

Client Social/Political Cause, Movie, Band, Concert, Event Job # **IL-02-Poster**
Desc/Title Poster (promotion, information or persuasion) Designer _____
Specs 11" x 14", 16" x 20" or 24" x 36" Portrait Aspect ID # _____
Colors 2C, 3C (Spot Colors) or 4C (CMYK); .125" bleed Deadline _____
Start _____ End _____

Competency/Task:

Provided specifications, prepare Spot Color or 4C artwork. Art will be scalable, vector art created in Illustrator.

Instructions

1. Layout a minimum of 15-25 thumbnails; explore options: styles, layouts, scale and tone.
2. Discuss thumbnails/layout with instructor; choose the best solution, acquire approval.
3. After concept selection, prepare entirety of artwork in Illustrator.
4. Submit digital files: 4C PDF (LoRes) = (High Quality Print, no marks, 150 ppi @100%)
4C PDF (HiRes) = (Press Quality, marks, 300 ppi @100%)
4C JPEG (No bleed; scaled to 600px wide, 150ppi @ 100%)

Criteria/Required Elements

Headline: Optional (if concept is image-driven), otherwise write original, minimal, strong message.

Subhead: Optional (if concept is image-driven), otherwise write original, minimal, strong message.

Body Copy: Optional(?), otherwise write original copy for contact info, directions, locations, dates.

Other Elements: Concepts may be either type- or image-driven. Design should be bold, strong and clear (uncluttered). Message and/or imagery should work from quite a distance (i.e. have high readability). Impact is key to the layout. Illustrator-created art/graphics. Techniques to explore: effects, blends, gradients, transparency, tints, etc.

Demonstrate use and control of: Font and color choices, design and layout decisions, pen tool and paths, corner and curve points, strokes and fills, project folder and file management. Intentional hierarchy of font sizes, and information delivery, where appropriate.

Supplemental Information

Posters, partially because of their size, are very well-suited to communicating graphically. The most effective posters express their messages through compositions that capture attention, stand out, and communicate clearly. Vector-based artwork can be scaled up, or down, without degradation. Research online, and the in-class library, for great starter inspiration.

Grading Factors:

- Procedural/Specification Accuracy
- Concept Quality
- Design/Layout Effectiveness
- Art/Photo/Illustration Usage
- Proficiency/Production Speed