

## Design One Project Two

Introduced September 28. Due October 21.

### Movie Advertisements

You will produce a series of 3 advertisements for a film of your choice. In the process you will explore various compositional strategies to make the advertisements formally distinct.

The layout of your ads should be distinct but there should also be a sense of unity across the series. Consider the manner in which visual themes and content could be shared in the series, so that the viewers do not get confused as to what type of movie they may be going to see.

This will also be the first assignment where you will use color. Over the course of this project, we will discuss color theory and color philosophy. Consider how color may be manipulated to intensify the content of the advertisement and to maintain contrast and hierarchy.

### Process

1. Advertise a movie using original imagery.
  - Your choice of imagery must be new and not previously featured to promote the film. This limitation extends to actors that appear in the movie. Do not substitute the actor with another model.
  - You may use images from a variety of sources: books, magazines and photography. Use photography and not illustration for final solutions. At least one ad must have an original photographic image.
  - You may NOT use Stock Photo Images or any images from the Internet!**
2. Explore layout strategies for your ad.
  - Consider multiple arrangements of typographic and visual information. Experiment with type, image, color, scale, position, juxtaposition and alignment.
  - Successful ads combine text and image into a single unified presentation.
3. Research/Project Development
  - Movie Research. Choose 5 movies for initial consideration. Brainstorm. List 5 images you may associate with each. Include research notes in your workbook.
  - Thumbnail sketches. Narrow to one or two movies. Create quick preliminary sketches to generate ideas and potential solutions to the problem. Concentrate on visuals and their formal relationships. Test multiple layouts for each idea. Make layouts as distinct from each other as possible.
  - Choice/Refinement. Choose the most successful movie thumbnails and refine. Use the computer and work to actual size. Work quickly, printing out proofs and revising. Use both drawing and digital output at this stage, creating multiple layout concepts for your movie. Begin to narrow your concepts down to the most successful.
  - Comprehensives. Perfect the advertisements chosen in critique. Complete digital comprehensives, experimenting and working towards final.

### Final Presentation

1. Critique and comprehensives provide basis to work up completed project.
  - 3 final advertisements will present a single movie. Layout for each ad must be unique.
  - At least one ad must have an original photographic image.
  - Consider these "teaser" ads: include the title for the film, director's name and names of 2-5 stars.
  - Complete layout in Adobe InDesign. Use support software such as Photoshop for image manipulation.
  - The final will be in color and must be trimmed to 8x10".
  - Mount each on a separate black board with a 2" border on the top and sides and 2.5" at the bottom.
  - Work must be covered with a stiff paper cover flap.
  - Affix a label to the back of each mounted work, in the bottom left hand corner, as indicated below.
2. Printing. Plan Ahead! To print in color, you will have to use a service bureau.

- Local places include: IRC in Polk Library, Kinko's, Copy This, and DPI Printing. There are also bureaus in Appleton and surrounding communities.
- Organize your files, fonts and proofs.
- Test printers and work with same bureau for consistent results. Print proofs of projects to match colors. Be aware of hours of operation and lead time. Printers will back up and break down when an entire class needs to print at once.
- Projects are due on the date announced. **There will be no exceptions or extensions made for printing or access problems.**

Your Name Design One Assignment Two
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Project Two **Schedule**

- Sept 28      Project Two Introduced. Scanning Demonstration and Tonal Compression, gaussian blur.  
**Homework:** Fifty drawn advertisement concepts. List of movies and ideas. Sketch emphasis should be on chosen movie.
- Sept 30      **Due Today:** Ad Concepts.  
 Discussion of Critique Handout. Color theory and manipulation, duotone.  
**Homework:** Write two critiques of magazine advertisements. A positive critique of one ad and a negative critique of another. Each critique must be typed and a minimum of 300 words. Attach the ad to the critique. Use the Meggs handout as a guide.
- Oct 5        **Due Today:** Magazine Ad Critiques in AC215.  
 Introduction of Project Four/Part One. Design History Lecture.
- Oct 7        Design History Lecture Continued. Work Day.
- Oct 12      Work Day.  
**Homework:** Color comprehensives of 3 advertisements.  
 List of topics for design history paper.
- Oct 14      **Due Today:** Color comprehensives of 3 advertisements due. Group Critique in 215.  
 Sign up for Design History Topic.
- Oct 19      Work Day.
- Oct 21      **Due Today:** Project Two Due. Projects must be completed and ready for critique at beginning of class period. Submit projects and workbooks for grading.  
 Design History Research Outlines Due.