

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, 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 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
11/21	Extra class for those who are in town
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
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

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
- Mockup/rendering of the two signs in situ, with other objects to scale

Project Specification—Mobile ad

Format

- 30fps, h264, MOV

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

- Working AfterEffects/Photoshop file

Final Deliverables

Digital presentation

- 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept/Aesthetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feedback:

Final Grade