Design One Project One

Exhibition Poster
You will produce a poster that announces the upcoming exhibition by Functional Design Students at the University of Wisconsin Oshkosh. You must be able to combine imagery with type to clearly communicate both the subject and the information details to a wide-ranging audience.

Process
1. Use original photography to advertise an exhibition of plywood constructions. Consider themes such as tools, geometry, wood, texture, technique.
 -Use the camera to capture multiple images, points of view of the subject. Shoot a variety of situations, angles, distances. Photograph to fulfill your layout plan.
 -Work to abstract the visuals. Go beyond static imagery of the subject and consider how you can communicate the experience of the exhibition.
 -Do not rely on portraits of people or objects. Consider interactions, formal relationships, narrative.
 -Final posters may have one or more images. Test many solutions to the problem.

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	Katelyn Arquette
Annex Gallery	Samantha Blue
Arts and Communication Center	Jeffrey Bouressa
University of Wisconsin Oshkosh	Elizabeth Erickson
November 12–20, 2014	Alicia Forstner
Gallery hours are Monday–Friday: 10:30am–3pm	Chase Granzow
Monday–Thursday: 7–9pm	Kelsey Jannsen
Saturday–Sunday: 1–4pm	Samantha Jansen
	Haley Pilz
	Jenna Schroeder
	Travis Tooley
	Matthew Vander Zanden

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 gray 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. Experiment with type, tone, layout. Refine 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 grade-step for each mistake**. Be careful to check both spelling and organization of information and names!
 -Finals are to be completed on computer using Adobe InDesign.
 -Adobe Photoshop may be used only to resize and crop images. Use it also to transform images to grayscale and to adjust contrast. Do not use Photoshop for typographic composition.
 -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 1" border on the top and sides and 1.5" 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.

Your Name
Design One
Assignment One

Project One **Schedule**

Feb 3   Syllabus. Introduction of Project One.
         Discuss design process, image resolution, contact sheets
         Homework: Research Notes; 25 thumbnail drawings: brainstorm, concept, layout.
                Read pages 10–19: *Basics of Research, Linear Reasoning/Lateral Thinking,*
                Exploratory Drawing, Visualizing Ideas
                Respond to questions (below) in your workbooks.

Feb 5   **Due Today:** Thumbnails. Photoshoot in Functional Design (S2) 10.20–11.30.
                Work Day. Demo: Adobe Bridge/PDF contact sheet, grayscale, contrast, image resize.
         Homework: Contact Sheets (minimum 100 images). Select from your images and create five 11x17 posters with the
                title: **The Plywood Show**. Experiment with quantity, scale and position of images. Explore typographic
                choice, position, scale. Use InDesign; minimize image manipulation.
                Grayscale photos only.
                Read pages 78–81: *Typographic Emphasis and Hierarchy*
                Respond to questions (below) in your workbooks.

Feb 10   **Due Today:** Group critique of posters in S215. Contact Sheets, Five Photo-based Compositions.
                Work Day. Demo: typesetting tips, FontExplorer, printing type samples.
         Homework: 25 more thumbnails. Explore type and image relationships. Prepare a full-scale comprehensive of your
                poster for critique. All content must be included: images, show info, names. Also prepare a photocopy of
                your poster.
                Read pages 32–39: *Basics of Composition, Form and Space, Symmetry/Assymetry*
                Respond to questions (below) in your workbooks.

Feb 12   **Due Today**: Comprehensives of poster and copy due for critique at beginning of class.
                Group Critique in 215.
         Homework: Create at least five variations of your poster concept. Variables may include imagery, scale, position,
                typeface, type style, etc.

Feb 17   **Due Today**: Poster variations for individual critiques.
                Presentation Demonstration.
                Work Day.
         Homework: Prepare final poster for critique and grading.

Feb 19   **Due Today**: Project One. Projects mounted and displayed for critique.
                Submit additional unmounted photocopy of your poster.
                Submit workbooks for grading.

Questions pgs. 10–19
-Define Primary and Secondary Research
-What is the difference between Factual and Visual Research?
-What is the difference between Lateral Thinking and
 Linear Reasoning?
-What is Brainstorming?
-What are Thumbnails? Why are they important?
-What is a Catalog of Inspiration?

Questions pgs. 78–81
-What is hierarchy?
-What is contrast?
-Why is "less is more" an important rule in hierarchy?
-What factors affect the emphasis of type?

Questions pgs. 32–39
-Define Positive vs. Negative Space
-What is the Figure-Ground Relationship?
-What is Gestalt Psychology?
-What is the Rule of Thirds?
-Define Symmetry vs. Asymmetry?