

**STUDENT ART SHOW
 POSTER AND MAILER DESIGN**

ASSIGNMENT I

Spring 2020

DESCRIPTION

Working in large format, 2-sided, and in series. Use of image and typography to support design concept.

ASSIGNMENT

Create an announcement poster and mailer card for the Annual Tunxis Community College Student Art Show.

The Student Art Show is an annual juried exhibition held in the spring of each year. Six categories will be represented in the exhibition:

painting drawing 3D photography graphic design digital media

The poster is used as the primary visual announcement, while the mailer is designed to provide for a wider distribution, and reinforcement for those having viewed the poster.

Visually, the mailer should be a companion piece to the poster. A viewer should be able to conceptually tie the two pieces together, one reinforcing the other. The mailer should also function independently of the poster for those viewers who would only see the mailer.

Your design should be visually dynamic and use type and image to effectively communicate the subject and provide access to information in the proper hierarchical sequence.

The poster design will be 18"x 24" (vertical or horizontal). The mailer design size and proportions are dictated by the nature of your design solution — as long as it conforms to U.S. Postal mailing regulations for first class mail. Produce both the poster and the mailer using **Illustrator** with Photoshop being used for the creation of any raster image components.

PROCESS

This assignment will be completed in three phases consisting of:

Phase 1

Begin the process by creating **3+ different poster designs** or comps — *not minor variations* of the same design. Create a **new Illustrator file** for each **new** design, and add a new Art Board for each variation of a design **OR** sketches using traditional techniques

Phase 2

Following the review, select **one poster design** and produce **3+ design variations** concluding in **one final poster design**. Add a **new Art Board** for **each variation** of a design.

Phase 3

While refining your poster design, develop your mailer following the same process—3 comps (variations), choose one, and refine to finished design.

ASSIGNMENT
 SCHEDULE

Introduction	W	1/22
Lecture-large format design		
Lecture- working in series		
work	M	1/27
work	W	1/29
Poster comps DUE	M	2/3
work	W	2/5
work InDesign demo	M	2/10
Mailer comps DUE InDesign demo	W	2/12
NO CLASS Presidents Day	M	2/17
work	W	2/19
work	M	2/24
presentation & specs review	W	2/26
DUE-start of class	M	3/2

CONTENT Information to include on poster (omit words in italic type):

Title of show: 40th Annual Student Art Show (or Exhibition)

Sub Title of show: Tunxis Community College

Date of show: Thursday, April 11 — Thursday, May 2, 2019 *actual dates TDA*
Opening Reception, Thursday, April 11 4-6:30pm

Gallery hours: Monday—Thursday: 9:00am — 8:00pm

Categories: Painting Drawing
Graphic Design Digital Media
3D Photography

Place of show: Barnes-Franklin Gallery
Tunxis Community College
271 Scott Swamp Road
Farmington, CT 06032
860.773.1300
www.tunxis.commnet.edu

Contact Info: Arthur Simoes
ASimoes@tunxis.edu 860.773.1733

Logos: Vector (.ai) files of Tunxis and Barnes-Franklin gallery will be provided

NOTES

Content for both the poster and mailer is the same.

DESIGN CONSIDERATIONS

- Typeface style choice
- Font sizes, capitalization, and structure
- Color scheme
- Poster orientation — vertical or horizontal
- Mailer size and proportions
- Image choice and creation
- Series design
 - how do poster and mailer visually relate
 - how does front of mailer relate to back
- Initial viewing distance of poster
- Information organization and hierarchy

SPECIFICATIONS

FORMAT

Poster: 18"x24" vertical or horizontal

Mailer: follow postal chart with right half of back reserved for address and stamp.

Create a **new file** for each of the 3 initial poster compositions.

Add new Art Board to the appropriate Illustrator file for each design variation.

Repeat this process for the mailer

DESIGN & TECH:

Image (raster) Color raster image(s) Must be **original, public domain, or royalty free stock**
RGB mode, PSD file for color image(s)
GREYSCALE mode, PSD file for greyscale image(s)
Images are **embedded**, not linked

Image (vector) Graphic image(s) Must be **original creations**
RGB for the color model

Text & Layout: Text and final layout composed in Illustrator. Pay attention to any margins set and use guides to help locate and align items. Use as few text boxes as possible, but as many as you need.

Within a text box, format your typography using proper formatting techniques previously covered in Typography & Design I.

