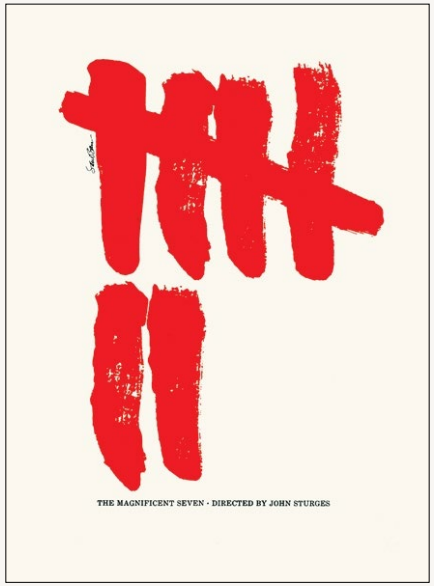
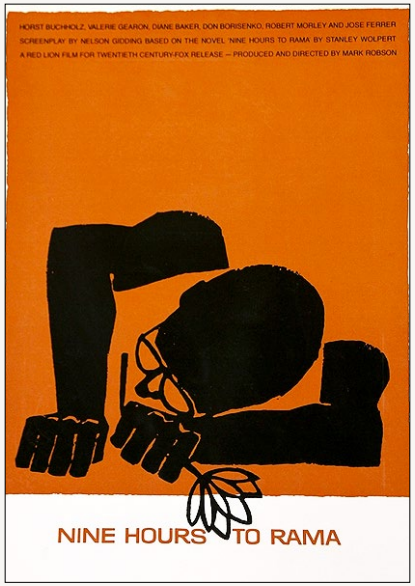
Module 11

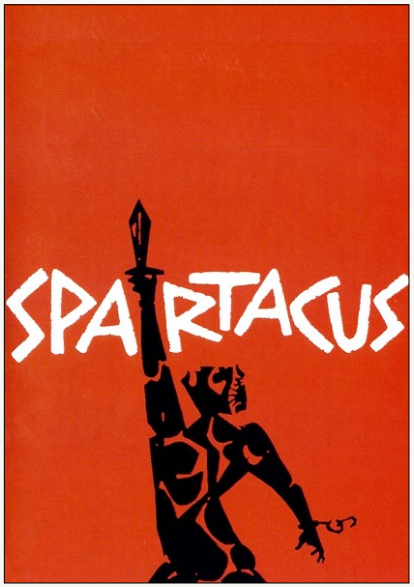
"Don't try to be original, just try to be good."

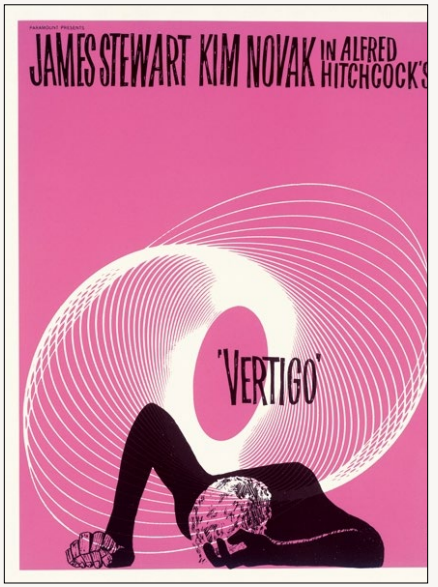
– Paul Rand

PROJECT | POSTER RESEARCH: SYMBOL POSTERS BY SAUL BASS

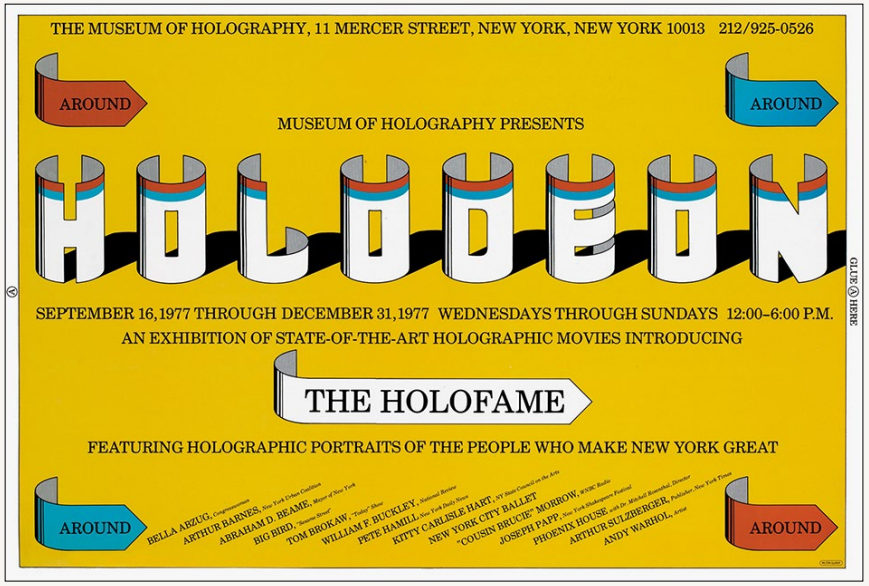


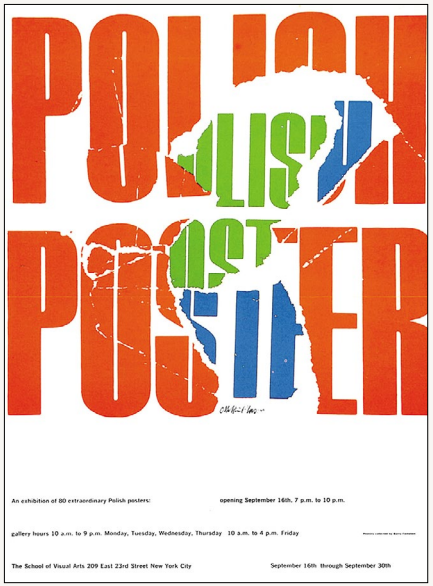


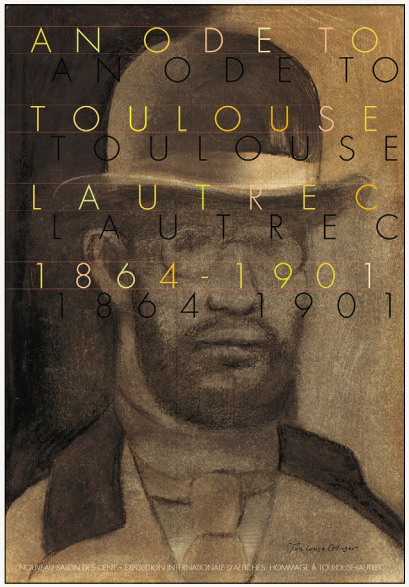


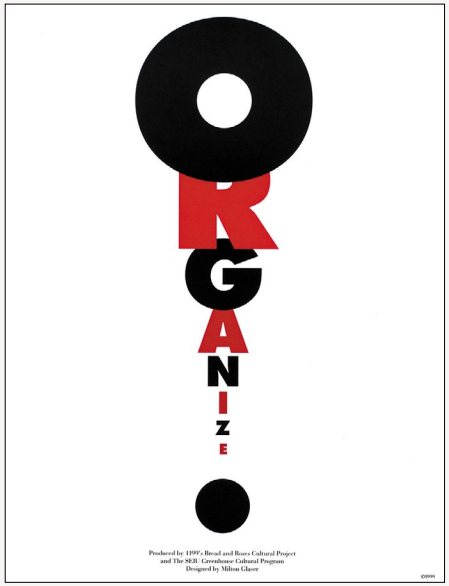


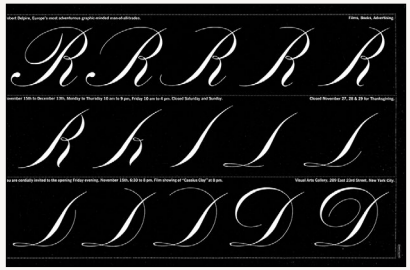
PROJECT | POSTER RESEARCH: TYPOGRAPHIC POSTERS BY MILTON GLASER

