

**ADV1162**

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**Class Blog:** artorium.com/instruction  
**Poster Design** Project Brief

Mission

Design an informational poster to provide CityTech students, faculty and staff with available food choices in the immediate area surrounding the College on 300 Jay Street. The poster should be well organized and clearly presented so that the information is communicated easily and quickly.

Requirements

The poster must include:

- A title
- A brief paragraph of text (text will be provided)
- At least 15 different food options
- Organize types of food choices into at least 3 logical categories
- Include a key with the use of symbols
- Provide a visual representation of where viewer is located in relation to destinations.

Dimensions

- 11x17"
- 300dpi
- Margin .24"
- Posters can be designed in either Photoshop or Illustrator – or a combination of both

Stages

We will be working on this project in a series of stages (each of which will count as part of a grade)

- Research
- Sketches
- Draft 1
- Revisions
- Final