

Task:

Design a poster that represents you in some way, as a means of introducing the class to you and practicing the expression of abstract concepts visually. You will base your poster concept on three adjectives of your choosing. I will collect posters on disc and present them to the class for you. Class members will attempt to guess the words and whose poster they are looking at, so please keep your words secret, and try to conceal your poster from your classmates (spread out in the lab!)

Poster design is one of the most basic tasks a graphic designer may be asked to do, and is potentially a spectacular portfolio piece, as they allow for a great deal of creativity without the usability constraints of the web. Many graphic designers earned their fame by memorable posters. Try to come up with visual metaphors or puns, clever and interesting ways of representing your material. The feel of the poster and the font choice should represent the topics you choose. Think about the mood your graphics and font convey. Pay attention to the flow of information- what your eye moves to first, second, third etc. Cleverness of solution / interesting ideas are part of your mission.

Specs:

11x17", PDF format, as well as the format native to whichever program you work with (.psd, .ai, .indd etc.) burned to a CD. CD must be within case and labeled with your name, the class (Design Studio 1), and "Project 1". You will also turn in your notecard with the poster.

Poster must contain an equivalent amount of text and image, but nowhere on the poster should any of your chosen adjectives be written. You can use song lyrics, lines from a poem, words used as decorative elements, etc.

Steps:

1. Notecards will be distributed. On one side of your notecard, please write down three adjectives that describe you. Example: reserved, curious, stubborn.
Try thesaurus.com if you feel stumped.
On the other side of the card, please write your name. Save this card somewhere safe (your sketchbook for this class is a good idea.)
2. Begin sketches for your poster. When I meet with you I want to see at least five mockup ideas. The more effort that appears to have gone into them, the better your grade will be in this area. Mockups should not be smaller than 1/4 of an 8.5x11" page.
3. If you know the program you will find it easiest to work with Adobe InDesign for this project, in conjunction with Photoshop and/or Illustrator. You are free to select your software.
Images can be drawn by hand or digitally, can be found and scanned, can be collage of royalty-free images etc.

Evaluation Criteria

1. Presentation of mockup sketches in sketchbook, effort, correct sizing (max=15pts)
2. Evaluation of classmate's work during critique (max=5pts)*
3. Project is turned in on time (max=10 pts)
4. Project is presented on CD in case, labeled. Two files are on the disc- a pdf and a file in the program's native format. (max=5pts.)
5. Poster concept successfully conveys adjectives written on notecard. (max=20 pts)
6. Success of font solution: Font choice conveys the adjectives chosen by the student (max=20pts)
7. Success of images used, visual power and overall creativity of solution. (Is this poster interesting?) (max=20pts)

Notes

You may find it helpful to consult design magazines or to look at posters online. I will be showing you many kinds of posters, but some terms you might want to run through google are:
Cheret, Toulouse-Lautrec, Ukiyo-e, Aubrey Beardsley, Will Bradley, Alphonse Mucha, Art Nouveau, Beggarstaffs, Lucien Bernhard, Ludwig Hohlwein, Dada, Sternberg Bros, A.M. Cassandre, Lester Beall, Josef Muller-Brockman, Wolfgang Weingart, Armin Hofmann, James Victoire, Sagmeister

*This category's point value will increase as the trimester progresses and you get more practice at critiquing the work of others. I suggest you take notes as your assigned poster is displayed.

Copyright

All images used in your project must be either your property or royalty free. Please be careful about this.