

Design Brief

Project 2A (Eye : Image : Persuade)

Last revised: 08.30.05

Assignment

Design and produce a persuasive poster with the intention of communicating a specific message to a specific audience. You must utilize all of the following elements: two words, two typefaces, two images, two colors, two visual styles.

Note: Helvetica and Courier are different typefaces; Helvetica Condensed and Helvetica Regular are part of the same typeface, but different fonts.

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. Design principles including Repetition, Positive/Negative and Scale may also be emphasized.

Size

Posters must measure 24 x 36 inches, vertical format (only). Posters must be designed to be printed in sections and pasted together ("tiling"), as needed.

Borders

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

Be prepared to attach works-in-progress (size: 11 x 17 inches) to a designated classroom wall, for purposes of discussion and critique. Finished versions, at full size, will be displayed in a public arena, at the end of the project.

Note: Students are required to spend a nominal amount (\$15-30), to output 1-3 copies of their final poster, at full size. A recommended printer, and final output specifications, will be announced in class.

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