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

NYC Tourism Poster

Goal: Design a poster using primarily type to promote New York City
The objective of this assignment 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 and the design process discussed in class.

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 design a poster that showcases the personality of New York City.

Stage 1:   Research and sketches
Stage 2:   Develop concept and refine sketches
Stage 3:   Design Poster (InDesign)
See details below

Posters Specifications:
Format
- Poster 11x17 inches (Vertical layout)
- Margin: 0.5"
- Bleed: 0.25"
- Columns: 3
- Gutter: .025"
- Facing pages: NO (uncheck)

Content Poster must contain:
- Header
- Subhead
- Two paragraphs of body text
- Identity (logo) from the NYC Tourism Association
- Imagery must be generated by type only

PROCESS STAGES

Stage 1: Research and Sketches

A. Mind Mapping
- Define 30 iconic words and images s of NYC
- Identify at least 10 pet peeves related to living in NYC

B. Sketches
- Create 10 thumbnail sketches that explore layout based on a grid (we will review in class)
- Make a list of 10 possible typefaces to work with. Look for typefaces with a wide range of variation.
- Find three example posters, online designed to promote NYC .

Stage 2: Develop concept and refine sketches

C. Defining Concept (Principles of design)
- Based on in class critique, select 3 thumbnails and redo sketch. Sketches should be much tighter and clearly communicate idea for promoting NYC.
- Sketches should show focal point and clear hierarchy of information.

D. Working within a Gird (in InDesign)
- Set up poster dimensions (see page 1)
- Create 6 pages in InDesign, and experiment with different possible layouts using boxes (all in one color or shades of) that represent the required content blocks (as was shown in class). Divide the space of your poster into threes, with both vertically and horizontally placed rulers. Your goal is to come up with 6 different representations of space and content using grid-like proportions.

Stage 3: Design Poster (InDesign)

E. Draft #1
- Choose the final sketch from (C) and the layout from (D) that you like best and begin to design your final poster. Don't lose sight of your concept.
- Select your two complimentary typefaces from (B). They should be from different families and have a rich selection of variation. (The entire poster should have no more than two typefaces).
- Use type to visually communicate your ideas. Experiment. You can always tighten things up later. Select words from the mind-mapping exercise (A). 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.
- Be sure to experiment with 'Create Outlines' in InDesign, 'Type on a Path' and 'Text Wrap Around' as demonstrated in class.
- Think about the principles of design:
    1. Hierarchy of information
    2. Focal Point
    3. Scale
    4. Proportion
    5. Balance (Symmetry vs. Asymmetry)
    6. Foreground and Background

F. Draft #2
- Present your poster to the class.
- Revise according to in-class feedback (please take notes)