

Design Brief

Project 02 (Persuasion); Part B

Last Revised: 02.27.06

Assignment

(1.) Finish your poster.

(2.) Using your poster as resource material, design five different bumper stickers, each to be printed on a high quality laser or ink jet printer. On each sticker, use all of these elements: two words, two typefaces (ex: Helvetica and Courier), two typestyles (ex: Bold Condensed and Italic) and two colors (ex: red and black). No images allowed. Use the same two words and typefaces (from your poster) on each sticker. Pay special attention to kerning, tracking and proximity.

Analysis

The bumper sticker is an ideal format for exploring typographic options and nuances, in a constrained space. As with the poster, the primary intention is to explore, within specific boundaries, how visual messages may be created and communicated. This project will stress the role of subtle variations as a means of creating effective visual communication. Basic design principles, including Repetition, Positive/Negative and Scale, will also be emphasized.

Size

Each sticker must measure 11 x 3 inches, horizontal (landscape) format.

Borders

Bleed areas are required. A white border around the perimeter of any sticker 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

Students may be asked to attach works-in-progress (size: 11 x 3 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. All parts of Project 2 (2A and 2B) must be formally submitted together. Refer to: Mounting Guide: Project 2, available on the course website.

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