

EVENT POSTERASSIGNMENT **4**

Fall 2020

PROJECT DESCRIPTION

Creating and using graphic images and typography to support design concept, and large format design and layout

MONDAY 11/2**LECTURES** SNOTART.ORG**Poster Design****Image & Concept****Student Work****ASSIGNMENT**

Creating and using graphic images to support design concept, typography, and large format design and layout

CONTENT*Graphic image*

Use the food graphic from project 3 as the main visual element that represents the content of the event.

Title

Your event title

Subtitle

Your event sub title

Date

Saturday, June 13, 2020
10:00 am

Location

Your event sub title

Body Text

A paragraph or two describing the event

Other Text

For more information call _____ or visit _____ .com

Photo (optional)

Small inset photographic image that reinforces your subject, and is a compositional element. The photo can be greyscale, duotone, or full color.

Review the listed LECTURES and DEMONSTRATIONS for each day.

Keep an eye on the due dates for both the COMPS and FINAL design as both are due at 9:00 a.m. on the due dates.

SPECIFICATIONS

DOCUMENT FORMAT

- 18"x 24" or 24"x 18" image area - artboard.

DESIGN & TECH:

- Full color - RGB or CYMK for artwork
- Document color mode is RGB
- Bleeds ok
- 18"x24" (vertical or horizontal) trim size. Any border or margin is included in trim size.
- Use layers to help manage the elements in your design.
 - 2-3+ artwork layers
 - properly defined template layer with sketch or photo,
 - name your layers
- Use Groups to help manage complex components in your design.
- Supporting color image (if used) is embedded. if scanned, image scan rez is 200dpi at 100% scale. If acquired from web make sure it is of sufficient quality.
- Create your illustration using the tools and proper image creation techniques covered during the semester.

WEDNESDAY 11/4

DEMONSTRATIONS SNOTART.ORG

Illustrator—Type & Layout Tools and Functions

Look at the PROCEDURES section (page 5) of this assignment to help with the process of creating your document.

Textbook chapters

19 Create Type 20 Style and Edit Type

MONDAY 11/9

3 comps DUE

11:00 a.m.

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

3 comps as JPEG files

- Title the PROJECT folder: ASN3comps-your last name
- Title the JPEG files: ASN3comp1, 2, 3-your initials.indd

Submit via DROPBOX to DigitalIllustration—DAY Folder

- Click on the link below, though you may have to copy and paste it into your browser.

- The link will open a DropBox window to allow you to upload files. Click the + sign or drag files. From here it is self-explanatory.

<https://www.dropbox.com/request/Kxccg7O8Cbgfdl7rZJIF>

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to DigitalIllustration—DAY Folder

- Click on the link below—open the DigitalIllustration-DAY folder—open your file

<https://www.dropbox.com/sh/x9winy5eex9z0m/AAA29u-07D0lqxV4rSuM0luha?dl=0>

WEDNESDAY 11/11 —————work on your design

MONDAY 11/16 —————(L)——

WEDNESDAY 11/18 —————upload work in progress

MONDAY 11/23 —————(L)——

WEDNESDAY 11/25 NO CLASS • THANKSGIVING

MONDAY 11/30 —————(L)——

WEDNESDAY 12/2 —————work on your design

MONDAY 12/7 —————final design DUE

11:00 a.m.

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

One Illustrator document file of the **FINAL DESIGN**.

A JPEG file of the **FINAL DESIGN**.

- Title the PROJECT folder: ASN4fnl-your last name
- Title the ILLUSTRATOR file: ASN4fnl-your initials.ai
- Title the JPEG file: ASN4fnl-your initials.jpeg

Submit via DROPBOX to DigitalIllustration—DAY folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload your folder. From here it is self-explanatory.

<https://www.dropbox.com/request/Kxccg7O8Cbgfdl7rZJIF>

To view ALL CLASS DESIGNS AS A PDF

View via DROPBOX to DigitalIllustration—DAY Folder

- Click on the link below—open the DigitalIllustration-DAY folder—open the JPEG

<https://www.dropbox.com/sh/x9wiyny5eex9z0m/AAA29u-07D0lqxV4rSuM0luha?dl=0>

EVALUATION— Grade sheet will be sent to your Tunxis email.

- 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** - electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Poster design (working in large format) and the application of viewing distance to visual hierarchy.
- Conceptualization of image to support a predetermined communication goal.
- Applying concepts of page layout/composition and information/visual hierarchy.
- Communication and visual aspects of typography.
- Illustrator features for more complex body text and paragraph controls
 - creating and manipulating text boxes/columns
 - importing word processed text
 - adjusting line length, leading, tracking
 - text in shape
 - text wraps
 - para indents and alignment
 - tabs

PROCEDURES

SETUP AND PREP

- Launch Illustrator and set artwork board to 18x24 - vertical or horizontal.
- Access template and place on a TEMPLATE LAYER. Scale template to size.
- On a new layer, set a no fill/black 1 pt. stroke rectangle to exactly 18"x24", the size of final design. Put it on its own layer and lock it. Later you can use it as a trim guide.
- Setup rest of artwork layers.
- Apply Illustrator Color Settings — before you begin working.

CREATE ARTWORK - *graphic image and poster*

- Define your subject — the content of your poster and which of your assignment 3 food images you will use.
- Copy and paste food image from assignment 3.
- Input title, subtitle, and body text.
- Create 3 studies for presentation. These studies are explorations of composition — how the image and text is composed within your format.
- Choose/refine a study from which to create finished design.
- Scan inset image if used. Do any necessary cropping etc in Photoshop rather than Illustrator.
- Review illustration carefully. Make changes and refinements.

SAVE

- Save your file to your hard drive.
- Make a backup copy to your Flash drive and to online storage.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble files as required.