Brief

Design a typographic campaign to promote an in-store event. The event is an opportunity to spread your brand's message and to connect with your audience in an experiential way.

First, conceptualize a live event suitable for your small business. This event can be a poetry reading, a tasting, a lecture series, a curated exhibition, or anything you wish. Then, write a headline or phrase that captures the spirit of your event.

Design a typographic poster with your headline or phrase. The poster should be typographically driven but can include visuals we've developed so far in Projects 1–4.

Then, build on the visual language developed from your poster, and design a pop-up display for your event. This display helps to define the event apart from the ordinary.

Finally, translate the visual language thus far into a digital campaign for use in a mobile/social media setting.

While this event should harken to the brand identity developed so far, it is important also that it stands apart on its own as a unified campaign. Consider how everything you've learned about typography, grids, type styles, and positive/negative space can help to achieve this balance of unity and distinction.

Schedule

11/13	Project 5 introduction
11/16	Bring your event concept and your phrase or headline articulated through at least 5 poster sketches. 1:1 crit
11/20	Bring to class your top 3 poster designs; class critique on big screen
11/23	THANKSGIVING (No Class)
11/27	1:1 review of pop-up display
11/30	Class critique of pop-up display on big screen
12/4	1:1 review of mobile ad
12/7	Class critique of mobile ad on big screen
12/11	Project 5 due. All 3 components presented together
12/14	Project 1–5 presentation

Project Specification—Poster

Format
● One-side oversized poster

Color
● No limitations

Typefaces
● Your typeface from Project 1–4,
plus a typeface of your choice, if applicable

Project size
● 20"× 30"

Working Deliverables
● Working InDesign files

Final Deliverables
Digital presentation
● Print-ready PDF
● Firstname_Lastname_PUCD2025-H_Project5-A.pdf

Physical presentation
● 20" × 30" poster printed from Graphics Lab

Project Specification—Pop-Up Display

Format
- Two Pop-Up Display Stands

Color
- No limitations

Typefaces
- Your typeface from Project 1–4,
  plus a typeface of your choice, if applicable

Project size
- Two 87" x 87" stands

Working Deliverables
- Working InDesign/Illustrator files

Final Deliverables
Digital presentation
- Print-ready PDF
- Also: mockup/rendering of the two signs in situ,
  with other objects to scale
- Firstname_Lastname_PUCD2025-H_Project5-B.pdf

Project Specification—Mobile Ad

Format
- Tap story, minimum 6 taps
- Single jpegs + h264 MOVs if using video clips

Color
- No limitations

Typefaces
- Your typeface from Project 1–4,
  plus a typeface of your choice, if applicable

Project size
- 1920px x 1080px, 16:9 vertical

Working Deliverables
- PDF
- MOV if you're using video clips

Final Deliverables
Digital presentation
- MOV
- Firstname_Lastname_PUCD2025-H_Project5-C.mov

Project Requirements

Poster
- Headline/phrase
- Wordmark developed in Project 1
- Imagery of your choice (if applicable)
- Event date and time
- Description of event

Pop-up Display
- Headline/phrase
- Wordmark developed in Project 1
- Imagery of your choice (if applicable)

Mobile Ad
- Headline/phrase
- Wordmark developed in Project 1
- Imagery of your choice (if applicable)
- Event date and time
- Description of event

PUCD2025 Section H
Display
Project 5—In-Store Event
December 11, 2017

Student: _____

	F	D	C	B	A
Effort	◯	◯	◯	◯	◯
Communication	◯	◯	◯	◯	◯
Concept/Aesthetics	◯	◯	◯	◯	◯
Technical Skills	◯	◯	◯	◯	◯
Presentation	◯	◯	◯	◯	◯

Feedback:

Final Grade