

GRA3611 Vector Art Editing

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Poster Campaign Overview: YANA

Purpose to create a poster for YANA that:

- Generates public awareness
- Reinforces their branding
- Provides detail about how the organization helps the community it serves

You Are Not Alone (YANA's) mission statement:

It is our mission to provide training and guidance for obtaining careers in fair, healthy and dignified work environments, by fostering people's sense of self-reliance. Our goal is to create a safe space with the necessary tools for Rockaway residents to recognize their potential and become active participants in the development of their community, in harmony with nature and with each other. By fostering people's sense of self-reliance, we aim to strengthen their bond to each other and their belief in collaboration.

Our hope is to inform and encourage the community to use existing resources available to them that they may not be aware of. YANA draws on the potential of the community. We want people to understand that whatever obstacle they might face they are not alone. We strive to identify needs within a community and seek to find solutions by drawing on the natural strengths and resources found within that community through collaborative efforts.

We assist people who are looking to take positive steps in changing and controlling their future.

Core Values

We want to change the perceptions of a disposable society by introducing alternative options.

Sustainable careers

Sustainable housing,

Sustainable healthcare.

Who We Serve

Working in Rockaway we saw this as a community in disaster mode after the devastation of Hurricane Sandy. We serve:

- people without work
- People on public assistance
- People homeless
- People out of prison trying to find work and counseling
- People struggling with drug abuse
- People with severe health care issues
- Young people trying to find training
- Working class home owners trying to stay out of foreclosure
- Undocumented immigrants trying to work

We help find available resources that fit individual needs.

Design Specifications

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

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

Stage 1: Brainstorm and articulate concept. This should include all copy and content. Be sure to use the research that was generated for the identity design.

Stage 2: Poster development – organization of visual hierarchy with all the required visual elements. Create a few sketches to explore different possibilities for 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.

Stage 3: Design Poster

The objective of this stage in the project is to discover 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 (Illustrator)

Vertical layout.

.5" margins

Use bleeds if necessary

Requirements

You will be responsible for composing all copy for the poster. Must be approved prior to starting the design). Poster must include the logo (it is up to you to use your own logo, or the logo developed for YANA, requirement is subject to change)

DUE: April 3th

Stage 1 & Stage 2: Three pencil or ink sketches (drawn in proportion to 11x17"). Sketches can be smaller than final poster dimensions. Vertical layout.