

Commercial Illustration Project Three

Tourism Poster

For this third project you will create a tourism poster for the City of Oshkosh. Your poster must feature images of Oshkosh or the surrounding area, with the headline: Visit Oshkosh, Wisconsin. These posters will present a stylized view of the city that will appeal to tourists who may not have thought much about Oshkosh as a travel destination. These posters will have a "vintage" look, illustrating the city in manner that references poster styles of the past.

Process

1. Research the past and present of Oshkosh, Wisconsin
 - consult online resources for information about Oshkosh that you can reference in your design. Both the Oshkosh Public Library and Visitors Bureau have helpful sites
 - take pictures around Oshkosh that you can use as source material for your project
2. Research historical poster illustrations
 - don't limit yourself to only travel posters
 - look to graphic design history for inspiration
 - limit your research to posters produced between 1890 and 1980
 - choose specific exemplars and thoroughly evaluate the elements and style of the posters so you can incorporate it into your own original design
3. Explore Illustrator and Photoshop techniques that will help you develop your graphics
 - look for online tutorials and techniques
 - explore the tools and filters that can help you achieve your desired results
 - practice working with images and graphics
4. Research/Project Development
 - Research. Analyze the design problem, research subject and audience, outline methodology
 - Brainstorm. What's the best that Oshkosh has to offer?
 - Sketching. Create thumbnail sketches of potential solutions to the problem
 - Gather visual information to complete project. Take care that image research doesn't lead to plagiarism
 - Create comprehensives, proofing, editing, variations towards final

Final Presentation

- Use Photoshop and Illustrator to complete assignment.
- Final presentation will be of a single 10x16" poster; mounted on black mat board with a 1" border at the top and sides and 1.5" border along the bottom. Label the back of your work.
 - Posters must include the phrase, "Visit Oshkosh, Wisconsin", in the overall design
 - All image sources for this project must be original. You may not use any "found" imagery.



Schedule

- Mar 13 Project Introduction.
Homework: Research. Brainstorm. Create Thumbnail Sketches.
- Mar 15 **Due Today:** Research, sketches.
Individual and Group Critiques. Work Day.
Homework: Shoot at least 100 images of the Oshkosh area as source material for your poster. Print out a black and white contact sheet.
- Mar 20/22 Spring Break
- Mar 27 **Due Today:** Contact Sheets for critique.
Work Day.
Homework: Complete full-scale, digital color comps of poster, trimmed, and ready for critique at the start of class.
- Mar 29 Work Day.
- Apr 3 **Due Today:** Digital comprehensives of posters for Group Critique.
- Apr 5 Work Day.
Homework: Prepare final posters for submission.
- Apr 10 **Due Today:** Posters due. Submit Workbooks, with clear evidence of source material and project evolution, for grading.

