Project 4 - Type & Image Poster

NMDE Elements I
April 20, 2015

Instructor: Hye-Jin Nae
Email: hxnfaa@rit.edu

Objective

To design an effective poster that communicates an intended message to the viewer, maintains readability, and is of high aesthetic quality. This project will address effective use and implementation of a grid system and visual hierarchy.

Problem

1. You are to design a poster contain a combination of type & image. **Choose your topic from the following: Social issue, Political issue, or Environmental issue**
2. **Using factual information/data and symbolic imagery** you will develop your intended message in a way that engages the audience, provides information, and convinces the viewer to seriously consider your point of view. **Use your own copy.** If you include statistics, be sure to correctly credit the source.
3. As you work, carefully consider the language of graphic design and the various graphic design principles, including cropping, touching, overlapping, and intersecting of forms, positive and negative relationships, composition, texture, scale, space, and color.

Method

Research

1. **Research** the social, political or environmental issues. Find factual information. Examples: Global warming, Pollution, Ozone Depletion, etc
2. **Determine the message:** what do you want to say to your target audience? Finalize your copy: title text, body text, etc.
3. **Know your audience.** Your target audience is college students. Remember that you are not designing for yourself; you are designing to communicate to others. Take the audiences needs, skills, and abilities into account when developing your design.

Working on Poster Design

1. **Design Research:** After you determine your message, research Poster design. Also **look for inspiration** for your design.
2. **Review your design research** to see how they deliver their message: what forms of images, layout, typography, texture and color are used.
3. **Concept/idea Development:** Brainstorm how to effectively create and deliver your message; think about composition- structuring words and images.
4. **Create sketches** of 6-10 ideas based on the previous steps combined with your own personal creative direction.
5. Choose one of your ideas or directions and move to the computer to create the design.
6. After many iterations finalize your solution.
7. Submit the final solution in Ai/PSD file and PNG file. Label them “Project4”.

Submission

- Document size: 11" x 17"
- Resolution: 150ppi & RGB color (we are going to review it only on screen)
- Submit final project files (Ai/PSD & PNG files) to the “Project4” mycourses dropbox
- Labeled files as “Project4”
- Submit final Project 4 PNG file to Pinterest board
- Submit project explorations to the “Project 4 - Explorations” mycourses dropbox

Timeline

Week 13 Lecture - Apr 20: Project 4 introduction
Week 14 Lab - Bring P4 6-10 idea sketches, inspirations & idea explorations to lab
Week 15 Lab - May 6 / May 8: Bring P4 work in progress on computer to lab
Week 16 May 13: Office hours during Lab, May 15: No lab class (Reading day)
Final Week DUE: Project 4 by Monday May 18, 10am

- Submit final Ai/PSD & PNG project files to mycourses dropbox “Project4”
- Submit project explorations to mycourses dropbox “Project 4 - Explorations”
- Submit final project PNG file to Pinterest board

All Project REDO submissions to mycourses dropbox by Wednesday May 20, 10am