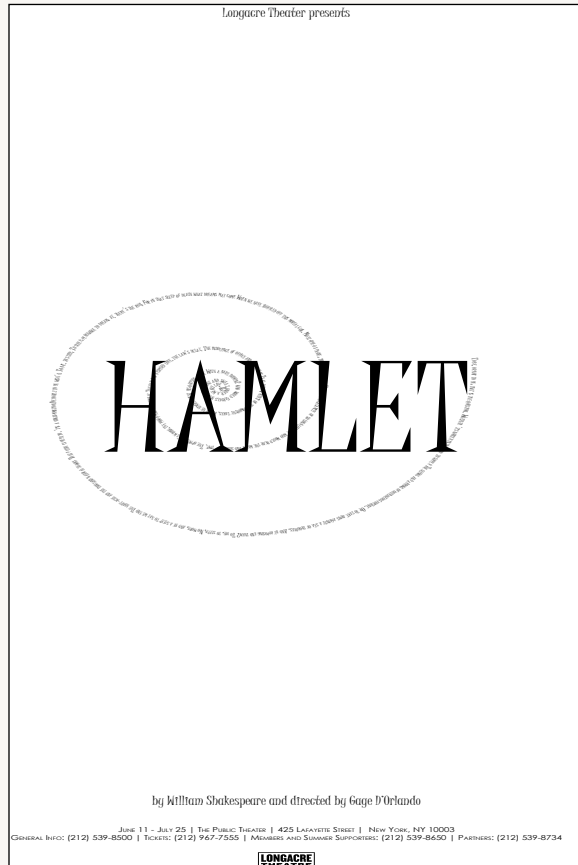


This is from the fact that I didn't think the broken mirror was very obvious, so I tried to make a broken mirror type image just with a picture of myself and a stock image of a skull. These two represent how torn apart Hamlet is with the decision to follow through with what his father told him he must do.

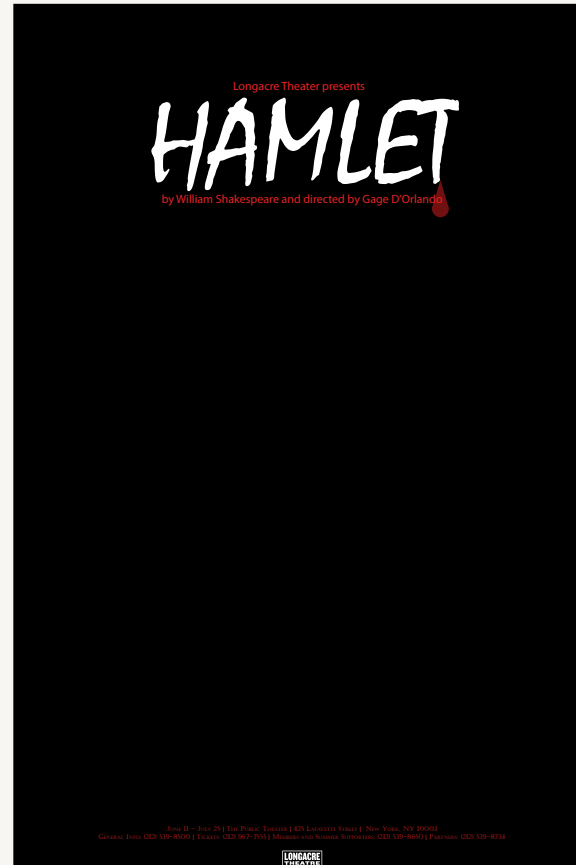


This image is from some imagery of a crown and spilled drink recolored to show the darkness and hint at death and revenge.

