

Module 13

“The details are not the details. They make the design.”

– Charles Eames

ACTIVITY | TYPOGRAPHY: SHAPING TEXT BLOCKS

Poster Body Copy

Use this text to create each of the text blocks on the right. Make sure your text remains inside the white block guidelines and that all of the information is visible.

King Lear
by William Shakespeare
directed by (your name)
April 12-June 22
The Longacre Theatre
220 W 48th St.
New York, NY 10036

General Info: 212.539.8500
Tickets: 212.967.7555
Members and Summer Supporters:
212.539.8650
Partners: 212.539.8734

Poster Logo

Add this logo to each of your text block designs on the right:



Make sure it is also inside the white guidelines.

Vertical Text Block

King Lear
by William Shakespeare
directed by
Gage D'Orlando
April 12-June 22

The Longacre Theatre
220 W 48th St.
New York, NY 10036

General Info: 212.539.8500
Tickets: 212.967.7555
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Three Column Text Block

King Lear
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directed by Gage D'Orlando
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Text Strips Text Block

King Lear by William Shakespeare directed by Gage D'Orlando

April 12-June 22
The Longacre Theatre



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Horizontal Text Block

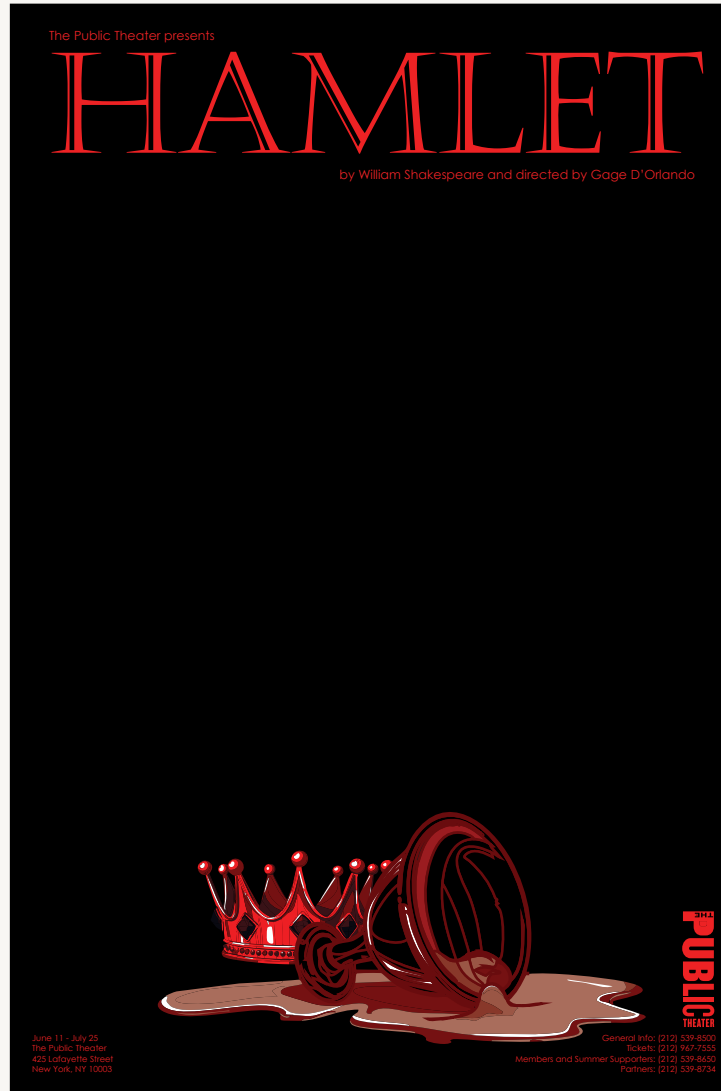
King Lear
by William Shakespeare
directed by Gage D'Orlando
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The Longacre Theatre
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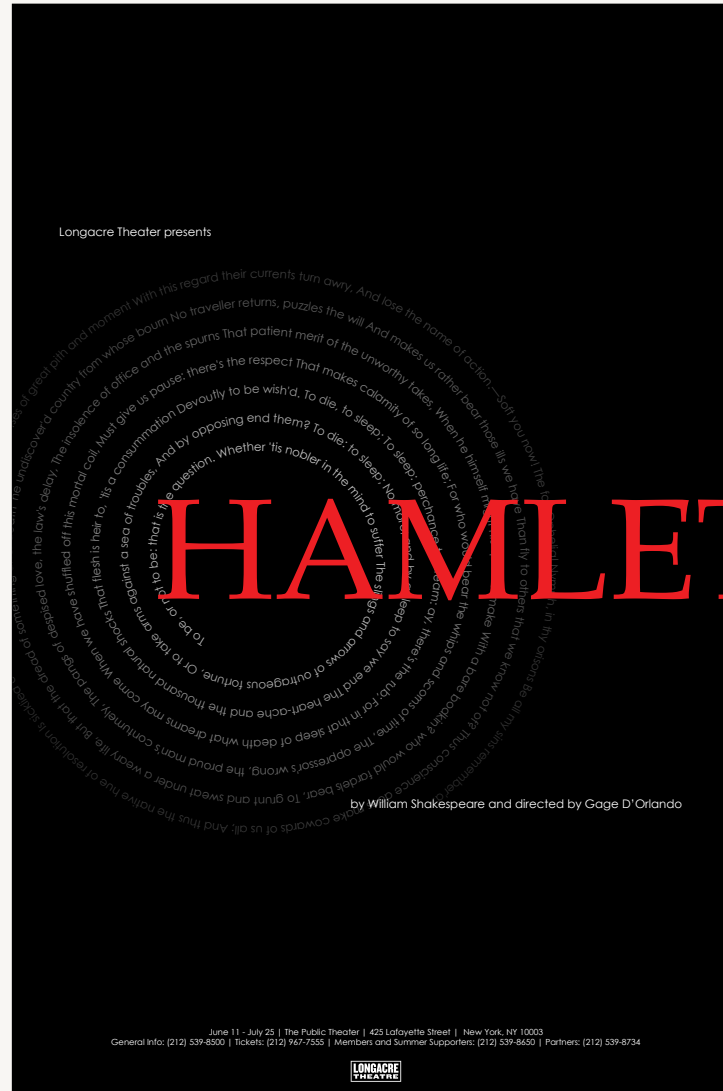
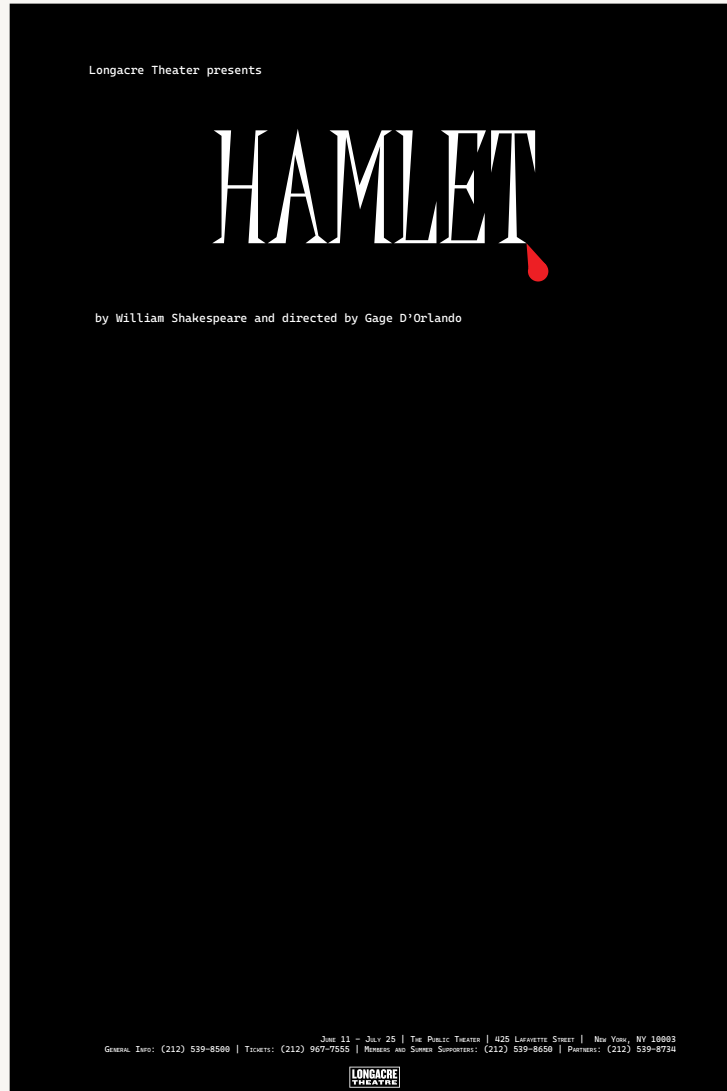


