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.

11/6
Continue working on poster
- Finalize sketch and begin production

11/8
Continue working on poster
- Poster development: First draft due

11/13
Poster class critique
- Continue working on poster based on feedback
- Preparing for print: packaging/ collecting for output

11/15
Turn in Project #2:
- Printed in color and digital version

Saving your files:
Save your InDesign file as:
COMD1167_LastnameFirstInitial_poster

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

Add finished PDF to Drive

Brief (select option #1 or #2)

Option #1 - 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

Option #2 - Shakespeare in the Park
This poster will promote a Shakespeare play in Central Park. Select a play by Shakespeare. This poster is to be primarily type, with one graphic image.
Event information:

Shakespeare in the Park is a free annual event that is held at the Delacorte Theater in Central Park West in New York City or at 79th Street and Fifth Avenue. Shakespeare in the Park will be presented to the public from July 25, 2018 to August 20, 2018. This year is the 59th anniversary of Shakespeare in the Park. Design this promotional poster with the anniversary year number included with the Shakespeare in the Park name. Include the web site (shakespeareinthepark.org) when referring to additional information. There is no specific color or imaging requested by the client and designer can feel free to be creative. You will also need to create a logo and branding elements for this event.

Include one paragraph about the play you decide upon. The paragraph should be a description about the story.

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