SETTING:

A huge aspect of graphic design is understanding how to balance graphic and typographic elements on a page in order to create a harmonious and interesting composition. But while designing can at times be fun, playful and fulfilling, the design process can also be daunting, frustrating, and downright soul-destroying.

During the design process for any given project, designers can often spend hours if not days changing colors, scaling elements, micro-adjusting type, and moving elements back-and-forth, up-and-down, and all around on a page in design software. And whereas this process can sometimes lead to a nice-looking piece of polished design work, there is such a thing as over-designing something to the point where it’s lost it’s sense of identity and vitality.

QUESTION:

As one of the traditionally more expressive vehicles for graphic design, posters are typically 2-dimensional print pieces used to publicize an event or a product.

Posters need not only to convey a message, but should also stand out from the clutter and catch the eye and interest of their audience.

But as visual and verbal comunication takes please increasingly in the digital world, and as designers have more acess to sophisticated design software than ever before, how can we even begin to create original, enaging, or relevant print poster design?

IDEA:

This project, a poster-generation site, considers the relationship between the screen, the medium designers primarily work with, and print, the traditional medium of the poster. It invites visitors to create their own posters using a limited set of pre-determined elements and conditions, and invites randomness back into the design process with the goal of limiting the possibility of over-designing the poster into oblivion.