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 **Wednesday, March 11, by 11 a.m.** via Dropbox; physical version will be turned in during class. 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 physical version of your poster, trimmed properly.
- 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 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.
- For your physical copy, please cut your poster to the appropriate final size. 11 x 17 is a standard paper size, so most printers should be able to

print your poster without too much cost. It's possible though that a print shop may not do full-bleed (edge-to-edge) printing without charging you an arm and a leg. That's OK. Let them print it and just trim off any white borders.

- Do not fold your poster! Roll it up and secure it with a rubber band when you bring it to class.

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 outlined your fonts and packaged your files appropriately!
- 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 at 11 a.m. on the nose on the due date. No late uploads will be allowed.