

**STUDENT ART SHOW  
 POSTER AND MAILER DESIGN**

ASSIGNMENT I

**DESCRIPTION**

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

**ASSIGNMENT**

Incorporate concept, image creation, and typography to 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. The show represents the best of Tunxis student art work. Six categories will be represented in the exhibition:

*painting drawing 3D photography graphic design digital media*

While a poster may be used as the primary visual announcement, its distribution is limited due to production and mailing costs. 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 communicate your subject, be visually dynamic, use typography and negative space to effectively provide access to the information to be communicated in the proper hierarchical sequence.

The printed poster design will be 18"x 24" (vertical or horizontal), printed in four colors. The mailer design is also designed in four colors, with size and proportions dictated by the nature of your design solution — as long as it conforms to U.S. Postal mailing regulations for first class mail. Both the poster and the mailer will be primarily produced using **InDesign** with Illustrator and Photoshop used for the creation of 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 InDesign file** for each **new** design, and add a new page 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 page** for **each variation** of a design.

**Phase 3**

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

ASSIGNMENT  
 SCHEDULE

Introduction	M	1/23
Lecture-large format design	W	1/25
Lecture- working in series		
work	M	1/30
Poster comps DUE	W	2/1
work	M	2/6
work	W	2/8
Mailer comps DUE InDesign demo	M	2/13
work	W	2/15
NO CLASS Presidents Day	M	2/20
presentation & specs review	W	2/22
work	M	2/27
DUE-start of class	W	3/1

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

*Title of show:* 37th Annual Student Art Show (or Exhibition)

*Sub Title of show:* Tunxis Community College

*Date of show:* Tuesday, April 11 — Thursday, April 27, 2017  
Opening Reception, Tuesday, April 12 4-7pm

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 area on one side reserved for address and stamp.

### DOCUMENT SETUP - POSTER

Page size: 18"x24" v or h

Margins: open

Auto text box: no

Facing pages: No

Columns/Gutter: open

Guides: As needed

### DOCUMENT SETUP - MAILER

Page size: US Mail chart

Margins: open

Auto text box: no

Facing pages: No

Columns/Gutter: open

Guides: As needed

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

Add new pages to the appropriate InDesign document for each design variation.

Repeat this process for the mailer

### DESIGN & TECH:

*Image (raster)* Process color image(s) (artwork) Must be **original, public domain, or royalty free stock**

CYMK mode, TIFF file for color image(s)

GREYSCALE mode, TIFF file for greyscale image(s)

Images are embedded

*Image (vector)* Graphic color image(s) (artwork) Must be **original creations**

Pantone +CYMK Coated for the color model

*Text & Layout:* Text and final layout composed in InDesign (*headline could be .ai or .psd*)

Use as few text boxes as possible, but as many as you need. Within a text box, format your typography using:

- Alignment for left, right, and center justification.
- Proper line breaks to control how a line breaks with a paragraph.
- Proper paragraph returns (return) 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/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.
- Use kerning to adjust awkward headline letter pair space as needed.

NOTES

*DESIGN & TECH (continued)*

Following margins (or remove), and grid column guides.

Use and retain guides.

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

*Color:* **Pantone + cymk Coated** for InDesign, plus see "image" on pg 3.

*Bleeds:* Bleeds o.k. all sides.

*Die Cuts:* None

*Paper:* Our lab paper — glossy photo

NOTES

## 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  
Color laser print on 11"x17" paper printed fit to page **unmounted**. Organized on **right** side of folder.  
Color inkjet print on Arch D paper at 100% scale (do not scale) **flush mounted** on board.

MAILER: 3 color laser prints at 100% scale  
One **unmounted** and stapled. Organized on **right** side of folder.  
One glued **back to back**, and trimmed flush  
One **mounted** - front and back on **same side** of an appropriate size board.

### Digital

Create a PROJECT folder and include the following items:

- Single InDesign document file of your poster design. Including all preliminary designs and variations.
  - Single InDesign document file of your mailer design. Including all preliminary designs and variations.
  - 2 final InDesign document files containing **only** your FINAL DESIGN — one for poster, one for mailer.
  - 2 PDF files of **only** the FINAL DESIGN — one poster, one mailer.
  - A folder containing a copy of imported image(s) used in your design.
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- Title the PROJECT folder: ASN1-your last name
  - Title the POSTER INDESIGN files: ASN1-P-your initials.indd (has all designs)  
ASN1-Pfnl-your initials.indd
  - Title the MAILER INDESIGN files: ASN1-M-your initials.indd (has all designs)  
ASN1-Mfnl-your initials.indd
  - 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).

## 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
- Repurposing design
- Basic postal regulations/requirements
- Previously covered InDesign features and techniques

NOTES

## PROCEDURES

### RESEARCH

- Research/find images
- 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

- Word process text and spell check.
- Scan images for inclusion in your layout. Save scans as a TIFF file. Set dpi, and CYMK mode for color image, GREYSCALE mode for greyscale image. 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 page** 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.