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**Texture Poster Project**

**Objective**: to explore texture and value in a poster design

**Materials**: sketchbook, markers, Bristol sketchbook, black and white gouache paint, collage materials, texture printing materials

1.

Research poster design history and choose a poster design that interests you. Take a screenshot of it and label with the designer’s name. Read about the artist and take brief notes on their bio or the poster’s history and write three sentences of background info. Then write three sentences using the design vocabulary on Open Lab analyzing the poster’s design. Examples of approaches to research: <https://www.politicalgraphics.org/> ; <https://mcbcollection.com/> moma.org; film posters; search by country: Vietnam, China, Cuba, Russia, etc.

2.

Now choose a theme such as a social justice issue and design your own poster. The poster should be an original design but one element of it should be “in conversation” with your research poster. This element might be texture, value, composition, subject matter, concept, etc. In other words, choose an element from the poster to be inspired by. Try not to use words or typography unless you are using them as shape. Focus on shape, image, texture and value.

**The two dominant visual elements in your own poster design should be texture and value. Be sure to have at least 3 different textures and values in your design. Aim for 5!**

Collect or create a range of 10 textures using marker, printed materials (gloves, fabric, lace, toothbrush, etc.) and textures printed from the internet or found in newspaper or magazines. Please use texture that is grey not color from magazines.

**Texture** = the suggestion of surface quality (examples: woodgrain, water, fur). Texture creates visual interest and propels the narrative storytelling aspect of the concept. It also creates value.

**Value** = the use of light and dark in a design. Value guides us through the space of a design, indicating depth or hierarchy and creating volume.

3.

Create 5 thumbnail design sketches using marker, collage, or black water-soluble pencil.

4.

Choose your strongest sketch to enlarge to Bristol 9” x 12” using collage materials or mixed black and white gouache paint to create greyscale values and textures.