

POSTER DESIGN ASSIGNMENT



FREE Plant Giveaway
November 11, 5522 Baum blvd

Only when you make it pretty.
Come join us for the workshop that will give you a bit of color to
your workplace, your home, or your community center. Urban gar-
dening starts from your joy of having a little piece of fun in your
everyday life!

LAND REALLY IS THE BEST ART

Andy Warhol



WEEK 6

Poster

= that loud kid that you can catch with peripheral vision

Successful

= delayed "ah" moment

Urban Gardening

Right after hearing the topic I thought of a free pot event, or a fundraiser party for adults who are not used to the notion of urban gardening. Having a green in cityscape is pleasing not only because it saves energy, but it is aesthetically pleasing.

Requirements:

landscape image (with vanishing points)

hand-drawn thumbnails + shortlist of photos

Examples

1. Noise+Funk+Guy: carrots
she's using to attract
it x have hierarchy - why she
is a great designer

2. Collectible, artistic
having this poster at home
= you are hype
means to unite. showing you
are a "cool" person

3. pipe
> resonate between image
and word

4. absolute
> many studies doing brand
designing do THIS
- joining 1 image to 2 words

5. Lautrec
L serving double duty

6. Restaurant design
(who's the designer?)
collectible, also hung in
restaurants

7. event poster
letters+pictures
chunking to help viewers
prioritize info
strong business argument:
"names should be huge"
BUT
people's attention = investment
people invest > rewarded >
commitment

8. [the birds]
finer grain - 12pt types

9. homegrown

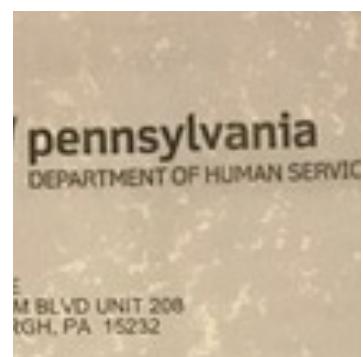
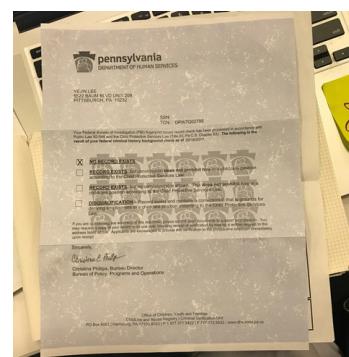
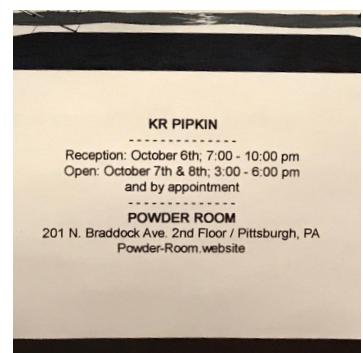
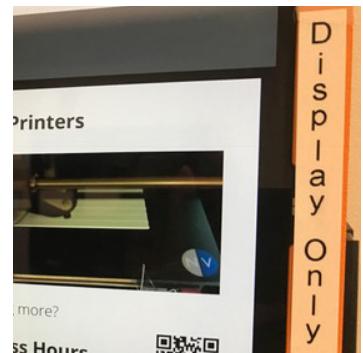
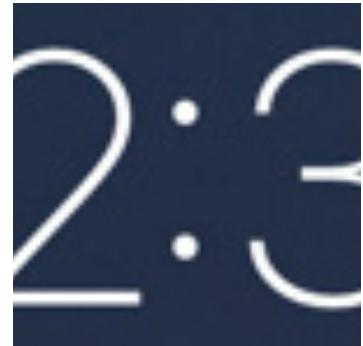
10. vacuum?
newspaper - rigorous, factual,
very credible
but all blown away

