Graphic Principles COMD 1 Desirée Alvarez | 917-359-5877 | DAlvarez@citytech.cuny.edu

**Political Poster: Texture, Value & Color Project**

Materials: Bristol, gouache paint, collage materials, and brushes.

**In this project you are designing an image for a political poster, inspired by our exploration of political posters by Emory Douglas, Sister Corita Kent and others. Design elements we focus on include color, texture, value, concept, focal point and unity.**

Choose a social justice issue or political issue to present visually. Bring your notes and printed documents to class, you’ll need them. Some **news sources** to reference: [www.bbc.com](http://www.bbc.com), www.smartnews.org, www.npr.org, www.theguardian.com, NYTimes.com, democracynow.org.

Design Elements of Focus

**Color:** Consider how you can use color symbolically, rhythmically, or as focal point to guide us through the key priority areas of your design.

**Focal Point:** Where do you most wish the viewer’s eye to look? Consider your message and the path you’d like to guide your audience.

**Unity:** How are the elements of your design working together to present a coherent whole?

**Value** is the use of light and dark to guide us through the design. It often creates volume and the illusion of depth and dimension.

**Texture** is the suggestion of surface quality and often involves the use of micro marks. Examples include fur, hair, brick, wood grain, grass, and waves. This is a way to enrich a design and engage more intimately.

* expressing emotion, narrative and idea
* using color conceptually to emphasize story detail and create focal point
* using color as value
* conceptual design
* texture (the suggestion of surface tactility)
* value (grey scale, the perception of lightness and darkness)
* rhythmic progression

*In small sketchbook:*

Exercise: create approximately four textures based on the subject matter, words and concepts in the article you are using. Create approximately four shapes or lines that are also based on the issue. Your shapes can be silhouettes filled entirely with texture. For example, you might do five stripes and each stripe could be made of tiny words repeating. Using texture and shapes of texture create a design for the project but keep it bold and more abstract than narrative. It may be helpful to research logo designs. Create at least 8 thumbnail sketches for designs based on your issue.

The topic you choose should be meaningful to you because we are spending several weeks on this project. Examples of subjects include climate change, habitat loss, Black Lives Matter, ecology, poverty, racism, women’s rights and the current election. I will be checking and evaluating your small design sketchbook. Create at least 8 thumbnail sketches before choosing the strongest.

***On Bristol, final project specifications:***

**Measurements: Bristol 9” x 12**

Procedure:

1. Brainstorm to choose a social justice or political issue that has meaning for you
2. Research the topic (see above for website sources)
3. Small thumbnail studies to brainstorm concept, create shapes and textures based on your topic
4. Color studies as thumbnails with color pencil
5. Final thumbnails of compositions. Choose your favorite to enlarge
6. Pencil in design lightly on Bristol before inking, collaging, gluing

Design considerations:

* Is there rhythm and relationship among the shapes in your design?
* How are you using color, shape, value and texture to convey concepts, focal point, background and foreground?
* How do the shapes and textures function as design individually and together?
* How is value (the perception of light and dark) guiding us through the design and creating focal points?
* If using collage, paper must be glued down neatly

Grading rubric:

* Originality, ambition and clarity of design concept (30%)
* Excellence of research in preparation for project concept & design (30%)
* Excellence of presentation: use of color, texture, value, greyscale, paint, collage, etc. (40%)