PR 486 ASSIGNMENT 3: PROMOTIONAL POSTER

It's time to design a poster for your record company. This poster can advertise an event being put on by your company, or present information about your company and music style (or the artists you've signed). Digital version of the assignment is due **Thursday, March 9, by 12 p.m.** via Dropbox. No physical print is necessary; you will be given a complementary print of your poster later in the semester. You will present your designs and talk about what you designed and why.

WHAT YOU'LL TURN IN:
- A digital version of your poster.
- A Word doc or Google doc explaining the thinking behind your poster, why you made the design choices you did, the look and feel you were going for, and what you wanted to accomplish visually. This can basically be a written version of what you plan to say in your oral presentation. 1-2 paragraphs will suffice.

POSTER SPECS:
- Your poster must be 11 x 17 inches. It can be portrait or landscape. (If landscape, it will be 17 x 11 inches.)
- You may use either Photoshop or Illustrator to create your poster, or a combination of both. (For instance, you could start in Illustrator and finish it in Photoshop with a texture overlay or layer blend style.)
- You must turn in a native file type for your poster, either PSD or AI. Keep all your guides in the file and rasterize your type (Photoshop) or convert

your type to outlines (Illustrator). You do not need to trim out artwork that goes beyond the canvas or bleed.

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Before you upload, clearly label your file and make sure your name is on it.
- Make sure you've packaged your files appropriately! This is especially important if you've used a combo of Illustrator and Photoshop for your project!
- Go to the Dropbox link and click "Choose from computer." You will upload the zip file. (This link only allows individual files to be uploaded, not an entire folder, which is why you need to zip the folder first.)
- Dropbox folder closes promptly at the deadline. No late uploads will be allowed.