**ADV1162**
**Instructor:** Genevieve Hitchings
*Eat Your Words*

**Project 1 Overview:** Poster Design

Assignment
Students will be asked to design a promotional poster for a New York farmer's market. The poster should inform New Yorkers as to the benefits of access to these markets.

Over the course of several weeks the project will be broken down into the following series of research and development stages that will eventually lead into the final piece.

Requirements The poster must feature one seasonal vegetable or fruit.

Students will be asked to visit the market that meets on Thursdays, in front of the courthouse and interview vendors; not only to help them chose one appropriate piece of produce but also to learn about how the markets work logistically.

**Stage1:** Iconic and symbolic exploration

**Stage2: Research** Scavenger Hunt
Scavenger Hunt: students will be partnered into groups of four and asked to visit the market that meets on Tuesdays and Thursdays, in front of the courthouse and asked to:
* Come up with ten questions they have about the markets and interview vendors
* Document their visits by taking 10 specified photographs
* Present their research on Openlab

**Stage 3**: **Mood-board** A mood-board is a collage of inspiration, reference material and research to help develop their design concept.

**Stage 4**: **Poster development** Organization of visual hierarchy with all the required visual elements. Create a sketches to explore different possibilities for your layout.

**Stage 5: Poster design** The objectives is to discover new relationships between typographic form, space, and structure; and to understand how effective design creates a more coherent communication space

Format
Poster 11x17 inches (Photoshop 300DPI or Illustrator – your choice)
Vertical or horizontal layout.
.5" margins
Use of bleeds if necessary