Project 3B - EVENT POSTER (TYPOGRAPHIC POSTER)

NMDE Elements I
March 16, 2015

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Objective

Create a poster for a lecture series about contemporary design featuring the designer from Project 3A. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the calendar of events and to quickly learn who the main speakers are. The poster must also convey the excitement of contemporary design and the visual style of your designer to an audience of designers and students.

Your poster must be **purely typographic**. You must include all content listed below. You may use colors, shapes, and lines as well as text, but **no imagery** (graphic, photographic, or otherwise).

Submission

- Document size: 11" x 17"
- Resolution: 150ppi & RGB color (we are going to review it only on screen)
- Submit project files (Ai & PNG files) to the "Project3B" mycourses dropbox
- Labeled files as **"Project3B"**

Required Content

Required Content:
- Lecture Information (refer to the example content below)
- University Gallery
  James E. Booth Hall
  Rochester Institute of Technology
  Rochester, New York
- Parking Lot F
- Reception to follow
- Interpreting services available upon request https://myaccess.rit.edu/

Example Lecture Information (Needs to be relevant to your designer):
- Series Title - ex. Design Conversations
- Speaker's Name - ex. Michael Bierut
- Event Title - ex. What I've Learned So Far.
- Event Date/Time - ex. May 1, 2015 at 4:45pm
- Event Info - ex. In the world of design, every job, every project, every conversation, every fight, every heartbreak, every victory is a chance to learn something. Michael Bierut talks about his life in design and what he's learned from his teachers, bosses, partners, and clients.

Timeline

Week 8 Lecture - Mar 16: Project 3A & 3B introduction

Week 11
Lecture - Class Research Presentation (Part 1)
Lab - Apr 8 / Apr 10: Bring Project 3B sketches to lab

Week 12
Lecture - Class Research Presentation (Part 2)
Lab - Apr 15 / Apr 17: Bring design inspirations & WIP Project 3B in illustrator

Week 13
DUE: Project 3B by Monday Apr 20, 10am (Ai & PNG files submit on mycourses)
Lecture - Class Research Presentation (Part 3)