

# content follows form

**name:**

**submitted:**

**checkpoint grade:**

**final grade:**

## description

Often the form of a design responds directly to the content of the design. For this poster, we are going to generate form first and then decide what the content could be based on that form. The form will be generated in two different ways. The first will be through abstract photography and the second will be through collage. Both of these will be done through exercises and are explained on the back of this paper.

Once the collages and photographs are created, you will choose a selection of them and come up with content ideas based on their formal and visual aspects. Photographs can be combined together but each collage should initially remain its own base form. When content is decided, start to use the collages and photographs as elements of the poster. The collages and photographs are just a beginning point and can be edited and remade to better fit the design if necessary.

## requirements

- ☐ 18"x24" portrait format
- ☐ your name on poster
- ☐ fall 2021 on the poster
- ☐ up to two typefaces used
- ☐ big type
- ☐ medium type
- ☐ small type
- ☐ uses photos or collages

## checkpoints (25 POINTS EACH)

- ☐ 09/30/21\_#1 – ten photos from e4 and five collages from e5 brought to class. photos and collages added to miro.
- ☐ 10/07/21\_#2 – four digital sketches (two collage, two photographic) done at the correct proportion, printed in color on letter sized paper, and trimmed to size. drafts added to miro.
- ☐ 10/14/21\_#3 – one refined draft, tiled in black and white at full size, a color version printed on letter sized paper, both trimmed to size. draft added to miro.
- ☐ 10/21/21\_#4 – one final draft, printed or tiled in color at half size and trimmed to size. draft added to miro.

## final submission (100 POINTS TOTAL)

- ☐ turned in on time (10/28/21)
- ☐ printed and trimmed with care to correct size
- ☐ pdf added to miro
- ☐ all requirements met

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