

project 04

Objectives

To design a visually stimulating typography dominated poster using personally created pixel based imagery.

Research

Start by researching award winning poster designs. How was the typography used? How does the design incorporate hierarchy? Where is the imagery/logo and secondary information located? Was it horizontal or vertical and how does that effect the grid structure? How was the imagery created? What techniques did the designer use? Does it communicate the intended point? Can the reader absorb all information in little time?

Process

- Determine the size you would like the poster to be.
 - 13X19 or smaller is suggested
 - Find an event, subject or topic you would like to design a poster for and begin researching. Collect elements that will be needed for the poster first.
 - write out all the text and begin creating imagery
 - use imagery/colors/fonts that reflect the content
 - imagery found on the internet may **not** be used
 - consider limiting your color palette
 - keep in mind the true function of a poster
 - Begin with loose conceptual sketches of your ideas. Don't forget about composition and overall legibility. Variety, as always, is key.
 - produce eight thumbnails
 - create pixel based imagery at 300dpi and 100%
 - the type must be laid out in InDesign
 - Preliminary critiques.
 - print using fit to page and cut down
 - make wise corrections after each prem critique
 - Critique the finals in class.
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Due Dates

october

- F 26** project 04 assigned
thumbnails assigned
poster lecture
collect type and imagery
- M 29** work in class on imagery
text due

november

- F 02** poster thumbnails due
work in class
- M 05** printed b/w posters due
completed imagery due
prem critique
- F 09** printed color posters due
work in class
- M 12** printed color posters due
prem critique at 100%
- F 16** project 04 due
final critique
no mounting required
project 05 assigned
thumbnails assigned
packaging lecture