

## Graphic Design I Project Three

### Shakespeare Advertisement

You will produce a poster to advertise the performance of an assigned play by William Shakespeare. In the process, explore theme and audience; visual and verbal communication; denotation and connotation; emphasis and hierarchy.

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 play using original imagery.
  - Use only your own, original, photographic imagery for your compositions
  - Think past objects for your subject matter and explore human interactions.
  - Consider subject, theme, metaphor, tone, symbolism, format.
  - Do not limit yourself to a single image. Use multiple images to communicate.
  - Seek permission when photographing strangers or spaces that are not public. Many campus classrooms, labs and facilities (such as the theatre and music hall) are not free to access.
2. Clarify and order the information presented to the audience.
  - Determine the hierarchy of information for your poster. Scale, typeface, phrasing and position will all affect the emphasis of the visual and verbal content
  - Carefully read and edit text supplied by client.
  - Research the subject completely to supplement the information provided.
3. Explore layout strategies for your ad.
  - Consider multiple arrangements of typographic and visual information. Experiment with type, image, color, scale, alignment, juxtaposition, hierarchy, and the grid.
  - Explore the interrelationship of all of the layout elements (including type, image, graphic form) and create a clear and concise visual/verbal message
  - Avoid clichés. Be original! Create a poster that presents a contemporary take on the genre.
3. Research/Project Development
  - Conduct Primary and Secondary Research. Brainstorm. Include research notes and documentation in your workbook. Good places to start: [www.pbs.org/wnet/shakespeare-uncovered](http://www.pbs.org/wnet/shakespeare-uncovered) and [playshakespeare.com](http://playshakespeare.com). Read the play or synopses. Explore the central themes and character conflicts. Collect useful excerpts from the play that you might incorporate into your poster.
  - Thumbnail sketches. Create quick preliminary sketches to further 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 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 play. Begin to narrow your concepts down to the most successful.
  - Comprehensives. Perfect the poster chosen in critique. Complete digital comprehensives, experimenting and working towards final.

## Final Presentation

Critique and comprehensives provide basis to work up completed project.

- Use only your original photography as source material. Use only images captured during assignment period.
- Complete layout in Adobe InDesign. Use support software such as Photoshop for image manipulation.
- Finals will be in color and must be trimmed to 16x10"
- Mount on black board with a 1" border on the top and sides and 1.5" at the bottom.
- Work must be covered with a stiff paper cover flap.
- Affix a label to the back of the work, in the bottom left hand corner, as indicated below.

Your Name Design One Assignment Three
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## Mandatory Copy

Hamlet

By: William Shakespeare

Directed by: Daniel Sullivan

Starring: Sir Herbert Beerbohm and Cristina Panfilio

July 5–14, 2019

Stratford on the Fox Theatre

Oshkosh, Wisconsin

[www.oshkoshshakespeare.com](http://www.oshkoshshakespeare.com)

box office: 920 233 9845

## Optional Copy

Additional Information

Sir Herbert Beerbohm returns to the Shakespeare on the Fox stage as the Prince of Denmark in Hamlet, Shakespeare's harrowing tragedy of corruption, betrayal, and madness. Haunted by a ghostly revelation that his father, the King, was murdered, Hamlet puts into motion a vengeful plan that will have devastating consequences for his family and the kingdom.

"Beerbohm crafts a fascinating Hamlet, rich in pathos, anguished, cunning, with deep wells of sorrow and spiky eruptions of clownish glee." -Roger Catlin, MD Theatre Guide

"A wonderful performance is Cristina Panfilio's Ophelia who, in her madness, becomes more of a rebel than a victim." -Johnny Oleksinski, NewCity Stage

"The production has plenty to offer Shakespeare aficionados and young first-timers..." -Amelia Forsbrook, Stage Impressions

About the Stratford on the Fox Theatre:

"We are committed to breathing new life into classic texts; to rescuing these powerful works from the shackles of tradition. Our choice of projects is led by a search for material that will challenge us as artists and excite audiences both new and existing. We are passionate about exploring the connection between actors and audience and we have devoted ourselves to making engaging, challenging and contemporary theatre."