



Project #2 - Poster Design

Project Timeline:

10/30

- Research example posters
- Sketch ideas and present three concepts.
- Set-up document and begin to assemble and experiment with possible typefaces.

11/1

Sketches critiqued

- Revise based on feedback received in class.
- Finalize sketch and begin production

11/6

Continue working on poster

- Poster development: First draft due

11/8

Poster class critique

- Continue working on poster based on feedback
- Preparing for print: packaging/collecting for output

11/13

Turn in Project #2:

- Printed in color and digital version

Saving your files:

Save your InDesign file as:
COMD1127_LastnameFirstInitial_poster

Then save again as a PDF:
Go to File > Export > Adobe PDF (Print)

Add finished PDF to Drive

Brief

Type History Poster

This poster will promote typography. Select your favorite type family (old-style, transitional, modern, slab serif, sans serif) and do an informational poster which features a typeface from that family. In your poster, you will creatively present the history of the typeface. In this poster design you will use type only.

Emphasis should be placed on 'hierarchy of information' and content should be organized within an invisible grid.

- Size: 11x17 with 1/2" margin all around
- Color can be used

You will be graded on you use of the grid system, typographic hierarchy and creativity.

The final will be printed in color AND submitted as a PDF file.

Example:

