

ADV1162 Raster & Vector Graphics

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Project 1 Overview: *Get Out the Vote* campaign

Purpose

To exercise various modes of critical thinking, mind mapping, and formal play in an effort to find new meaning and shape for a given text.

Learning Outcomes

By investigating the principals of design, students will gain a deeper understanding of visual perception. Students will explore design as a means of communication and gain a solid understanding of the grid system to bring visual structure and balance to their work. In-class presentations and discussions will encourage students to use relevant design terminology.

Problem

The goal for the *Get Out the Vote* campaign is to create nonpartisan poster that inspires the American public to participate in the electoral process and vote in the 2012 general election, as well as local elections to come. Through the power of effective design, posters should motivate eligible citizens to register and turn out on Election Day.

Technical Skills

Through lectures, lessons and software demonstration students will gain an understanding of the design process used to create a professionally crafted design projects from concept development through to final completion and presentation. Industry tools (both conventional and digital) will be investigated and used.

Over the next few weeks, we will design these posters through a series of stages (see below for details):

Stage 1: Research historical images, words, facts, meanings.

Stage 2: Develop a mood board, which is a collage of inspiration, reference material and research. Designers' use mood boards to develop their design concept and to communicate ideas to other members of a design team.

Stage 3: Poster development – organization of visual hierarchy with all the required visual elements. Create a few sketches to explore different possibilities for your layout. Think about using type as metaphor to visually communicate your analysis, or point(s) of view on the subject. Experiment with a variety of approaches. Don't assume first ideas and solutions are the best. Take chances, you can always tighten things up later. Select a series of words from your phrases, edit the words down to a series of syllables, literal meanings have less significance here. Experiment with type and composition. Perhaps focus on the expression through the letterforms themselves, as well as through their arrangement on the page.

Three pencil or ink sketches based on the tagline you came up with in class and the content requirements (see below). Sketches can be smaller than final poster dimensions. Vertical layout. I will review your interim compositions (sketches) next week and from there you will begin to develop one final solution of the poster.

Stage 4: Design Poster

The objectives of this project are to discover new relationships between typographic form, space, and structure; and to understand how information can be clarified to create more coherent communication spaces. With careful consideration to the design principals discussed in class posters must be designed with the following content and specifications:

Format

Poster 11x17 inches (Photoshop 300DPI or Illustrator – your choice)

Vertical layout.

.5" margins

Use of bleeds if necessary

Content

- Title: Vote 2012 (you can play with the title)
- Tagline: Should relate to your concept and be integrated into the poster design
- Copy: Voting registration dates and deadlines (students responsible for this information)
- Margins
- Note: Poster may be designed in Photoshop or Illustrator