Project 4

**AIGA Poster –**

**Class:** Advanced Typography

**Professor:** David Stairs

**Programs:** Adobe Illustrator

**Explain:** For this assignment, we were tasked with designing a poster to promote the upcoming AIGA Conference in 2024. The brief encouraged us to draw inspiration from a particular decade or artistic style that inspired us. I decided to base my poster on the vibrant and dynamic design style of 1960s newspaper clip-out ads. I’ve always been captivated by the bold, eye-catching colors and playful, illustrative designs that characterized this era, along with the strong, typographic elements. The combination of these visual traits felt like the perfect fit to create an engaging, energetic poster that would capture the spirit of the conference while paying homage to a design style I deeply admire.