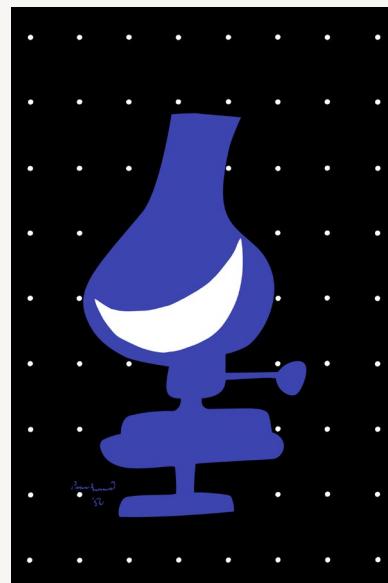
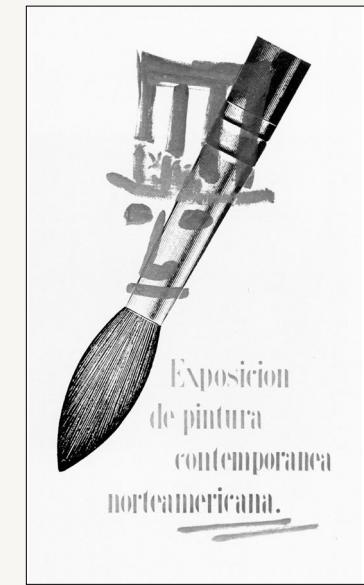
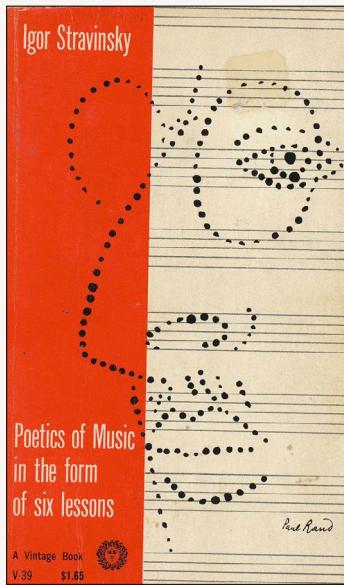


Module 10

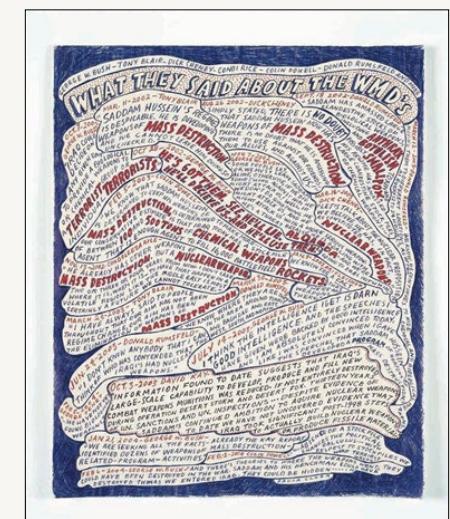
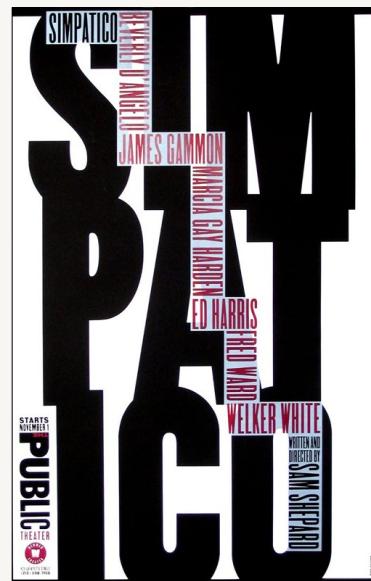
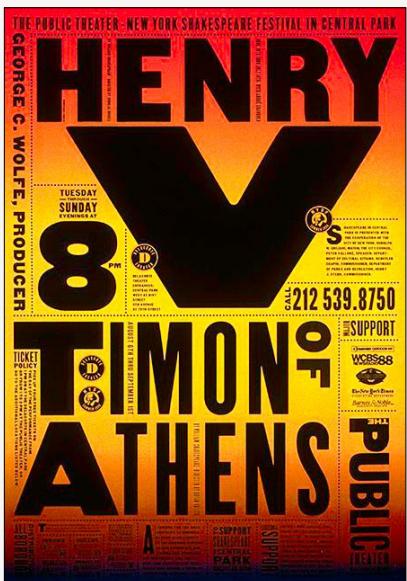
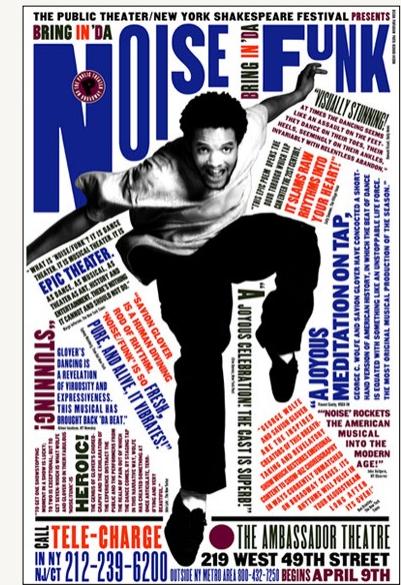
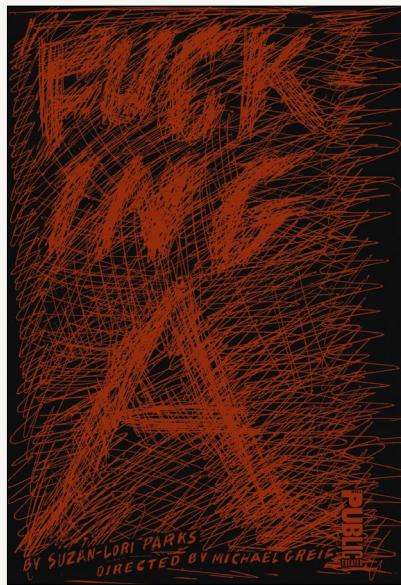
“If you want to be as good as [Paul] Rand, don’t look at Rand; look at what Rand looks at.”

