



STUCKEY

## GIG POSTERS

EVERYBODY KNOWS THAT AN AWESOME GIG/SHOW POSTER IS WORTH KEEPING. AS DESIGNERS AND ILLUSTRATORS, THESE POSTERS OPEN THE GATES TO LET ANYTHING FLY. THAT IS WHY MANY OF THE BEST POSTERS ARE UNEXPECTED AND A LITTLE BIT WEIRD.

Posters allow us to try out mark making techniques that we may be uncomfortable with. Posters also allow us to use letter forms to express a person/group visually by using letters as images. One way that we can express ourselves in a number of ways is by using ink/paint and a brush. We can create a million different emotions and styles from these simple tools.

For this project, we will explore mark making with brush and ink/paint to come up with lettering/copy to promote a show for a musical artists/band of your choice. We will have an in-class demo day with using different types of brushes and mediums to create different effects with lettering. We will also have a special FaceTime/Skype session with **JAMIE BURWELL MIXON**, Designer & Educator, to learn her methodology and approach to lettering for her gig posters for some of the biggest music stars of the last 20 years. She has designed posters for Journey, Fleetwood Mac, Blake Shelton, Pink, Cher, Bruno Mars, Stevie Wonder, Michael Buble, Eric Clapton, Taylor Swift, Rolling Stones, The Who, AC/DC, Kenny Chesney, Motley Crue, and even Evanescence.

[cargocollective.com/jburwellmixon](http://cargocollective.com/jburwellmixon)

## M|I|C|A

HAND LETTERS  
FALL 2016

TUESDAYS 4-10

BROWN 308

WESLEY STUCKEY.CON/  
CLASS

WSTUCKEY@MICA.EDU  
601.953.0176

### DETAILS

1. Size: 18" x 24"  
or equivalent dimensions.
2. Full Color / Full Bleed
3. Must include:
  - Artists' Name
  - Dates/Times
  - Location/Address
  - Ticket Info/Web address

### GOALS

- Express the vibe/style of the music of the artist through mark making.
- Become comfortable with a brush and ink to create lettering.
- Encourage people to go to event.
- Make people want to keep and frame the poster because it is so COOL.