

**Project 2A: Persuasion** (revised: 05.12.05)

*In a world where the rich and powerful can hire more and better persuaders, who has the last word?*

— Bill Moyers, in *Visual Communication* (2nd ed.), by Paul M. Lester, Wadsworth Publ. (Belmont, CA 1999).

**ASSIGNMENT**

**Create an issue-oriented poster** used to persuade a target audience. Your poster must be a two-color duotone. Your poster must utilize three words and a photomontage.

**Note: Instructor will (usually) remain neutral, regarding the content of your poster.** However, the instructor is automatically part of your target audience. Be clear. If the instructor cannot understand — or disagrees with the effectiveness of — your poster, the instructor's evaluation will reflect this.

**TYPE**

**Three words are required.** (You may use more, but no less than three.) Your poster may also incorporate other kinds of text. But your intention (whether the other text is meant to be read, or only considered as texture or background material) must be clear, as determined by the instructor.

**IMAGES**

**Only one image is required — but it must be: 1.) a photomontage, and: 2.) a duotone.** A photomontage is a composite image created using traditional and/ or digital means of assembly and production, and composed of all, or part, of three or more individual images. For the image to count as a photomontage, the individual image parts or fragments must be physically connected somehow, such as by touching or overlapping, or by connecting lines. A duotone is any image printed in two colors.

**COLOR**

**Two colors are allowed.** You can also use shades of the two colors — as many as you want. But keep in mind that this project focuses on the use of images, and composition, more than color. In general, one of your colors should be dominant — darker, or more intense (i.e., black, cherry, grape). The other one should be submissive — lighter, less intense (i.e., yellow, pink, chartreuse). Contrast is the goal.

**Note: White (usually) doesn't count as a "color"** — unless you print on paper that isn't white. Your two colors don't include the color of the paper you print on (usually, white).

**Note: Black (always) counts as a "color"** — if you choose black as one of your colors, you can only use one other color.

**SIZE**

**Poster must measure 11 x 17 inches.** It can be either horizontal ("landscape") or vertical ("portrait") format.

**BORDERS, MARGINS**

**A white border around the edge of your poster is NOT allowed.** White borders are only allowed if they represent a key component of your design strategy, rather than a way to avoid having to print and paste up a poster in sections ("tiling"). Text margins must be at least 1/2 inch from any poster edge. However, images and/ or type design elements may bleed off any side of the poster. Bleed areas are encouraged.

**PURPOSE**

This project affords students with opportunities to: (1.) consider how design conveys meaning; (2.) employ design principles as tools of persuasion; (3.) select appropriate typefaces for use; (4.) explore appropriate letter, word and line spacing configurations; (5.) select appropriate imagery, for maximum impact; (6.) create a photomontage, and consider both the historical and contemporary uses and effectiveness of photomontage techniques; (7.) select and present an issue or idea of personal significance as subject matter for a design project; (8.) explore both technical and aesthetic abilities; (9.) produce representative materials for presentation in a professional environment; and (10.) manage a basic design assignment and learn to meet deadlines.

**GRADING**

You will be evaluated according to: (1.) use of type and image; (2.) demonstration of design and creative abilities; (3.) effectiveness in developing and conveying ideas and concepts; (4.) craft and technique; and (5.) professionalism.

**Note: Sloppy presentation, typographical errors and/ or not following instructions will incur significant point deductions.**

**SUBMISSION GUIDELINES**

1. Center and mount your poster on a 20 x 16 inch sheet of black board. Attach a tracing paper overlay.
2. Type, on a separate sheet of letterhead — one sheet only — a double spaced "Letter of Explanation" to the instructor, discussing your work. Your letter should be about 200 words in length. Spellcheck your letter. Check grammar and punctuation. And sign your letter, after you print it.
3. Place the letter in a pocket folder. Check to be sure a business card is still in the folder's business card slot.
4. Place the folder and the mounted poster in your portfolio case. Be sure your business card is still neatly attached to your portfolio case (upper flap, lower right corner).

**Note: Additional guidelines may be available elsewhere,** along with further mounting instructions or diagrams; ask your TA or the instructor.