– Helmut Krone

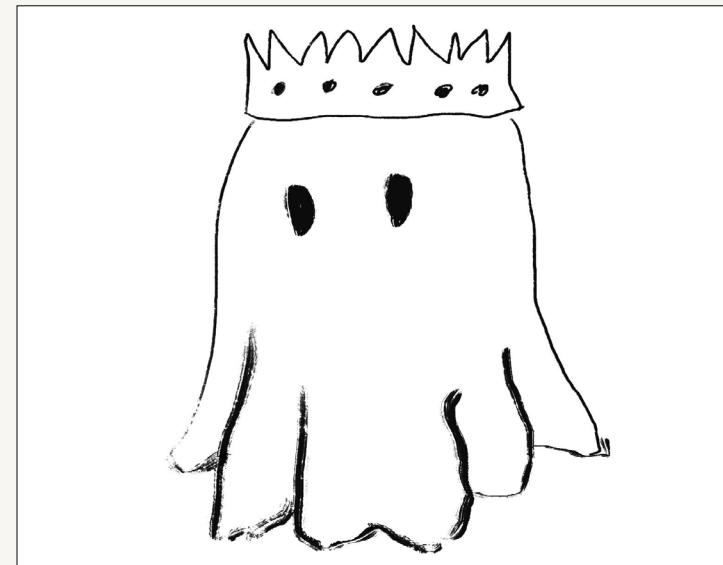
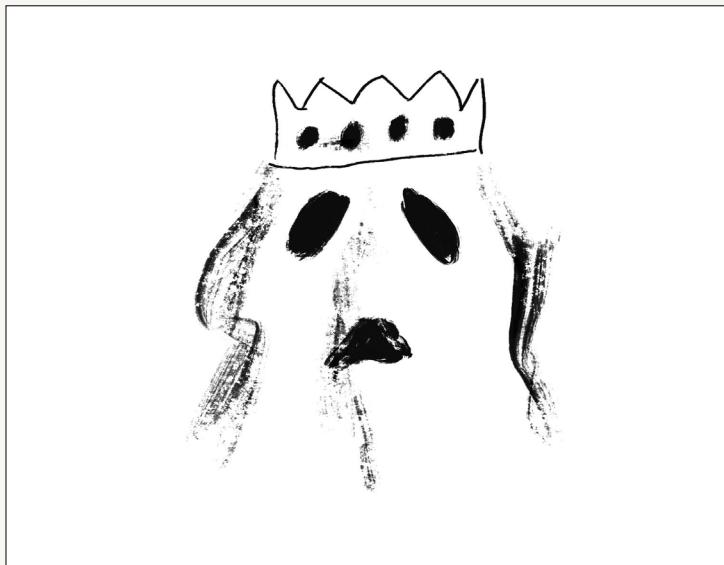
PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY PAUL RAND