12. Lotteria Italia
how to make 2D to 3D

13. BIG but quiet

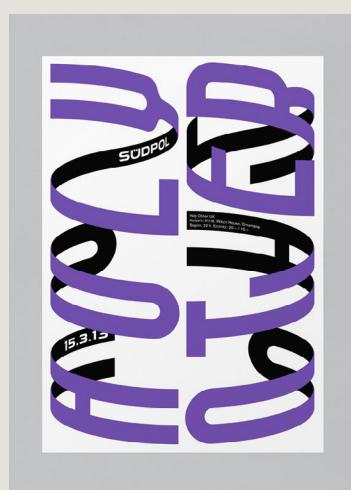
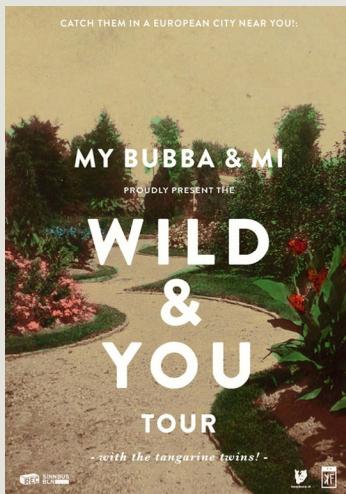
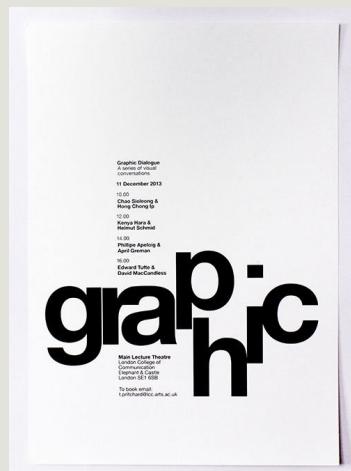
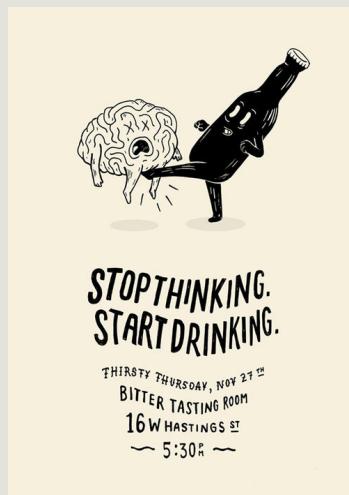
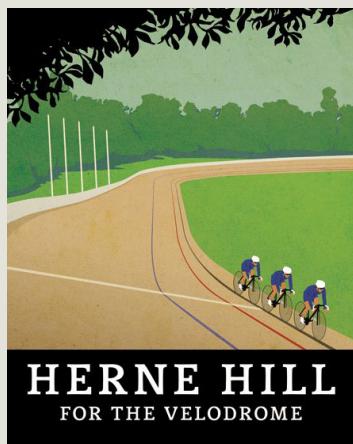
"be riveted by a small section of it"
= DESIGN





