

Design Brief

Project 02 (Persuasion)

Last Revised: 02.27.06

Assignment

Design and produce a persuasive poster with the intention of communicating a specific message to a specific audience. Make use of the following elements: two words, two typefaces, two images, two colors, two visual styles (and/or printmaking methods). Also, you must incorporate something you (clearly) drew by hand as part of your design.

Notes: Helvetica and Courier are different typefaces; Helvetica Condensed and Helvetica Regular are part of the same typeface, but different fonts. Some examples of visual styles: Art Nouveau; Modernism; Arts & Crafts; Cubism; Abstract Expressionism; Postmodernism; Photo-Secession; Psychedelic; Dada; Punk; Pop. Some examples of printmaking methods: linoleum block, woodcut, scratch board, silkscreen, cyanotype; pin hole camera; photogram; contact print.

Analysis

The poster is an ideal format for examining relationships between words and images and between propaganda and persuasion. The primary intention is to explore, within specific boundaries, how visual messages may be created and communicated. This project will stress the role of both style and image-making processes in visual communication. Basic design principles, including Repetition, Positive/Negative and Scale, will also be emphasized.

Size

Posters must measure 11 x 17 inches, vertical format (only).

Borders

Elements may bleed off any or all sides; bleed areas are required. A white border around the perimeter is forbidden.

Grading

You will be evaluated according to: (1.) design and creative ability; (2.) effectiveness in developing and conveying messages; (3.) willingness to experiment with image-making processes; (4.) craft and technique; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following instructions.

Submission

Periodically, students will be asked to attach works-in-progress (size: 11 x 17 inches) to a designated wall, for discussion and critique. Finished versions, at full size, may be displayed in a public area, at the end of the project.

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