- **Alignment** for left, right, and center justification.
- Proper **line breaks** to control how a line breaks with a paragraph.
- Proper paragraph **returns** to define a new paragraph.
- **Space After** to control vertical position of a text group or paragraph. Don't use multiple returns to vertically position text.
- Left/right paragraph **indents** in combination with left/right/center alignment to control left to right position of text.
- **Leading** to control the vertical spacing of text in a group or paragraph. Make sure you use absolute/fixed leading — **don't** use auto leading.
- **Tracking** for body text as needed for copyfitting, and to space out a line of text. Don't use spacebar.
- **Kerning** to adjust awkward headline letter pair space as needed.

Layers: Use layers to help manage the elements in your design. Name all layers.

Bleeds: Bleeds o.k. all sides.

Paper: Our lab paper — glossy photo

PRESENTATION

Paper Place the following in the ORANGE FOLDER provided:

Process **All** sketches (3 minimum), lasers of preliminary and revised designs, and references
Organized on **left** side of folder.

Final POSTER: 2 prints
One color laser print at **scale to fit** of the final design
Centered **with** crop marks, on 11"x17" paper
Unmounted. Organized on **right** side of folder.

One color inkjet print at **100% scale** on Epson 7880
Centered **with** crop marks, on Arch D paper
Trimmed flush but not mounted.

MAILER: 3 sets of prints (front & back) at 100% scale
One set **unmounted**. Organized on **right** side of folder.

One set glued **back to back**, and trimmed flush

One set **mounted** - front and back on **same side** of an appropriate size board with appropriate space around designs.

Digital

Create a PROJECT folder and include the following items:

- Single Illustrator file with all poster preliminary designs and variations.
- Single Illustrator file with all mailer preliminary designs and variations.
- 2 final Illustrator files containing **only** your FINAL DESIGNS — one for poster, one for mailer.
- 2 PDF files of **only** the FINAL DESIGNS — one poster, one mailer.
- A folder containing a copy of imported image(s) used in your design.

- Title the PROJECT folder: ASN1-your last name
- Title the POSTER files: ASN1-P-your initials.indd (has all designs)
ASN1-Pfnl-your initials.indd (final design)
- Title the MAILER files: ASN1-M-your initials.indd (has all designs)
ASN1-Mfnl-your initials.indd (final design)
- Title the POSTER PDF file: ASN1-P-your initials.pdf
- Title the MAILER PDF file: ASN1-M-your initials.pdf
- Title the IMAGES folder: IMAGES-your initials

Place your folder in the **ASSIGNMENT I** folder in the **KLEMA-TypeDesign2** class folder on the **GraphicsServer**.

NOTES

EVALUATION

- 10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.
- 50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.
- 20 **Technical** - document construction and quality of execution (InDesign techniques); follows specifications.
- 20 **Presentation** - paper and electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

NOTES

TOPICS

- Poster design (working in large format) and the application of viewing distance to visual hierarchy.
- Mailer design — working on two sides
- Conceptualization of image to support a predetermined communication goal.
- Working in series
- Re-purposing design
- Basic postal regulations/requirements
- Previously covered Illustrator features and techniques

PROCEDURES

RESEARCH

- Research possible type combinations, and layouts by looking at design sources.
- Use the thumbnail/sketch process to explore visual solutions.
- Establish a layout that might work with your proposed composition.

SETUP AND PREP

- Scan images for inclusion in your layout. Size images when scanning based on approximate predicted dimensions from thumbnails/sketches.

CREATE YOUR DOCUMENT

- Setup page format as specified for poster — with your margins, etc.
- Import text, scanned images, and graphics.
- Compose text, image, and graphic elements.
- Refine type — use appropriate number of text boxes and typesetting techniques.
- Create a **new file** for each **new** design.
- Add a **new Art Board** for each **variation** of a design.

PROOF/REFINEMENT

- Review 3 comps with instructor — inkjet/laser prints.
- Choose one comp to pursue as final design and produce a minimum of 3 design variations. From this poster, develop mailer design.
- Review design variations with instructor — inkjet/laser prints.
- Proof, correct and reprint as necessary.
- Use Type—Show Hidden Characters to check formatting

SAVE

- Save your artwork to your hard drive and filespace (server).
- Make a backup copy to your Flash drive or other media.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble final prints as required.
- Assemble process as required.
- Assemble files as required.

NOTES