

ADPR 3520
GRAPHIC COMMUNICATION
Instructor: Kristen Smith

Design a Poster Based on a 20th Century Design Style

Objective:

Use what you learned about one 20th Century design style to create an 11x17 poster.

Assignment:

You have two choices. Use your summary of the design style you chose for your paper to create a poster explaining the style. The poster should include when the style was popular, its visual hallmarks, and if a historical and social movement influenced the style. You may include a designer known for the style if you like. Design the poster in the style you chose. The other option is to use the hallmarks of the style to create a poster for an event or ad or PSA.

In either case, make sure the most important words are large enough to be read at a distance.

Resources:

There are many places online to see posters in your design style and to be inspired by what works well. We will discuss in class.

Process:

Study your style and note the hallmarks of the style, the typefaces and colors used. Study posters online. Note how successful posters use scale, a clear focal point, colors, diagonals and other design elements to get your attention. Make sketches of possible layouts.

Set up your poster in InDesign. You can use Photoshop and Illustrator if necessary, but bring images and artwork into InDesign. (Remember to PLACE images in InDesign and don't drag them onto the page). The largest paper we can print on in the lab is 11 x 17. So, set your poster to that size. If you want it to bleed, remember to set your bleed to .125 on all sides. The orientation is up to you, but typically posters are portrait.

There is NO MAP required for the poster, unless you do an event or PSA or ad. In that case, tell me a little about your message, audience and design choices.

Deliverables:

Follow the printing and packaging instructions on the "Project" tab of our website. Please give me a print out of your poster and put the packaged file in the drop box for me.