WEEK 7

Precedent Studies



Found documents

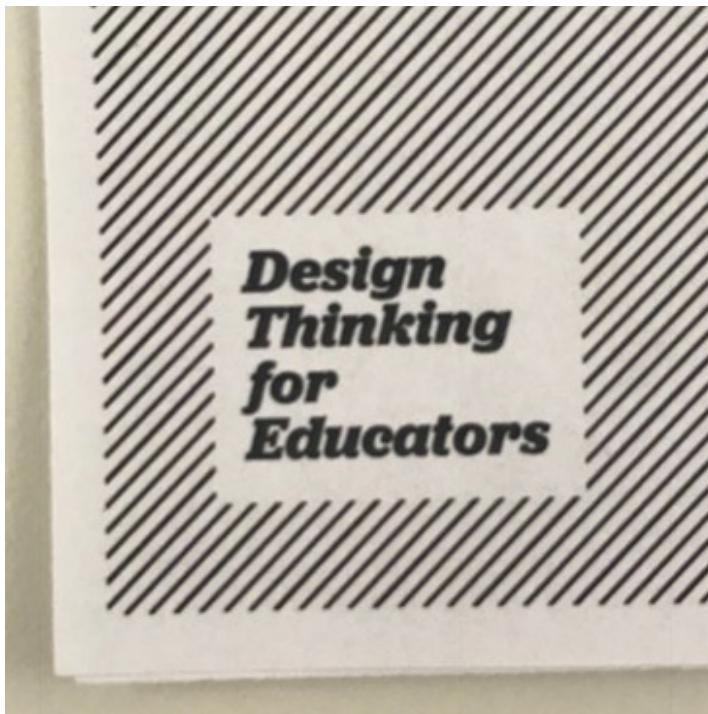
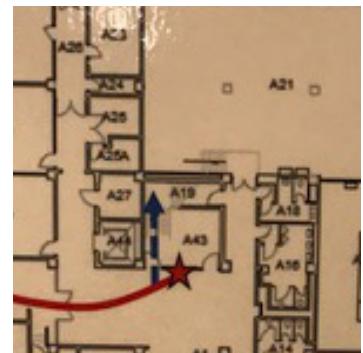
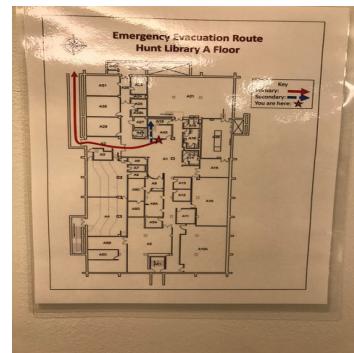
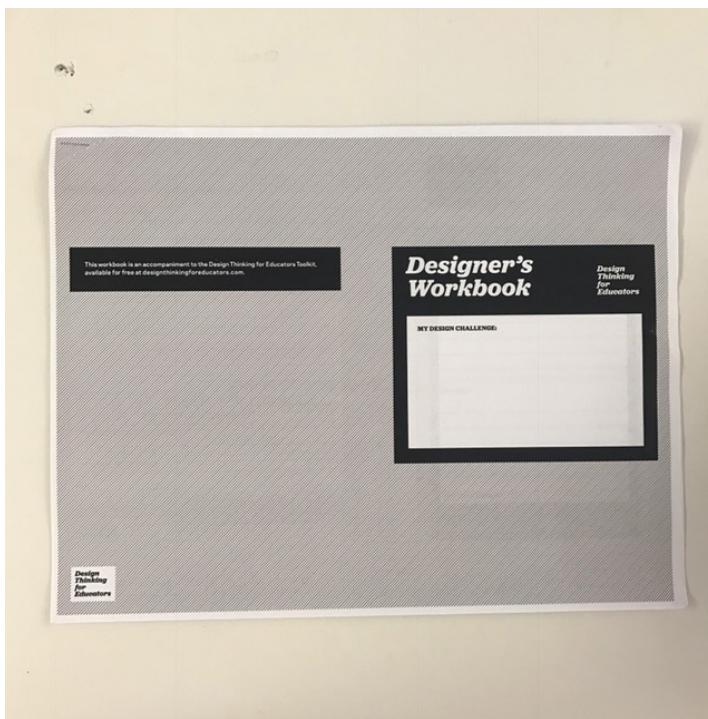


Image + Word Study



\$10



\$10M

We did a study on joining visuals with verbals. We started by choosing one image and putting a contrasting caption under each image. Some lessons learned are:

There should be an ambiguity on the image, at least on one domain. It needs to leave a room for us to decide if a caption works well with the image.

Contrasting words should not be the *exact opposite*, but have contrasting point in one domain.



Hurricane



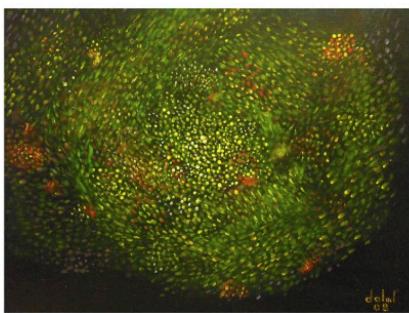
Black Friday



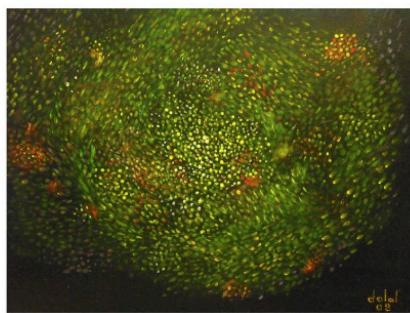
Frozen with fear



grace



cell



universe



Before (crime)



After (crime)

Image + Word Study 2.0



Conformist



Rebel

This time, we repeated the same process with the given set of words. This assignment took significantly more time than choosing my own image and words. The strategy of finding images changed as well: I looked for images that relates to BOTH of each word.



