

## **COMD1162**

Genevieve Hitchings

mhitchings@citytech.cuny.edu

www.artorium.com/instruction

### **Week2 – Research** for ‘Get Out the Vote’ posters

- Exercise 1: in class mind mapping team work.
- Exercise 2: Inspiration/Moodboard

**Mood Board:** collage of inspiration, reference materials and research

Designers use mood boards to develop their design concepts and to communicate to other members of the design team.

### **Dimensions**

8.5 x 8.5” – 300 dpi (High res)

Include: typography, phrases and words, images.

Imagery can be gathered from the web, magazines, catalogs, scanners, digital cameras. It might pay to visit a library especially for your historical research.

**Content of boards** should include:

List of words associated with subject matter

Images that capture/convey words

Images that provide a historical references

Symbols – shapes

Colors associated with democracy

Meaning of color in cultures and history

Type: explore typefaces

- Legibility/ readability
- Personality/ mood