

CGRA3020 Assignment I – due Thu. Sept. 16th

Job: Create two posters, one about an event in your life (advertising it, commemorating it, etc.) and the second about a global event of your choice.

One of these posters should incorporate the design grid from one of the templates available at:

<http://softweb.jwu.edu/web/emarks/CGRA3020/> .

It's up to you which one!

While you are required to work with the grid as a means to guide your positioning of objects in one of these posters, this does not mean that everything on the page must be horizontal or vertical.

Your version to present should be shown with the guides layer hidden.

Size: You can do these posters in any size you would like, but if you choose a size other than 8.5x11" or 11x14" you will have to adapt the provided grids to your layout on your own. You can create your own grid if you would like but please approve it with me before starting work on your final version.

Tips: Sometimes, researching an event a bit before beginning the design process is useful in developing a concept.

Format: You are encouraged to print these in color. On our critique date you must have your projects ready to present to the class on a disc. You also must have printed out copies to turn in, with your name on them.

Remember, you must complete mock ups, thumbnail sketches etc. in your Design Journal during the first week, which will be reviewed in an in-class meeting with me. You can start on your final version before meeting with me if you feel as though you've come up with satisfactory preliminary sketches, though be prepared for revision suggestions!

Software: This is not a class about software. You may use whichever programs you like and whatever materials you prefer, however, you must use the computer as part of the process.

Goals: Try to come up with visual metaphors or puns (think of Stefan Sagmeister's "chicken with it's head cut off"), 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. This is called typographic hierarchy and you probably learned about it in Visual Design. Cleverness of solution / interesting ideas are part of your mission.