

## **COMD1162**

**Instructor:** M. Genevieve Hitchings

**Project 1 - Overview - Poster Design**

### **Tourism - NYC**

Over the course of the next few weeks you will be designing a series of symbols, which will become part of a poster. The poster is meant to showcase 6 major tourists attractions in New York City. The poster should feel fun and welcoming and is meant to communicate meaning quickly without the use of words. We will design these posters through a series of stages (see below for details):

**Stage 1 (Week3):** Research historical images, words, facts, meanings.

Identify one of each of the following locations in New York City. Please choose well-known iconic places.

- Museum
- Dining
- Park
- Nightlife (music, dancing, theatre)
- Shopping
- Landmark

**Stage 2 (Week 4):** Develop the tone and voice of your imagery. Using reference photos create sketches all six of you locations. For each location you must have at least 10 possible sketches. Figure out your stylistic direction and render the finalized sketches in Illustrator.

**Stage 3 (Week5):** 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. You may add type at this stage. 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) and from there you will begin to develop one final solution of the poster.

**Stage 4: (Week7 - DUE):** 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