

**STUDENT ART SHOW  
 POSTER AND MAILER DESIGN**

ASSIGNMENT

Spring 2021

**DESCRIPTION**

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

**MONDAY 1/25**

**LECTURES** SNOTART.ORG

**Poster & Mailer Design**

Working in Large Format & Repurposing design

**Student Work Examples**

**DEMONSTRATIONS** SNOTART.ORG

**Illustrator**

For a REfresh on Illustrator techniques see class website for a list of available demonstrations or visit the Adobe website links

**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 size is 18"x 24" (vertical or horizontal). The mailer design is two-sided with a size of 4"x 6" (horizontal) Produce both the poster and the mailer using **Illustrator** with Photoshop being used for the creation of any raster image components.

**W 2/3 poster  
 comps due**

**M 2/10 poster  
 variations  
 due**

**W 2/17 mailer  
 comps due**

**M 3/3 project due**

**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.**

## 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.

### 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.

## 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 8 — Thursday, April 29, 2021  
Opening Reception, Thursday, April 8 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.comnet.edu

*Contact Info:* Arthur Simoes  
ASimoes@tunxis.edu 860.773.1733

Content for both the poster and mailer is the same.

**Save all comps and revisions as you work.**

**Keep a digital history of your work — If you want to change an item or layout, make a duplicate of the layout, (copy & paste or duplicate the artboard) and make the changes to the duplicate so you always have the original as reference.**

## DESIGN CONSIDERATIONS

- Typeface style choice
- Font sizes, capitalization, and structure
- Color scheme
- Poster orientation — vertical or horizontal
- Mailer — main elements on front, other info on back with right half of back reserved for address and stamp.
- 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

Mailer: 6"x 4" horizontal two-sided 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.

## **ADOBE TUTORIAL AND REFERENCE**

---

### ***Here is a link to an interactive Illustrator User Guide***

this will be helpful in getting details about information covered in the videos

<https://helpx.adobe.com/illustrator/user-guide.html>

---

### ***Here is a link to Adobe Illustrator tutorials list***

this will be helpful in getting details about information covered in the videos

<https://helpx.adobe.com/illustrator/tutorials.html>

---

### ***Here is a link to a video of an overview of Illustrator***

this will be helpful in getting details about information covered in the videos

[https://helpx.adobe.com/illustrator/how-to/ai-basics-fundamentals.html?playlist=/services/playlist.helpx/products:SG\\_ILLUSTRATOR\\_I\\_I/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-I/en\\_us.json&ref=helpx.adobe.com](https://helpx.adobe.com/illustrator/how-to/ai-basics-fundamentals.html?playlist=/services/playlist.helpx/products:SG_ILLUSTRATOR_I_I/learn-path:get-started/set-header:ccx-designer/playlist:ccl-get-started-I/en_us.json&ref=helpx.adobe.com)

---

## **WEDNESDAY 2/3 —————3 poster comps DUE 9:00 a.m.**

### **PRESENTATION**

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

3 poster comps as JPEG files

- Title the PROJECT folder: ASN1postercomp-your last name
- Title the JPEG files: ASN1postercomp1, 2, 3-your initials.indd

### **Submit via DROPBOX to Type&Design2 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/hgslaUzLqWuqwojXSdUz>

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

### **View via DROPBOX to Type&Design2 Folder**

- Click on the link below—to open the **Type&Design2** folder—open your file

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

## **WEDNESDAY 2/10 —————Variation of Poster DUE 9:00 a.m.**

### **PRESENTATION**

**One** JPEG file containing variation(s)/work in progress (WIP) of the Poster

- Title the JPEG file: ASN1posterWIP-your initials.indd

### **Submit via DROPBOX to Type&Design2 Folder**

- Same process as first submission.

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

### **View via DROPBOX to TypeDesign2 Folder**

- Same process as first submission.

## WEDNESDAY 2/17 —————3 mailer comps DUE 9:00 a.m.

### PRESENTATION

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

3 mailer comps as JPEG files

- Title the PROJECT folder: ASN1mailercomp-your last name
- Title the JPEG files: ASN1mailercomp1, 2, 3-your initials.indd

### Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

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

### View via DROPBOX to TypeDesign2 Folder

- Same process as first submission.

### LECTURES SNOTART.ORG

#### Mailer Design

## WEDNESDAY 3/3 —————final designs DUE 9:00 a.m.

### PRESENTATION

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

**One** Illustrator document file of the **FINAL POSTER DESIGN**.  
**Make sure to embed any placed images.**

**One** Illustrator document file of the **FINAL MAILER DESIGN**.  
**Make sure to embed any placed images.**

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

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

- Title the PROJECT folder: ASN1fnl-your last name
- Title the ILLUSTRATOR files: ASN1posterfnl-your initials.ai  
ASN1mailerfnl-your initials.ai
- Title the JPEG file:s ASN1posterfnl-your initials.jpeg  
ASN1mailerfnl-your initials.jpeg

### Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

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

### View via DROPBOX to Type&Design2 Folder

- Same process as first submission.

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

#### 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.