Old



New



Singular



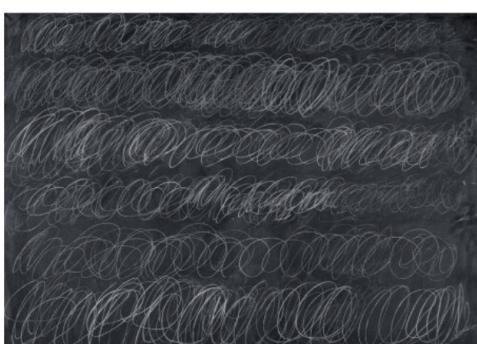
Plural



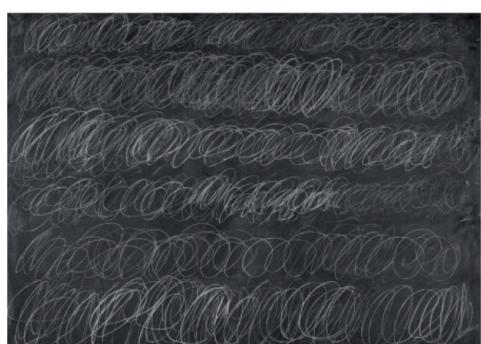
Wise



Ignorant



Easy



Hard

WEEK 8

Designer Study

We did a research on exemplary designers, and came up with a themed poster of that designer. My designer was Andy Warhol, who is still renowned for the saturated color, screenprint, and pop art. I homaged his repetitive theme and his love of double intention to make a poster featuring a cabbage made out of a dollar bill.

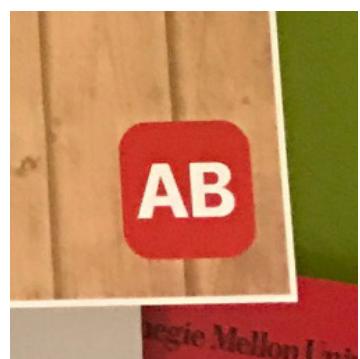
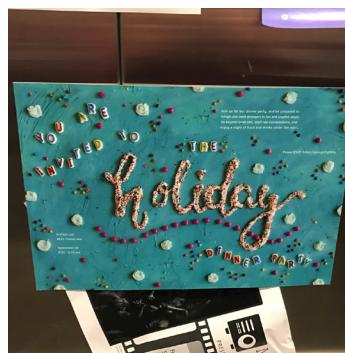
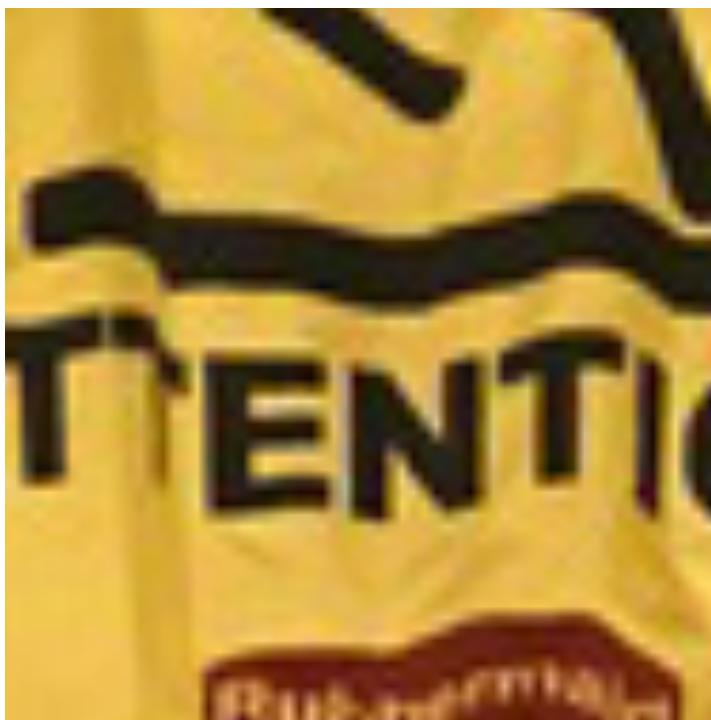
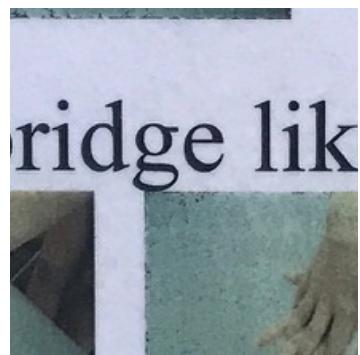
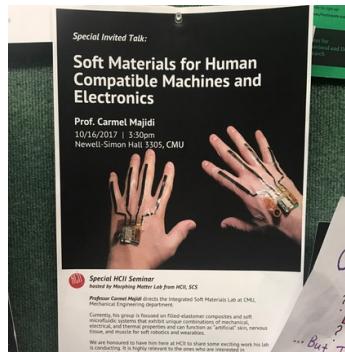
My point of view towards the urban gardening was more of a celebratory, and I planned to make a poster of a fundraising party. From this point of view, I wanted people to think about the value of urban gardening - which could be good or bad.



