

Art 3202

Winter Quarter 2011
M/W 11:00 am – 1:20 pm

Visual Communications 1

Instructor: Karen Gutowsky
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Project Three Reality Check and NW Student Show Poster

Design Poster for 2011 AIGA Reality Check and 4th Annual NW AIGA Student Show

Objective: To develop a synthesis between type and meaning and to convey meaning in a unique manner both in it's ability to attract and communicate specific points. Poster will fold down for ease of mailing so student will need to be aware of how the layout functions as a practical element for communication. The student must draw on prior exercises that blended conceptual metaphors with textual meaning. The student will start this process by pursuing the primary messages needed to communicate, brainstorm ideas that relate to this message, develop forms of sketching that convey thoughts and process, build imagery/apply text and create a well organized layout. The student will present to AIGA Seattle a front and back color laser comp with actual copy in place.

Specifications

Actual Poster Size > 11" x 17" folds down to 5.5" x 8.5" (for mailing, but this year WILL NOT have a mailing panel)
Comp Presented to AIGA / Seattle > reduced to 10.5" x 16.5" to show bleeds (front and back)

Necessary Elements on The Poster: Must communicate about **AIGA Reality Check**, when and where it is, how to sign up and what to bring. It must also communicate. **4th Annual NW AIGA Student Show**, prizes, guidelines and how to submit. We must also include space for sponsor logos and AIGA logo.

Process and Schedule

Date of Reality Check
Saturday, April 30th, 2011

Date of Show
April 26 —April 30, 2011

4th Annual Northwest
AIGA Student Show

Reception:
Saturday, April 30th, 2011
2:30pm - 1pm

2-16 > Begin Project_

Brainstorm and develop core messaging, begin sketching to develop imagery and main text information

2-23 > Develop Sketches (Due 10 concepts of front and back—this can be by hand or computer)_Students must bring in a wide range of visual aids, this can be color copies, print outs from computer images, text from magazines, inspiration from other designers. This must also include consideration of text (what and where it will be laid out) on the poster.

2-28 > Computer Sketch Critique (Due Concepts of Poster Front and Back)_

Each student must present 2 computer concepts that include text and image of poster. These 4 computer sketches will be printed out 75% of original size (to include border).

3/2 > Revisions to Front and Back Poster (include text)_

Finalize design, develop grid for back side of poster, implement text and detail information. Both sides printed at 75% or original size.

3/7 > Revisions to Front of Poster Concept and Back Text Layout_

Make revisions to above layouts both front and back and present at large group critique with AIGA representative. Both sides printed at 75% or original size with border or line of frame.

3-9 > Present Final Comp (will be given to AIGA Seattle)_

Revisions to comps based on feedback from previous critique with AIGA representative. Students will bring in final mounted front and back comps on 15" x 20" Blackboard (11" dimension reduces to 10.5" and centered on boards). Front and back of poster mounted on individual black boards will be given to AIGA Seattle for final selection.