PROJECT | POSTER RESEARCH: TYPOGRAPHIC POSTERS BY PAULA SCHER



PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT ONE



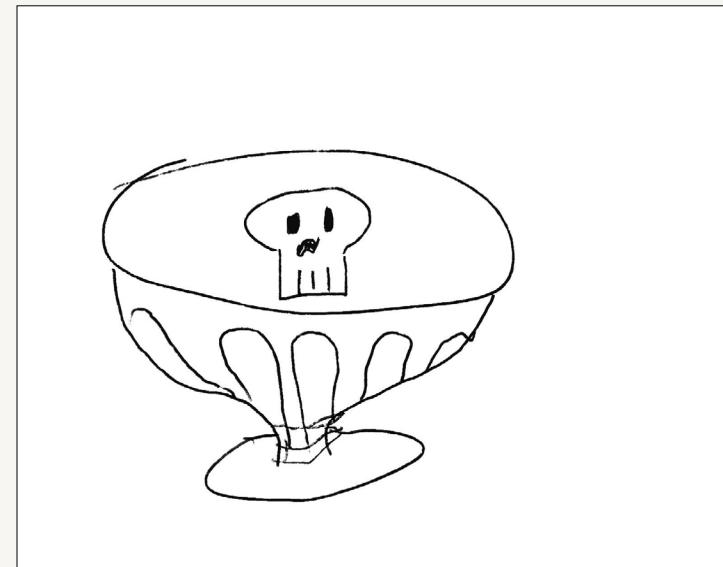
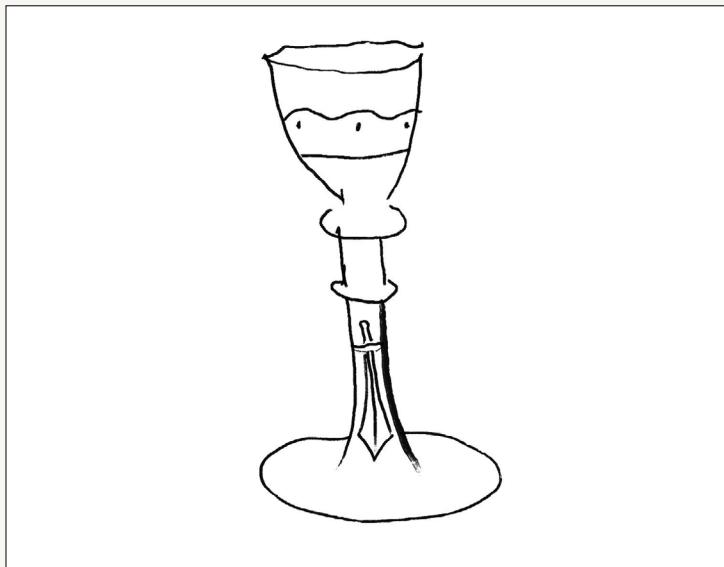
Description for Visual Experiment 01

The captions should include a brief description of each experiment and how it relates to the chosen Shakespearean Play.

1. this was meant to be a more realistic ghost of the king
2. this is a more newaged cartoon ghost of the king
3. this ghost is meant to be more like a scooby doo villain ghost
4. this is more of an old style cartoon ghost



PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT TWO



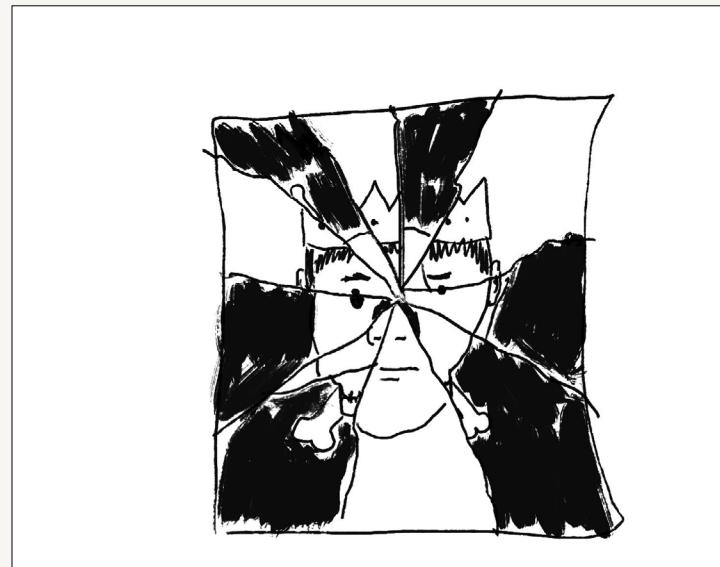
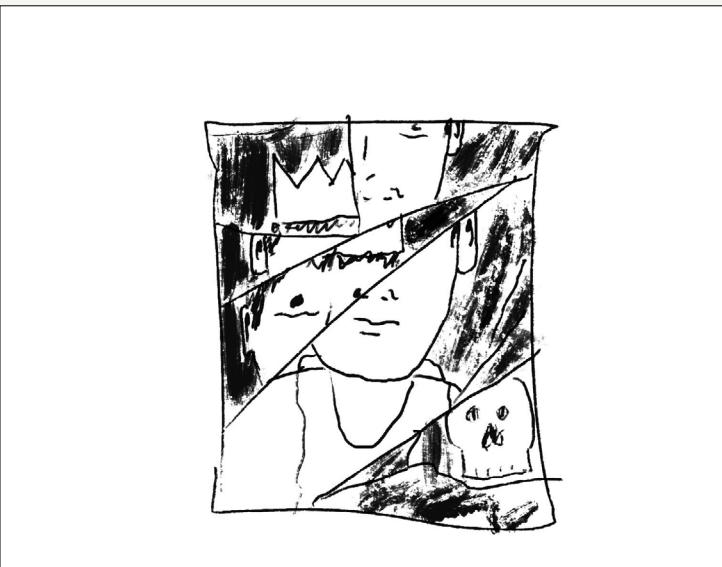
Description for Visual Experiment 02

The captions should include a brief description of each experiment and how it relates to the chosen Shakespearean Play.

1. this is a simple chalice that has a sword to show that it is deadly
2. this chalice is meant to be top down showing death inside of it
3. this chalice has a picture of the king who died on it to show you will also receive his fate
4. this chalice has imagery of a crown, a skull, and a bottle to show that it is full of poison



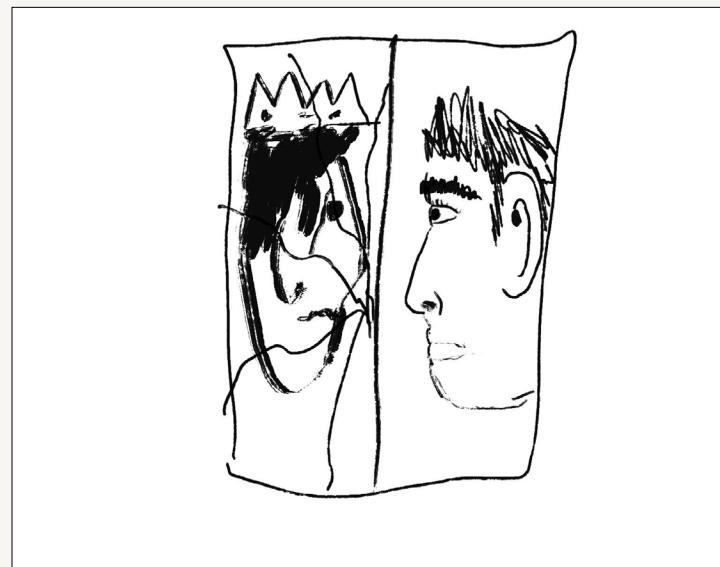
PROJECT | SYMBOL POSTERS: VISUAL EXPERIMENT THREE



Description for Visual Experiment 03

The captions should include a brief description of each experiment and how it relates to the chosen Shakespearean Play.

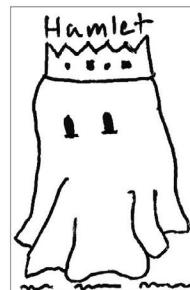
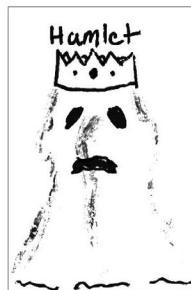
1. caption for visual experiment 03
2. caption for iteration #1
3. caption for iteration #2
4. caption for iteration #3