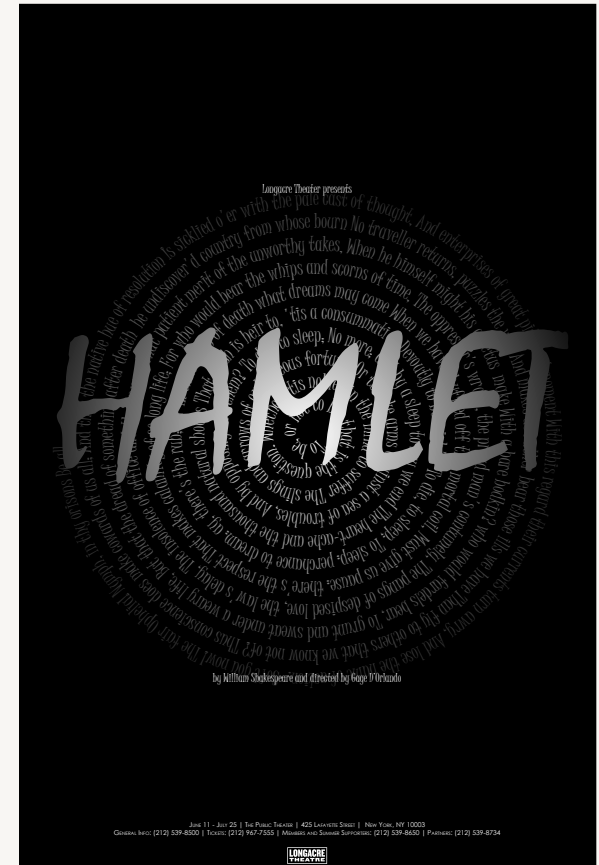
PROJECT | POSTERS: TYPOGRAPHY POSTER COMPS



Hamlet's speech is pulling the audience in with his decision.



This is meant to have some unease and curiosity with the single drop of blood on a black background.



The circles of text show Hamlet getting twisted into his decision.

PONDER | MODULE 11

My favorite medium for making images is procreate because it is a good mix between pure digital and being able to draw things out by hand.

Which concepts best communicate the theme of your play? Why?

I think the concepts of madness, choice, and fear are the concepts that I think communicate the theme of the play the best. They are the emotions that Hamlet is dealing with the most and visualising them can help the audience feel them as well.

What symbols have you chosen to communicate your play? Why?

I have chosen a broken mirror because I think it shows all of the concepts I wanted to work with. Hamlet is hallucinating a skull in his reflection, the breaks symbolize his split decision, and the fact that he sees a skull show fear and mortality. I also really like the circle of words because I think they show the madness and choice really well too.

What other symbols are you considering exploring?

The crown and chalice are still ones that I think could work if I find a good way to use them, as well as thinking simple like the lone drop of blood.

What makes an image stand out on a poster?

I think that contrast can help an image stick out, as well as not being overly crowded. When there is too much to focus on it becomes hard to know what the main point is.

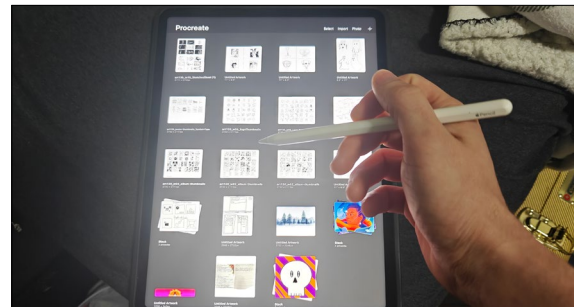
What do you like and/or dislike about Saul Bass's work?

I like that it seems he liked to stick more with simplicity, but I think he might have made things over simple in a lot of examples I saw, as sometimes I had no idea what the poster was supposed to be showing me.

What do like and/or dislike about Milton Glaser's work?

I like that he didn't just let text be text. Most of his typographic posters had the text as either a reference, or a sense of movement in the poster.

How has experimenting, then using illustrator



Procreate on my iPad is a great way to be able to draw and make digital adjustments at the same time.

changed your poster for better or worse?

I think that it has made my ideas a little more abstract. I really like the way that the imagetrace tool can make things look like ink blots. I want to understand how to make things look less realistic using it.

Do you feel that experimentation is an important part of your design process?

I think it can be at least to help form ideas you might not have initially seen.

In conclusion, this week, I learned:

For one thing I learned that mirrors are a lot harder to break then I would have thought, and that it is hard to get a good break that looks good with small scale mirrors. I also learned that photoshop and illustrator can work well together one way but the other way is much more difficult. I also think that it is a little hard to choose where to place things on posters because you have so much space to work with that it makes it hard to choose where anything should go without feeling like the balance will be heavily effected.

When there is too much to focus on it becomes hard to know what the main point is.