

Visual Design Final : 2 posters

20% of grade

Due: Thursday, Feb 22nd during our exam period

-Size: 11x17"

-Printed in color

-Mounted on **BLACK** mounting board NEATLY (hint, use rubber cement or spray mount for greatest effect. Also, glue painted on with a paintbrush is effective.) Margins: 1/2" on each side.

-Name either typed and glued to the back of the black mounting board or typed onto the bottom of the poster itself. Should be easily readable.

-Created in Adobe Illustrator.

#1

-Text and Geometric (Shape Tool) Shapes Only. - This one can be minimalist.....

-You are encouraged to use the grid file available on the class website or make your own.

-Must include at least 3 "levels" of text- a headline, a subheader elaborating on the info in the headline, and body text.

-Choose your fonts carefully to match the theme. Avoid gimmicky fonts, as they're not considered professional.

-The eye of the viewer should go to information in the order you intend it- i.e. be careful about placement and size.

-Use variations in leading, spacing, alignment, orientation, etc.

(What the words are matters much less than their arrangement)

Example:

PUDDING COVERS EUROPE (Header)

Soggy Cities Lick their Monuments Clean (Subheader)

(Body)

Sources said that on Monday, tapioca pudding covered several major cities in Europe including Paris, London, Rome, Berlin, and Warsaw. "The tapioca pearls were as big as beach balls!" British Prime Minister Tony Blair was heard to exclaim.

#2

Images and text.....

Use whatever materials you want to use as long as the work is primarily digital and the output is electronic.

No late work will be accepted, so please plan carefully.

Example topics

(you can do the same topic for both posters and represent it in two different ways):.....

1. Pick an article from theonion.com or a real news source and arrange some of that text (the headline and body text- you might have to make up a subheader depending on the news source) on a page in an interesting way.
2. Make an event advertisement poster for a real event you know of, or a fake one.
3. Pick words and phrases that describe yourself and arrange those on a page. You can also do a non-verbal autobiographic poster for #2
4. Use typography to represent an emotion / mood / state of mind.
5. Create a poster that represents a particular designer or artist in their style
6. One poster represents "good", and the other "evil"

7. Find a way to design directions to a particular place- or a route that you take (from your home/dorm to class, from your dorm to your parents' home, etc).
8. Arrange lyrics to the chorus or a sample verse of a song you like
9. Advertise or promote one of your hobbies.
10. Advertise or promote your hometown. Why should someone visit it (or not visit it?)
11. Advertise a play or a sports event – do a little research to get the feel right.

Goals

Application of the concepts we've discussed over the past several weeks (such as: repetition, reflection, rotation, contrast, proportion, rhythm, negative and positive space, golden section proportions, grids, color, typographic hierarchy, etc). Go back through the books we've used, look online at poster and flyer design examples. Proof that you've understood and can incorporate some of the ideas from our projects thus far is the primary goal.

Remember, this is in lieu of a final exam so these posters should be the best work you can possibly do.

Places to Print

Save your file as a PDF before bringing it to the printer.....
 From Illustrator: File> Save As (Choose PDF from the dropdown menu).
 You should ALSO bring it as an Illustrator file (version CS2 is fine) in case they can print from that instead. Throw any unusual fonts onto your drive or disc as well OR select your fonts, go to the Type menu and choose "Create Outlines"

Concept Link • (401) 273-0535 • 88 Weybossett St. • <http://www.concept-link.com/>
 (Across from the Enterprise Rent-A-Car , past the Dunkin Donuts). Offer a discount with student ID.

Alpha Graphics • (401) 351-4000 • 211 Eddy St. • <https://www.alphagraphics.com/>
 (Head down Dorrance St. towards Spike's hot dogs/ Club Hell & make a left at the bridge.)

Kinko's and The UPS Store do color printing but are only as good as the skills of the clerk you get. The Kinko's on Meeting St. (adjacent to Thayer St.) is best.

Mounting board can be purchased.....

Art Studio of Providence • (401) 331-2560 • 17 Peck St.
 (Walk down Weybossett towards Dunkin Donuts and the Arcade. It's to the right, off a little side street. If you don't mind paying him, the owner will mount your poster for you.)

Art Supply Warehouse • (401) 331-4530 • 14 Imperial Pl.
 (You should probably mapquest this address. It just changed its name to Jerry's Art Supplies- on the sign.)

RISD Store • (401) 454-6454 • 30 N. Main St
 (Across from the canal and a bit overpriced. It's a college bookstore after all.)

Utrecht Art Supply Center • (401) 331-3780 • 200 Wickenden St.
 (Stop by Coffee Exchange, or Sakura sushi, while you're there.)

Projects will be available to pick up within the front "lobby" area of the CG faculty offices - Academic 210. You may pick them up within the first two weeks of winter trimester, otherwise expect to find your poster used however I wish. I may hang it on the wall, or I may make a hat out of it.