

**EVENT POSTER**ASSIGNMENT **4**

Fall 2020

**PROJECT DESCRIPTION**

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

**TUESDAY 11/3****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.

## **THURSDAY 11/5**

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### **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

## **TUESDAY 11/10** --- **3 comps DUE 6:00 p.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: ASN3comp 1, 2, 3-your initials.indd

#### **Submit via DROPBOX to DigitalIllustration—EVE 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/zM7P8qke2aLLjtTz9cSp>

**To view ALL CLASS DESIGNS AS A PDF**

**View via DROPBOX to DigitalIllustration—EVE Folder**

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

<https://www.dropbox.com/sh/xh3b2zsiwivs2I9/AABk74p-e3RTWh6xBKsJCZlJa?dl=0>

**THURSDAY 11/12** —————work on your design

**TUESDAY 11/17** —————(L)——

**THURSDAY 11/19** —————upload work in progress

**TUESDAY 11/24** —————(L)——

**THURSDAY 11/26 NO CLASS • THANKSGIVING**

**TUESDAY 12/1** —————(L)——

**THURSDAY 12/3** —————work on your design

**TUESDAY 12/8** —————final design DUE

**6:00 p.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

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### 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.