

P3 / MS MADE

ART 3313

F_24

START: 11.18.24

END: 12.10.2024

[COURSE WEBSITE](#)

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 system in the format of a poster series.

What is a key visual? 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, "Mississippi Made."

REQUIREMENTS:

3-5 COLOR SCHEME

EVENT INFO (WHAT, WHEN, WHERE) - SEE INFO

929 LOGO

3 18 x 24" POSTERS (ALTERNATING COLOR)

3 11 x 17" POSTERS (ALTERNATING COLOR)

3 1080 X 1080px SOCIAL MEDIA POST (ALTERNATING COLOR)

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 award compensation (TBD), and the first place winners design will be used as the official promotion and key visual for the event.

All posters will be displayed at Mississippi Made.

DELIVERABLES

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

*submit color variations in CANVAS (3 TOTAL)

3 11" X 17" KEY VISUAL POSTER (CANVAS)

3 1080 X 1080px KEY VISUAL SOCIAL MEDIA IMAGES (CANVAS)

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INFO FOR KEY VISUAL

PRIMARY: MISSISSIPPI MADE (or MS MADE)

SECONDARY: ART MARKET, LIVE MUSIC, AND MORE.

TERTIARY: MISSISSIPPI MADE IS MADE POSSIBLE
BY 929 COFFEE BAR, MISSISSIPPI STATE
UNIVERSITY ART GALLERIES & THE
DEPARTMENT OF ART, AND THE LOCAL
COMMUNITY.

WHEN: DECEMBER 13 (12.13.2024) // 5 - 9 PM

WHERE: VISUAL ARTS CENTER
108 UNIVERSITY DRIVE

MUST INCLUDE: ONE OF THE TWO PROVIDED 929 LOGOS

TIMELINE

-----	*some dates subject to change due to 929 availability	
F_24	11.18.24 -	PROJECT START
-----		WORKING DAY / RESEARCH & SKETCHING ASSIGNMENT
START: 11.18.24		
-----	11.20.24 -	WORKING DAY / 3 CONCEPT SKETCHES EACH
END: 12.10.2024		*THREE "SKETCHES" ON 8.5" X 11" EACH
-----		*SELECT 1 CONCEPT BY END OF CLASS
COURSE WEBSITE		
-----	11.25.24 -	TEST PRINT DAY / 3 PRINTS EACH
		SMALL GROUP CRITIQUES
		*COME WITH FILES PREPPED FOR PRINTING
		*PRINTING DURING CLASS IN UAT LAB
	11.27.24 -	HOLIDAY (NO CLASS)
	12.02.24 -	WORKING FINAL POSTER PRESENTATIONS
		GUEST JURY IN CLASSROOM
		1 - 3 PRINTS EACH (at least one 18x24" print each)
		PDF PRESENTATION SHOWING:
		18X24" POSTER, 11X17" POSTER, SQUARE SOCIAL MEDIA
	12.10.24 -	SECTION 01 POSTER INSTALL AND FINAL CRITIQUE
		VISUAL ARTS CENTER / 8:00 am
	12.11.24 -	SECTION 02 POSTER INSTALL AND FINAL CRITIQUE
		VISUAL ARTS CENTER / 12:00 pm
	12.11.24 -	ALL SECTIONS: FINAL FILES IN CANVAS
		PROJECT FINISH
	12.13.24 -	MS MADE / 5-9 pm
		VISUAL ARTS CENTER
		POSTER EXHIBITION