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PROJECT | POSTERS: FINAL COMPS FOR SYMBOL POSTER



PROJECT | POSTERS: FINAL COMPS FOR TYPE POSTER



PROJECT | FINAL SYMBOL POSTER

This depicts Hamlet looking into a broken mirror and seeing his fractured reflection with a skull coming through as well. It shows the themes of mortality, fear, madness, and fate.



FINAL DESIGN

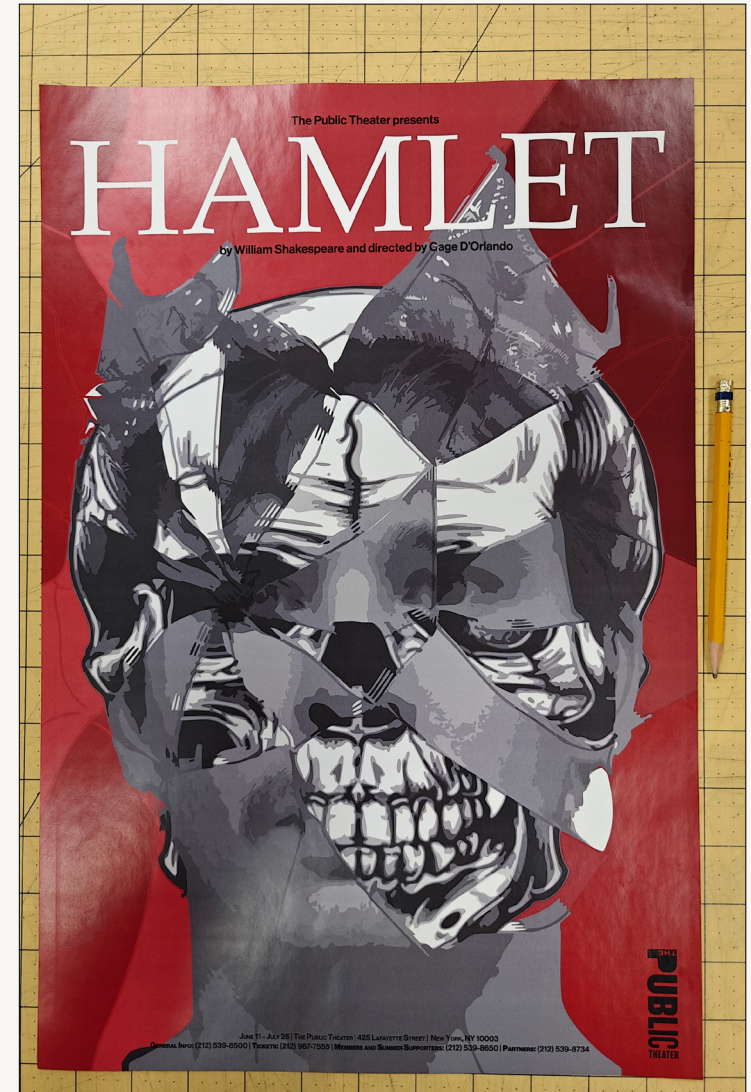
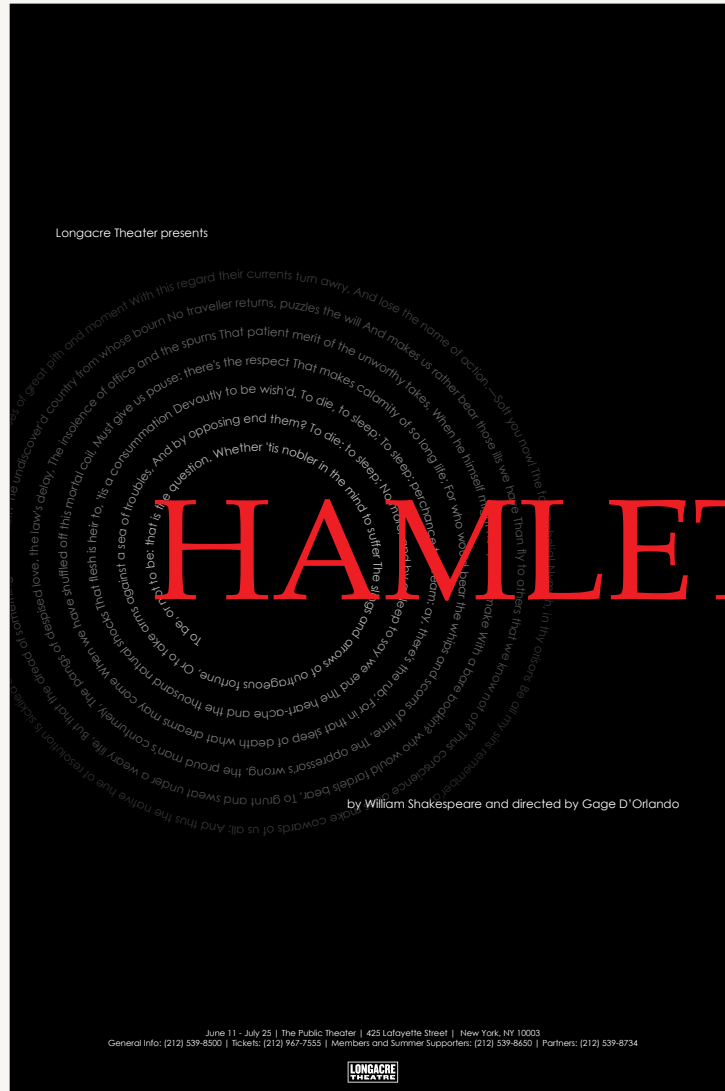


PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

PROJECT | FINAL TYPOGRAPHY POSTER

This poster shows the spiraling of Hamlet's mind as he tries to decide what to do about avenging his Father's death. The contrast between the red text on the dark background symbolizes fear and death that are such large aspects of the play.



