

Design Brief

Project 2B (Eye : Image : Persuade)

Last revised: 08.30.05

Assignment

(1.) Finish the poster you began working on in Project 2A.
(2.) Using your poster as resource material, design five different bumper stickers, each 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 (from your poster) on each sticker. Pay special attention to kerning, tracking and proximity/placement.

Analysis

The bumper sticker is an ideal format for examining relationships between words, colors, typestyles, propaganda and persuasion. The primary intention is to explore, within specific boundaries, how visual messages may be created and communicated. This project involves mixing colors, typefaces and typestyles. Design principles including Repetition, Positive/Negative and Scale may also be emphasized.

Size

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

Borders

Elements may bleed off any or all sides; 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 conveying messages; (3.) willingness to experiment, mixing colors, typestyles and typefaces; (4.) craft and technique; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following instructions.

Submission

All parts of Project 2 (2A and 2B) must be formally submitted together. Refer to: Mounting Guide: Project 2, available on the course Web site.

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