

GDT 106/01

ILLUSTRATOR GRAPHICS

Mon. & Wed. 9:30 - 11:25 a.m.
GM 011

Matt Lang
lmc101@wccnet.edu
734.477.8508

Office: GM300

Office Hours by Appointment

OBJECTIVES

- Poster Design
- Showcase your Illustrator Skills

GRADING CRITERIA

- » File named and saved correctly to the Class Folder > Turn In Work (Your last name-p1.ai)
- » Use of brainstorming and sketches (PROCESS)
- » Class demos
- » Class Critiques
- » Presentation and printing of final piece

SPECS

- » Full color CMYK document
- » 10" x 16"
- » Printed on 11x17 and trimmed to 10x16 FULL BLEED
- » Original digital file with named and organized layers

PROJECT 4: Poster Design

A real world project creating a poster using all of your Illustrator skills!

Group critique and sign-off WEDNESDAY 12/13

DUE MONDAY (12/18), printed in color, full bleed.

For this final project you will create a poster for the attached fictional companies or choose an approved topic for a poster. All graphic design is persuasive, and poster design can communicate a specific message to a chosen audience. We will discuss design principles: color theory, focal point, balance, font usage and design elements. Any technical element of Illustrator can be used in this project, though it must be used with a clear plan to enhance the overall design.

Guidelines

There are six clients who need a poster created for their business or you will choose your own approved topic and gather the necessary assets and materials for your poster. You will pick one out of the six and develop a design based on the type of business they have and the text provided from the client. You may use copyright-free photography sites for imagery.

NOTE: The whole poster must be created in Illustrator and the photos provided can be traced in Illustrator or live traced but must become a vector image. No raster images!

Use the client's text exactly as written, but be creative with the fonts, layout, size and color of the text.

Thumbnail sketches and planning notes for the poster design are required.

Evaluation

You will be scored on the following:

Ability to follow directions, follow guidelines, specs, save/print correctly, timeliness. Technical use of Illustrator tools and skills, clean and named layers, mastery of skills, appropriate and detailed selections, creative or applicable use of tools and techniques. Concept/creativity, use of Illustrator to support your overall vision for your poster design.

Timeline

11/29 Project 4 assigned

12/13 Print approval by end of class

12/18 Project 4 DUE, digital file in .ai and trimmed print (full bleed) at the beginning of class.

Name Illustrator digital file (.ai) *Your last name_p3.ai*

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