

## Image Use in Graphic Design I 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, Public Museum and Visitors Bureau have helpful sites
- Take pictures around Oshkosh that you can use as source material for your project
- Solutions may be in the form of a montage of important Oshkosh "scenes" or focus on one location/idea to convey "Oshkosh"
- Two devices from visual rhetoric are useful:
  - Synecdoche* (*sin-eck'-duh-kee*) is the use of a part to represent the whole, or vice versa.
  - Metonymy* (*meh-ton'-uh-mee*) is using the name of one thing to stand for another, related thing.
- Consider how your poster's subject and rendering combine to communicate the call to action: Visit Oshkosh

#### 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 1970
- 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
- Look to illustration history for exemplars, explore tools and techniques
- 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" and the URL: [visitoshkosh.com](http://visitoshkosh.com) in the overall design
- All image sources for this project must be original. You may not use any "found" imagery.
- Do not use "live trace" or any other auto rendering tools



## Schedule

- Mar 18 Project Introduction.  
**Homework:** Research. Brainstorm. Create 50 Thumbnail Sketches. Poster exemplar contact sheets.
- Mar 20 **Due Today:** Research, sketches.  
Document Set-up, Bleed/Trim. 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 25/27 Spring Break
- Apr 1 **Due Today:** Contact Sheets for critique.  
Visual/Verbal Synergy. Typography/Color Rendering in Illustrator.  
Work Day.
- Apr 3 Work Day.  
**Homework:** Complete full-scale, digital color comps of poster, trimmed, and ready for critique at the start of class.
- Apr 8 **Due Today:** Digital comprehensives of posters for Group Critique.
- Apr 10 Work Day.  
**Homework:** Prepare final posters for submission.
- Apr 15 **Due Today:** Posters due. Submit Workbooks, with clear evidence of source material and project evolution, for grading.