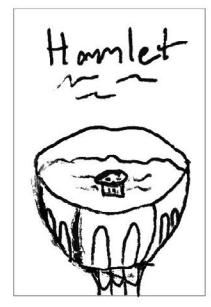
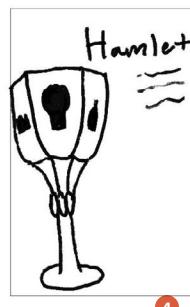
PROJECT | POSTERS: REVISED SKETCHES

SYMBOL POSTER

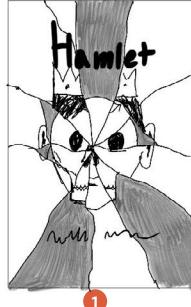
DIRECTION ONE VERSIONS x 3



DIRECTION TWO VERSIONS x 3



DIRECTION THREE VERSIONS x 3



1

4

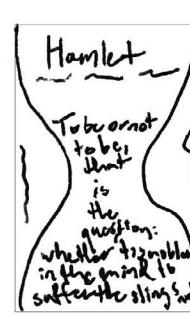
5

TYPE POSTER

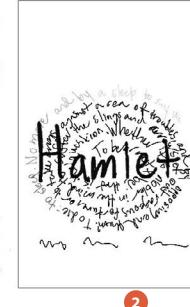
DIRECTION ONE VERSIONS x 3



DIRECTION TWO VERSIONS x 3



DIRECTION THREE VERSIONS x 3



3

2

*Symbol Poster sketches should be based on last weeks 3 best sketch directions and on the experiments done outside the computer. Posters will be finished in Illustrator.

*Type Poster sketches should be based on last weeks 3 best sketch directions and on concepts from your play like insanity, isolation, or decay. Posters will be finished in Illustrator.

DIRECTIONS for CAPTIONS:

Using the numbered dots provided at the right mark those sketches that you like the best. Choose 3 symbol posters and 3 type posters.

Include a brief description of your concept for each chosen poster so your peers can see how your design represents the play.

1. This design is Hamlet looking into a broken mirror and seeing his own mortality
2. This design represents Hamlet's famous to be or not to be speech and his circling around his decision.
3. This is another option for the speech and circling around his decision
4. This represents a deadly poisoned chalice which kills Hamlet's father, mother, and is meant to kill him
5. This is another option of the poisoned chalice
6. This is Hamlet with blood dripping from the title because of all the death in the play

PONDER | MODULE 10

I prefer Paula Sher's work because I enjoy the chaotic energy that it has rather than the simplicity of Paul Rand's work.

What is a power of a good symbol as pertains to a poster?

The power that a good symbol has when pertaining to a poster is that it can give so much information and context to what the poster represents without giving too much away.

How does understanding your play change the way you approach design?

Understanding the play gives a lot more to work with when it comes to the approach for designing. It allows me to have a better concept of the ideas that I want my design to portray, and I feel like there is less creativity required and more clever thinking.

What does the word *Concept* mean in graphic design?

Concept, in graphic design, means that idea and feeling that you are trying to get across to the viewer. It is about the thoughts that you want to implant into their head.

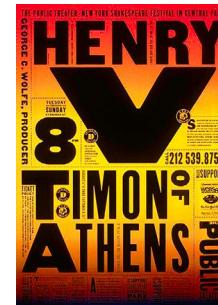
What did you learn about typography from working on your typographic poster?

I learned that placement and movement are a lot harder to decide on when it comes to working with typography for me. I don't really think about moving around type in the same way that I think about being able to move and interact with images.

What did you learn from your visual experiments about making images?

From my visual experiments I learned that thinking about different perspectives can change a lot about how imagery can make you feel. The difference between an object on display and an object in action is also a huge difference that can cause some really fun interactions.

Concept, in graphic design, means that idea and feeling that you are trying to get across to the viewer.



I really enjoy the way that this poster looks like a newspaper displaying information to the public.

What are challenges you faced while experimenting?

Some challenges I faced while experimenting were things like cost, space, and a lack of ideas. I really wanted to use real objects, but I don't really have any money, and

I had talked to Brother Fluckiger about broken mirrors, but I didn't really have a place that I could break a mirror without having to deal with some serious and potentially dangerous cleanup. I instead just tried to use reference imagery when doing my experimentation to get some better ideas.

Which poster direction do you feel is your weakest, and how do you plan to fix this?

I think my weakest direction right now is my ghost king direction. I just feel like they don't carry as much weight as my other ideas, and I think it would be tough to make it more interesting. I think maybe using the more realistic ghost and a more roughly sketched image of Hamlet being scared would help.