

**IAT 102 Project 03:
Graphic Design Poster-Design**



posters from the competition "Voices in Freedom" 100 years of mexican revolution

The Assignment You will work in groups of three.
Your team will design a poster will be decided by the class.

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

- Russian Constructivism
- Swiss Design (International Typographic Style):
- New York School
- Post-modern Design

****You may select other design movements we have covered, discuss your idea with the TA.**

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 the design movement.

Recommended resources

- Meggs, "A history of graphic design", (from your readings).
- <http://www.posterpage.ch>
- You must reference at least one book (try google books).

Poster Dimension: 3'x2' - 36"x24" (approx.)

Projects will be evaluated on:

- Drafts: 5%
- Presentation: 5%
- Poster Design: 20%
- Total: 30%

Project Requirements 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.

One ppt File on USB-Stick, 3 minutes, Discussion of the following:

- 1) What did you research? Design movements
- 2) Show your poster (hardcopy, dimension 24 x 36" approx).
- 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
- 4) Describe the environment where your poster will be located, and who will look at it (target audience)

Final Presentation Criteria

- talk loud and clear, face the audience
- keep your presentation time at 3 minutes
- Present using a single, well constructed Powerpoint presentation
- explain your design process, and the strengths and connotations of your design
- use design language (No "It looks good", or "It's appealing" - try "It uses a consistent visual language" or "with our aesthetic choices we address the target audience" instead)

Design criteria (15 points)

- Creativity
- Layout Design (Use of grid, balance, hierarchy, etc.)
- Selection of fonts (appropriateness, connotation, mix)
- Appropriateness (How does your design embody the connotations and goals of the summary)
- Consistency (Choices of font, colour, graphic elements: how consistent are they throughout across design)
- Exemplifies the design movement and designer selected
- Is a creative and original contribution to design movement.