Art 3205

Applied Typography

FINAL PROJECT

Assignment Overview

For your final project you will create a poster for the cause of your choosing. I would advise you to choose a cause that is significant to you in some way — humanity, peace, sustainability, health, minorities, etc. The goal of the project is to educate your audience (not advertise an event or campaign) and should be applicable enough to your peers that you could hang your poster somewhere on campus at the completion of this project.

You will use 1-2 typographic systems somewhere within your poster. Consider the cause and imagery when deciding what typographic system(s) would be most appropriate.

Ideas
Arts
Education
Health
Human Rights
Politics
Religion
Science

Assignment Objectives
- To use 1–2 typographic systems in a practical application.
- To further explore hierarchy and legibility in typographic composition.
- To create a composition for large scale application.

Thoughts on Design
Poster: Please include a title, subtitle and 50-100 words of original text (and, if you wish, a quote and/or written excerpt).

Software: Your poster will be designed in InDesign.

Typefaces
Helvetica
Meta
Myriad Pro
News Gothic
Thesis
Trade Gothic
Univers

Color: The poster may be designed in 1-color, 2-color, 3-color or 4-color (full color).

Font: You may choose one sans serif font from the list on the left and use it in various type sizes and weights.

Deliverables
Presentation boards
Mount your 24″x36″ poster on a 24″x36″ 3/16″ thick foam core board.

Turn in Digital Files
Please turn your final digital files with your final project. Please include a high-resolution PDF and source files (packaged InDesign file). You may turn these in on a disc, send via email (if under 5MB) or bring the files on a memory stick to class. Be sure to clean up your files (erase any unused imagery, text, colors, paragraph or characer styles) and use appropriate color files (CMYK for print applications).

Final Presentation
For our last class, please present and turn in a 9 page PDF presentation of your work from this quarter. The first 8 PDF pages will showcase Projects 1–8 (ncluding any revisions from your final comp) and the final page of your PDF should be your Cause poster.

Please also choose your favorite typographic composition from the exercises this quarter, mount it on black illustration board and bring it to our final class.

Art 3205　　　　　**Applied Typography**

Winter Quarter 2011
T/Th 2:00–4:20pm

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Office Hours: Tuesdays & Thursdays, 10:30am–1:45pm
art3205.blogspot.com

FINAL PROJECT　　　　**Project Schedule**

2.22　　**Assign Final Project**

2.24　　**Proposal**
Each student will propose two different series — your classmates will help you make the final selection. Proposals should be written or typed on a single sheet of 8.5 x 11″ paper. Please include:
- Title + subtitle (for example: End World Hunger: Every year 15 million children die of hunger)
- A brief description of your cause
- A brief description on how this relates to your audience (college students)
- List 3 ideas of possible imagery

3.1　　**Choose Imagery**
Once your cause is chosen, you will bring in 8 image possitilities (personal sketches or found photograph or illustration sources to be used as inspiration). Your final work may include found or original photography or original illustration. Please be aware that you will need to print your final image out in large scale (24″x36″ poster) when considering image resolution.

3.3　　**Critique 1**
Bring in 25 poster sketches and 10 email sketches.

3.8　　**Critique 2**
Bring in 3 poster comps and 3 email banner comps. Print out on 8.5″x11″ paper in full color.

3.10　　**Critique 3**
Bring in refined poster and email banner comps. Print out on 11″x17″ paper in full color.

3.15　　*No class.*

3.17　　**Final Project due (1pm)**