

MS MADE POSTER DESIGN  
ART 3313 GD1

FALL 2023

START: 11.06.23

END: 11.29.23

[https://shauha.us/MSU/  
msu/fall\\_23/3313\\_F\\_23](https://shauha.us/MSU/msu/fall_23/3313_F_23)

## 929 X MSU CAAD GD / MS MADE POSTER DESIGN

### PROJECT DESCRIPTION

This project is a focus on event and promotional design, via the creation of a key visual.

What is a key visual?

The days of one and done event posters are (unfortunately? fortunately?) behind us. When designing for an event, the designer must now adapt to a multitude of formats and platforms. Historically, what was once the poster-image, has now become the key visual. A design that is versatile, adaptable, scalable. Our goal is to design a key visual for the upcoming event at 929 Coffee Bar, "Mississippi Made." This key visual must be designed as a poster.

This project functions not only as a graded portion of this course, but also as a competition amongst your fellow classmates, in both GD1 sections. The winner(S), selected by 929 and a small jury of outside designers, will receive a gift-card from 929 and their design will be used in the promotion of the event.

All posters will be displayed at the event.

### DELIVERABLES

1 18" X 24" KEY VISUAL POSTER (PRINTED)

1 11" X 17" KEY VISUAL POSTER (DIGITAL SUBMISSION)

\*ALL FILES IN CMYK

MS MADE POSTER DESIGN  
ART 3313 GD1

FALL 2023

START: 11.06.23

END: 11.29.23

[https://shauha.us/MSU/  
msu/fall\\_23/3313\\_F\\_23](https://shauha.us/MSU/msu/fall_23/3313_F_23)

## INFO FOR KEY VISUAL

PRIMARY: MISSISSIPPI MADE (MS MADE)

SECONDARY: ART MARKET, LIVE MUSIC, BEER AND  
FOOD SPECIALS.

WHEN: DECEMBER 9 (12.09.2023) // 5 - 8 PM

WHERE: 929 COFFEE BAR // 106 E. MAIN STREET

MUST INCLUDE: ONE OF THE TWO PROVIDED 929 LOGOS

## TIMELINE

\*SOME DATES SUBJECT TO CHANGE DUE TO 929 AVAILABILITY

11.06.23 - PROJECT START

11.08.23 - WORKING DAY

11.13.23 - AT LEAST 5 CONCEPTS / WORKING DAY

SELECT 1 CONCEPT BY END OF CLASS

\*BEGIN DESIGN IN COMPUTER BY END OF DAY

\*18 X 24 POSTER IS KEY FOCUS

11.15.23 - 3 POSTER VARIATIONS DUE / WORKING DAY

\*TEST PRINT POSTERS (SCALED DOWN IS OK)

11.20.23 - "WORKING" DRAFT DUE TO CANVAS

\*PROGRESS CHECK IN / 929 AND JURY SEES DESIGNS

\*FEEDBACK PROVIDED VIRTUALLY

11.22.23 - HOLIDAY / NO CLASS

11.27.23 - FINAL WORKING DAY

11.29.23 - PROJECT FINISH / FINAL CRITIQUE AND PRESENTATION

\*929 AND JURY WILL BE PRESENT

\*18 X 24 POSTER PRINT DUE