FINAL DESIGN

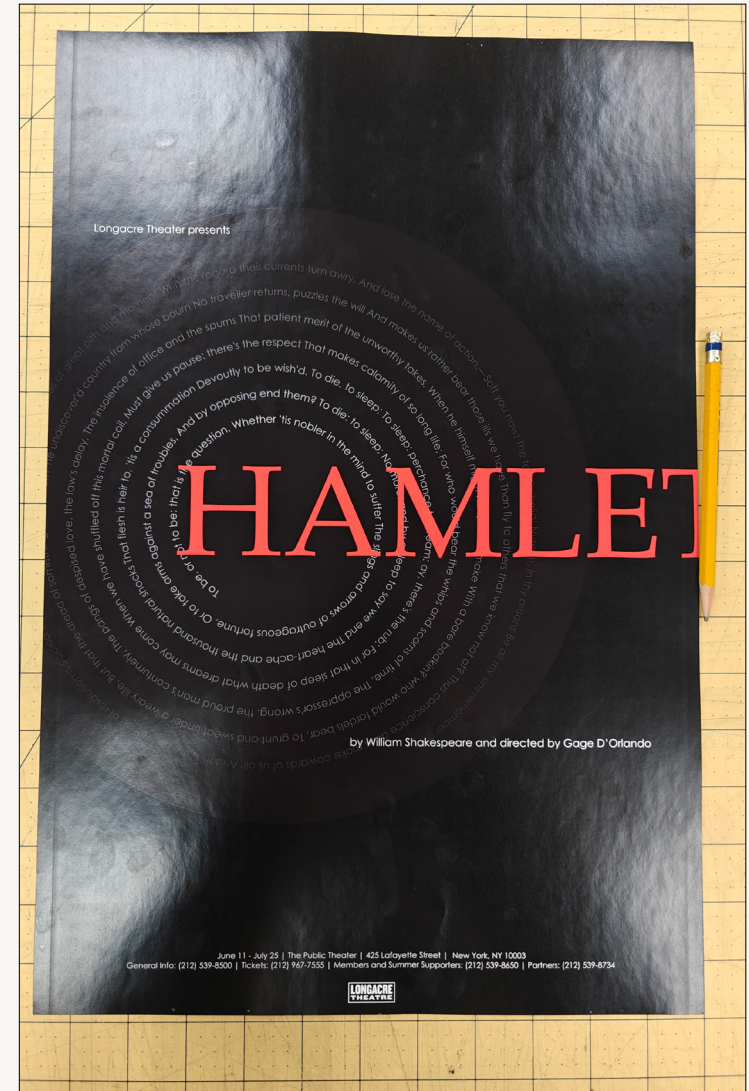


PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

PONDER | MODULE 13

When visually communicating an idea it's important to remove personal bias and try to imagine what someone else would see.

What did you learn about the design process from this project?

I learned about using text effectively and balancing abstract ideas with obvious representation.

Is it easier for you to come up with ideas or to create beautiful final images? Explain.

I think it is easier for me to come up with an idea than it is to create the final image because I get wrapped up in the little details and don't really know what to add without making the final look too busy in my opinion.

What did you learn about paying attention to details from this project?

I learned that paying attention to details takes a lot of time, but it can bring the entire piece together in the end.

What was the most important thing you feel you learned about design from this project?

I think that the most important thing that I learned about during this project was getting better at using contrast over scale to bring emphasis to a part of the design. Having one item that is starkly different than the rest is a great way to grab the readers attention.

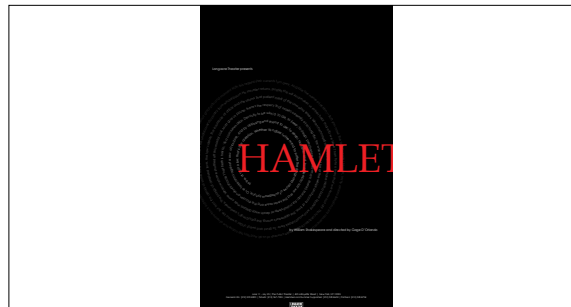
What was your favorite of the 3 projects we've done in this class and why?

I think that this was my favorite project of the class because I felt like I actually understood what I was designing for, and what themes and ideas I wanted to get across.

Having one item that is starkly different than the rest is a great way to grab the readers attention.

What are things you wish we did more or less of in this class?

I know I've said it before, but I really wish we had gone more over explaining why design principles work and how they were first realized so that I could have formed a



I really like the simplicity as well as the fading spiral of text in this poster.

better fundamental understanding of the principles.

Any suggestions on improving this course? Favorite part? Least favorite?

I think focusing more on fundamentals and having more videos explaining concepts would be the things that I think would help most.