

**IAT 102
Graphic Design**

**Project 03:
Poster-Design**



The Assignment

Your team will design a poster for an event related to the Vancouver 2010 Olympics. It can be a sports event, but also a concert, international reception, or a political event. The graphic design of the poster has to incorporate at least one element of the visual identity of the Vancouver 2010 Olympic Games (e.g. colour-scheme, logo, fonts, line-shapes, textures, but **not** the mascots Miga, Quatchi and Sumi)

The graphical style applied to the poster will be inspired by a historic design figure from one of the following design movements:

- Russian Constructivism: e.g. designers El Lissitzky, Alexey Brodovitch, Rodchenko etc.
- Swiss Design (International Typographic Style): Joseph Müller-Brockmann, Armin Hofmann, Emil Ruder etc.
- New York School: Paul Rand, Saul Bass etc.
- Postmodern Design: Neville Brody, Stephan Sagmeister, April Greiman, David Carson, etc.

The design figure must belong to one of these design movements. When in doubt, check with your TA or instructor. You will apply relevant design principles and techniques you have learnt in this course to your design (e.g. composition, hierarchy of information, contrast, appropriate colour and typeface, consideration of target market, legibility etc).

Research

Conduct research on your historical design figure and on the Olympic identity.

Recommended resources

- Meggs, "A history of graphic design", (from your readings).
- <http://www.posterpage.ch>

Poster Dimension:

3'x2' - 36"x24" (approx.)

**Projects will be
evaluated on:**

Drafts: 5%
Presentation: 5%
Poster Design: 15%
Total: 25%

Process

- Research and First Drafts:**
Due Nov 18th-20th
In the Labs
- your chosen design movement and a list of the design principles that define it (1/2 page, typewritten)
 - your chosen designer from the above design movement and a list of the design principles that define them and make them distinctive from the other designers of that movement (1/2 page, typewritten)
 - your chosen visual element of the Olympics Identity (print out example)
 - bring 3 printed drafts (each) of your poster design, printed in colour in postcard size (4" x 6")

Refine Your Designs: Now you will need to take the feedback you've already received and refine your poster and mobile screen designs. The idea here is to take the ideas from both partners and decide which elements to keep, which to refine, and which to eliminate. You will need to pare down to one poster for the second draft phase.

- Second Drafts:**
Due Nov 25th-27th
In the Labs
- One printed draft per team, full size. - We recommend tiled printing for this draft of your poster design, this way you will be able to see your design at actual size without having to pay for a full-size poster print out.

At this stage your designs should be almost complete and should require only small changes and refinements. Consider the feedback you've received from your TAs and classmates during the labs and make your final designs as perfect as you can.

Keep in mind that presentation is VERY important. Everything you hand in should be of professional quality. No folding, stapling, etc. And please be sure to have your name, student number and lab section on the back of the poster you submit.

- Final Presentation:**
Nov 30th in Lecture
- One ppt File on USB-Stick, 5min time
Discussion of the following:
- 1) What did you research? Olympic CI, Design movements, designers
 - 2) Show your poster (hardcopy)
 - 3) Identify the design movement applied to your poster-design and elaborate on the key elements of the design style you incorporated into your poster and screen designs.
 - 4) Describe the environment where the 'smart poster' will be located (i.e. who is your target market?).

Final Deliverables: Print a hardcopy of your 'smart poster' design (dimension 2' x 3' approx).