

Project 2: Environmental Poster Design

- Assignment**
- You are to design a global environmental issue poster.
 - In this assignment you will take a stand on a Green issue. Using factual 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.
Key issue: Visual and verbal messages, type of messages, addressing an audience.
 - 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.

Process

Research

1. **Research** the global 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.** This sounds so simple, but often we don't know what your audience wants or how they best receive the message. For this project your target audience is **college students**. Remember that you are not designing for yourself; you are designing to communicate to others. Take the audience's needs, skills, and abilities into account when developing your design.

Working on Poster Design

1. **Research** poster design. After you determine your message, research Poster design.
Also **look for inspiration** for your design.
2. **Review your research on Poster design** 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 that communicates the most effectively.
6. Move to the computer to create the design of your poster.
7. Save your digital file as "Project2.jpg" and upload to mycourse "Project 2 Final-poster" dropbox.
*Keep saving and organizing your working files (ai, psd, indd) for submission at the end of quarter.

Project Format

- Color Print. DO NOT mount these. **Print on heavy stock paper.**
- Paper dimension = 11" X 17" or 17" X 11" (vertical or horizontal)
For bleeding 10.5" X 16.5" (vertical or horizontal)
- Mark your name and section on the back.

Timeline
Sec. 02

Oct. 01: P2 introduction

Oct. 06: **Bring Research, Word lists, Sketches (6 - 10 ideas)** / Project 2 Sketch small group review

Oct. 08: Work on Project 2 / Project 2 in-progress 1:1 review

Oct. 13: Project 2 in-progress 1:1 review

Oct. 15: Work on Project 2 / 1:1 review

Oct. 20: **Due Final Project 2** / Critique

Submit the **process notebook**.

Upload the "**project 2.jpg**" file to mycourses folder "Project 2 Final-Poster" before the class.