

POSTER DESIGN

WEEK ONE: Develop a concept for a type specimen poster or that promotes or advertises your recently designed typeface. Focus on the content of the poster and how that content is read. Hierarchy of text, image, and color can radically change how a message is conveyed. Think about the point or purpose of your poster. Consider the appropriateness of language, imagery, and concept for the audience that you are trying to reach with your work. Begin by **sketching** ideas by hand, not on the computer!

YOUR POSTER SHOULD BE FOR YOUR NEWLY DESIGNED TYPEFACE. COME UP WITH A NAME FOR THE DISPLAY FONT THAT COMMUNICATES THE EMOTION OF THE LETTERFORMS.

WEEK TWO: What is a GRID? A grid is a system for organizing information in a digestible way by using columns and rows to align content. A grid, which can be both rigid and flexible, works at macro and micro scales. In visual communication, a grid helps the designer establish relationships through the use of proximity thereby creating visual order. This project will challenge you to further explore what a grid is and how type and image relate to one another.

As you move on to the computer, with real type and fonts, consider scale of your design and how you can use a "hidden" grid to help organize your ideas.

EXPLORE USING DIFFERENT TYPES OF GRIDS IN YOUR POSTER DESIGN. SOME GRIDS ARE BUILT VERY RIGID ON 1" OR 2" INCREMENTS. OTHERS ARE MORE FLEXIBLE WITH COLUMNS AND ROWS VARYING IN WIDTH AND LENGTH. SOME GRIDS ARE BASED SOLELY ON CIRCLES AND/OR TRIANGLES. PLAY WITH YOUR IDEA AND CONTENT TO PICK A GRID TYPE THAT IS APPROPRIATE.

WEEK THREE: We will work in class this week to refine your grid and design in InDesign.

THE FINAL POSTER MUST BE AT LEAST 13"X19" IN SIZE AND CAN BE PRINTED IN BLACK AND WHITE OR FULL COLOR.

WEEK FOUR: Submit a printout of your final poster. Also submit a PDF of your final piece as well as your InDesign source files, labelled with your name (Jane_Doe_Word_I.pdf, Jane_Doe_Word_II.indd).