

Poster Announcement

The next immediate phase of the semester deals with a design for a poster that would serve not only as a teaser for a performance but also a keepsake that the audience would take home. Consequently the poster needs not only to communicate the relevant information about the performance but also be visually sophisticated and visualize your theme content. What should your poster contain then?

For Thursday Oct 1: Please bring to class one poster which you have collected, or a sample which you have researched and found. We will do a lecture and critique on what makes a good poster design.

Begin thinking about how you intend to visualize your theme beyond the identity mark you have just completed.

Poster assignment details:

What needs to be on the poster:

- poster needs to communicate relevant aspects of the theme visually
- identity mark
- dates, times, place, brief description of event
- selection of support typography that embraces your mark and concept
- selection of color system that embraces your theme identity and concept

Size of poster no smaller than 20 x30" (note: your final output for this project will require a single poster print of hi resolution... no tiling allowed for the final however tiling is encouraged for mock ups.

Due dates:

- Oct 6: 25 sketches = due
Read Geometry of Design: 6-33
- Oct 8: 5 refined sketches
Read Geometry of Design: 34-55
- Oct 13: Create necessary illustration/photo/visual, scan
Read Geometry of Design: 56-100
- Oct 15: Apply grid to your design if you have not done so
- Oct 20: Full size tile mock up
Activity report due
- Oct 22: Final poster solution and critique