

posters Week 8, Thursday, October 18, 2018

NEW ASSIGNMENT: Poster

Goal: Advance your experience with two-dimensional form at a large scale.
Introduce communication with form

Objective: Focus on the poster as a means of communicating information.

IN CLASS

Create a poster that will communicate your designer's visual philosophy to someone not familiar with your designer

Structure 2 posters: one with 3 columns, and one with 5 columns

Start with the 3-column grid. On tracing paper, position your text on grid

Create hierarchy

Use a classical typeface used by your designer

Use only black and white type

no color

no image

Size 11x17"

Repeat with a 5-column grid

REMEMBER: This semester we have learned these 5 principles:

- figure/ground
- continuity
- alignment
- scale
- heirarchy

HOMEWORK

Finalize today's assignment

Bring in 2 full-size printed and assembled posters

1. 3-column grid
2. column grid

NEXT WEEK

MONDAY

1. Present both posters
2. Be prepared to describe your use of all 5 principles covered this semester
3. Present your designer to the class

NEXT THURSDAY

Bring all work completed this semester

letter: black & white; grid; cube; icon: black & white; design report; poster grid