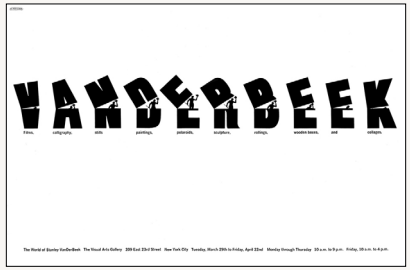






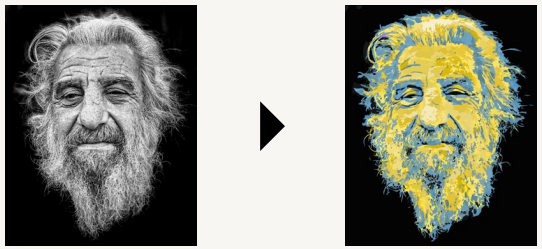






ACTIVITY | ADOBE ILLUSTRATOR: IMAGE TRACE & RECOLOR

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

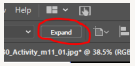


Directions:

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.

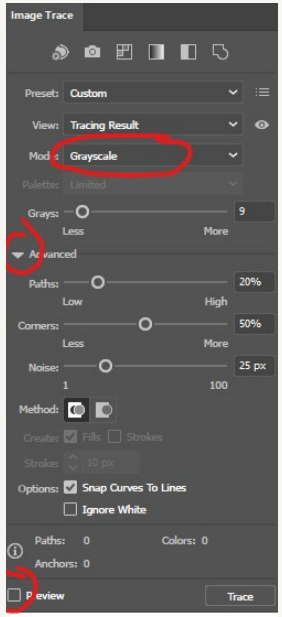


Figure 1: Go to View>Overprint View to see this more clearly.

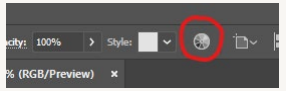


Figure 2: Select "Essentials Classic" Workspace if you don't see it at the top of your screen.

PROJECT | POSTERS: SYMBOL POSTER COMPS

Write a caption for your 1st digital comp selection.

Write a caption for your 2nd digital comp selection.

Write a caption for your 3rd digital comp selection.

PROJECT | POSTERS: TYPOGRAPHY POSTER COMPS

Write a caption for your 1st digital comp selection.

Write a caption for your 2nd digital comp selection.

Write a caption for your 3rd digital comp selection.

My favorite medium for making images is (fill in the blank) because (fill in the blank).

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

Answer

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

Answer

What other symbols are you considering exploring?

Answer

What makes an image stand out on a poster?

Answer

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

Answer

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

Answer

How has experimenting, then using illustrator changed your poster for better or worse?

Answer

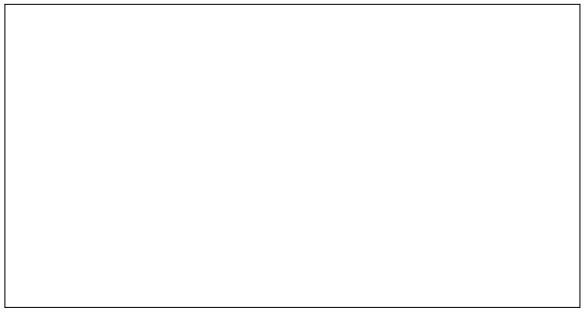
Do you feel that experimentation is an important part of your design process?

Answer

In conclusion, this week, I learned:

Answer

A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.



Take a photograph of one of your favotrite tools for making art or design. Crop it and add it to this page with a caption.