

**EVENT POSTER**

ASSIGNMENT **4**

Fall 2017

**DESCRIPTION**

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

**ASSIGNMENT**

Incorporate graphic illustration and typographic layout in the creation of an announcement poster for a road race event— bicycle or foot, or other event of your choosing. Focus on providing the viewer with the essentials of "what, where, when", with additional information further down on the information and visual hierarchy.

**CONTENT** (or equivalent info if choosing different subject)

*Graphic image*

Graphic illustration that represents a “road race” event as the main visual element in the design.

*Title*

COLEBROOK 5K or TOUR DE COLEBROOK (one is foot, other is bicycle)

*Subtitle*

15TH ANNUAL FIVE MILE (or 55 MILE) ROAD RACE

Saturday, June 3, 2017

10:00 am

The race starts and finishes in Colebrook Center

*Body Text*

For word processed information, use the file 5k text or 55k text in class folder on Server A.

*Other Text*

For more information contact the Colebrook Road Race Hotline at 860.693.4582, or visit ColebrookRR08.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.

*Don't forget to focus on composition and the use of the design development process — thumbnails and a sketch before committing time to computer work to create your image*

ASSIGNMENT  
 SCHEDULE

Introduction	T	11/7
Lectures - Poster Design - Image Concept		
Illustrator demo	TH	11/9
3 sketches <b>DUE</b>	T	11/14
Work late project deadline	TH	11/16
Work poster output demo	T	11/21
<b>NO CLASS</b> Thanksgiving Recess	TH	11/23
Work	T	11/28
Work	TH	11/30
Work	T	12/5
<b>DUE</b> -start of class	TH	12/7

## 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.
- Template is embedded — not linked.
- 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.

## PRESENTATION

- Paper** Place the following in the YELLOW FOLDER provided:
- Process** **All** sketches, lasers of preliminary and revised designs, and references  
Organized on **left** side of folder.
- Final** Laser or inkjet prints (1) at **scale to fit** of the final design  
Centered **with** crop marks, on 11"x 17" paper  
Organized on **right** side of folder
- Inkjet print (1) at **100% scale** of the final design from Epson7880  
Centered **with** crop marks, on Arch D paper  
**Trimmed** and **flush mounted** on 18"x24" board

### Digital

Create a PROJECT folder and include the following items:

- A single Adobe Illustrator document file of the final version of your design.
- PDF file the of final version of your design.
- Title the PROJECT folder: ASN4-your last name
- Title the ILLUSTRATOR file: ASN4-your initials.ai
- Title the PDF file: ASN4-your initials.pdf

Place your project folder in the **ASSIGNMENT 4** folder, in the **KLEMA-DigitalIllus** class folder on the **GraphicsServer**.

## 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 using tools, procedures, and techniques (Adobe Illustrator); 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.
- 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
- Outputting large format pieces.
- Set & print crop marks

## PROCEDURES

### SETUP AND PREP

- Define your subject image — what, and find or take photographic images to use as reference.
- Create 3 studies for presentation during class. These studies are explorations of composition — how the image and text is composed within your format. These studies should be 1/4 size (4.5"x6") for ease when scaling to final size.
- 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.

### CREATE ARTWORK - *graphic image and poster*

- 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 - or you can also set/print artboard crop marks.
- Setup rest of artwork layers.
- Apply Illustrator Color Settings — before you begin working.
- Construct/create image. Use template as tracing guide as needed.
- Input title, subtitle, and body text.
- Proof at 50% on tabloid paper to color tabloid laser printer. Revise/refine. Proof again, etc. Remember color will vary slightly from final output on HP800PS or Epson7880 so don't tweak color just yet.
- Revise and refine, proof on HP800PS or Epson7880 and adjust for color.
- Finalize layout and do final output on HP800PS for plain paper, Epson7880 for glossy paper

### SAVE

- Save your artwork in the Illustrator CC format.
- Make appropriate backup copies of your file on the server and flash drive.
- NO EXCUSES for lost files.

### FINAL OUTPUT

- Print final color full scale poster to HP800PS or Epson7880 on Arch D paper, DO NOT SCALE, print at 100%. The paper is larger than 18"x24" to accommodate any bleeds you might have.
- Allow plenty of time for poster output!!!
- Trim and mount as required.
- Assemble process and final as required.
- Assemble files as required.

Make sure your sketches are proportional to your final format dimensions.