Some of the feedback was that I should use more of his off-setting technique to explore white space. I did experiments with different colors and placements of color layers.

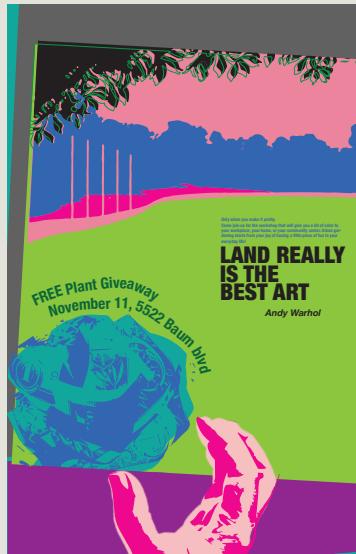
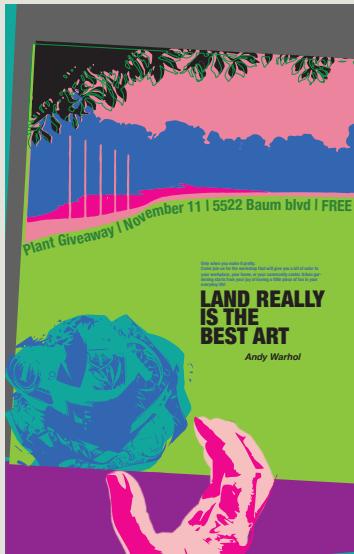
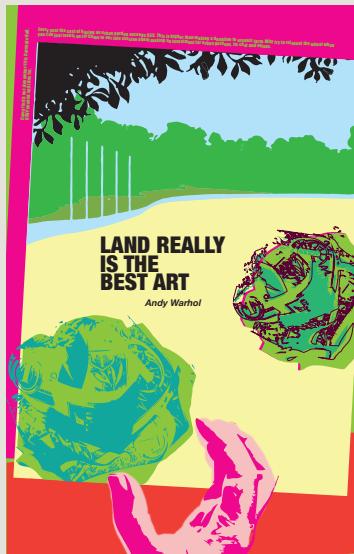
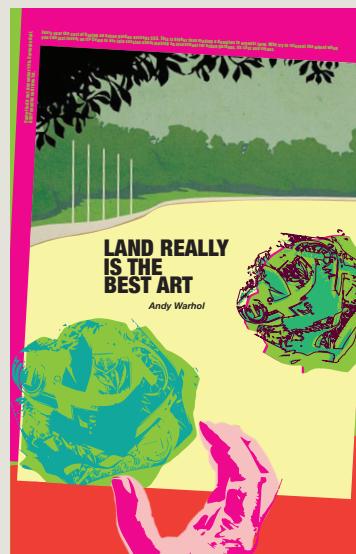
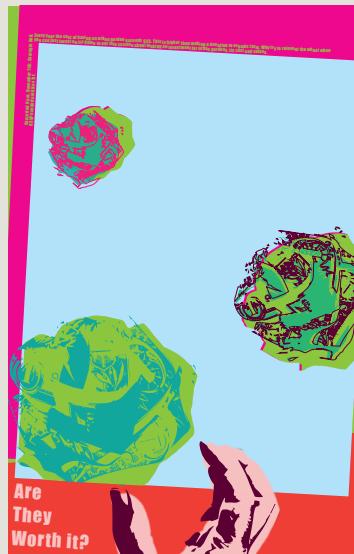
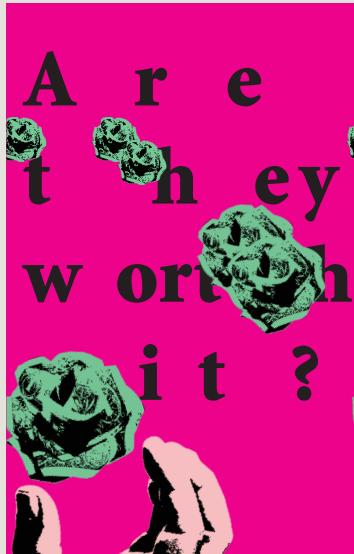


Found Documents



WEEK 9

Poster Iterations



Here, I changed my viewpoint to "have a little color at your home" to bring a joy to the monotonous life. To convey the idea, I changed the color of the corners into darker colors rather than bright, positive colors, as if you are looking out from the gloomy window.

Precedents + references

