

Type & Media

COMD 1127 Section LC46 Fall 2018

Prof. Hitchings

Website: <https://openlab.citytech.cuny.edu/hitchingscomd1127fa2018/>

Email: mhitchings@citytech.cuny.edu

Project 2 - Overview

New Yorker Pet Peeves - NYC (Tourism poster)

Goal: Design a poster using primarily type to promote New York City

Project Brief: The poster is meant to capture the chaotic 'charm' and excitement of NYC through the eyes of a native New Yorker. Define 10 pet peeves you have about living in the city. Using only type, and the theme NY Pet Peeves, design a poster that showcases the personality of New York City.

Stage 1: Research and Sketches

- Define icons of NYC
- Identify at least 10 pet peeves related to living in NYC
- Create 8 thumbnail sketches that explore layout based on a grid.
- Select two complementary typefaces

Stage 2: Develop concept and refine sketches

Create three sketches to explore different possibilities. Think about using type to visually communicate your ideas. Experiment, you can always tighten things up later. Select a series of words from your phrases, edit the words down to a series of syllables. Experiment with type and composition perhaps focus on expression through the letterforms themselves, as well as through their arrangement on the page.

Three pencil or ink sketches with all the content requirements (see below). Sketches can be smaller than final poster dimensions. Vertical layout. I will review your interim compositions (sketches) and from there you will begin to develop one final solution of the poster.

Stage 4: Design Poster (InDesign)

The objective of this project is to discover new relationships between typographic form, space, and structure; and to understand how information can be clarified to create more coherent communication spaces. Designs must demonstrate careful consideration to the design principals discussed in class.

Posters must be designed with the following content and specifications:

Format

Poster 11x17 inches (Photoshop 300DPI or Illustrator – your choice)

Vertical layout.

.5" margins

Use of bleeds if necessary

Content Poster must contain:

- Header
- Subhead
- Two paragraphs of body text
- Identity from the NYC Tourism Association
- Imagery must be generated with type only