

Design One Project One
Introduced September 9. Due September 28.

Exhibition Poster

You will produce a poster that announces the upcoming exhibition by Functional Design Students at the University of Wisconsin Oshkosh.

Design solutions will investigate abstract form and formal relationships. You must be able to combine graphic forms with type to clearly communicate both the subject and the information details.

Process

1. Use only abstract form, such as: shape, line and plane, to advertise and exhibition of plywood constructions. Consider themes such as tools, geometry, wood, texture, technique.

-You may not use photographic images

-Work to abstract the visuals. Go beyond images of the subject and consider how you can communicate the experience of the exhibition.

2. Visual Hierarchy. A great deal of information must be displayed on this poster. Consider position and scale of type carefully.

-Determine the reading order of information for your poster. Scale, typeface, phrasing and position will all affect the importance of the details. Names must be listed in alphabetical order.

The Plywood Show

Annex Gallery

Arts and Communication Center

University of Wisconsin Oshkosh

November 2-9 2009

Gallery hours are 10:30am -3pm, Tuesday -Friday

Baker, Dawn

Beyer, Ashley D.

Bridenhagen, Marshal T.

Clayton, Heidi A.

Culbertson, Brittany A.

Doudna, Nicole M.

Malcore, Derek J.

McKenzie, Jane M

Schneider, Danielle E

Stampfli, Ronessa A.

Yang, Mary

This list is subject to change.

3. Research/Project Development

-Thumbnail sketches. Create quick preliminary sketches to generate ideas and potential solutions to the problem. Do not attempt to illustrate. Sketch out your thoughts and responses to the subject—brainstorm the subject. Don't draw out all the individual letters. Use shapes and shades of grey to block out type. Concentrate on the visuals and their relationship to the type and the space of the page.

-Choice/Refinement. Choose the most successful thumbnails and refine. Use the computer and work to actual size. Work quickly, printing out proofs and revising. Use both drawing and digital output, refining several ideas to narrow down in the next stage.

-Comprehensives. Complete digital comprehensives, experimenting and working towards final. At this point, you are perfecting one final concept.

Final Presentation.

Use both comprehensives and critique as a basis to work up completed project.

- All information on posters must appear identical to the copy provided. **Any spelling mistake will reduce your project grade by one half letter for each mistake.** Be careful to check spelling of information and names!
- Finals are to be completed on computer using Adobe Illustrator.
- Final compositions are to be 11x17". Posters will be reproduced using Xerox (photocopy) and will not be trimmed. Plan for a non-printing border around your work to accommodate various output devices.
- You may not use any filters or gradients.
- Finals are black and white only. You may use grey but the posters are being photocopied. As a result, screening will darken and small detail may be affected. Plan ahead.
- Mount one final printout for critique on black board with a 2" border on the top and sides and 2.5" at the bottom. Also, submit a photocopy of the poster for critique (make copy before you mount poster).
- Work must be covered with a stiff paper cover flap.
- Affix a label to the back of the mounted work, in the bottom left hand corner. Use format below.

Project One Schedule

- Sept 9 Syllabus. Introduction of Project One. We will visit the Functional Design classroom from 3.30-4pm. Discuss design process. Examples of Class Projects.
Homework: 50 thumbnail drawings: brainstorm, concept, layout.
- Sept 14 **Due Today:** Thumbnails.
 Work Day. Demo: Pen Tool, Templates. Individual Critiques.
- Sept 16 Work Day. Demo: Font formats, typesetting tips.
Homework: Prepare a full-scale comprehensive of your poster for critique. Also prepare a photocopy of your poster.
- Sept 21 **Due Today:** Comprehensives of poster and copy due for critique at beginning of class.
 Group Critique in 215.
Homework: Redesign an advertisement from the Yellow Pages. Ads will be discussed and assigned in class.
- Sept 23 **Due Today:** Yellow Pages redesign.
 Group Critique in S215. Presentation Demonstration.
 Work Day.
- Sept 28 **Due Today:** Project One. Projects mounted and displayed for critique.
 Submit additional unmounted photocopy of your poster.
 Turn in workbooks for grading.

Your Name Design One Assignment One
