



# Poster design (2)

## 100pts

### Project Details:

**Name:**

Poster Design

**Dimensions:**

10x16

**Due:**

9/28

**Required:**

- Poster one sided
- 2 versions
- 1 or more of supplied photos
- All text supplied
- Printed design
- Packaged INDD file
- Sketches
- High Res PDF

## PROJECT DESCRIPTION

Use the given text and photos to create 2 Posters for a design lecture called "Is the Writing on the Wall." It is talking about typography that is written, stenciled, or graffitied on walls. Each should vary in the layout and composition. Each should use the ALL of the text and choose how to use the images to create an effective overall design.

The images supplied can be manipulated as far as color correction and cropping, and can be combined in photoshop (but is not required). For this project all the text needs to be used, but can be in the typeface of your choice as well as how it is arranged.

**Design:** Think of what the pictures are communicating and what the title of the poster is saying. This should give you a good direction to go in.

**Size:** 10x16 or 16x10

- Required:**
1. Posters one sided
  2. 1 or more of supplied photos
  3. All text supplied
  5. Printed design
  6. Packaged InDesign file
  7. Sketches
  8. 2 versions
  9. High Resolution PDF

## COPY

**Headline:** Is the Writing on the Wall

**Subhead:** How does typography that is on walls effect our society

**Where:** Pratt Institute - 144 W 14th St New York, NY 10011

**When:** September 10th,11th and 12th 6pm-9pm

**Cost:** Free to students everyone else \$35

**Info:** <http://www.pratt.edu/onthewall>

## SCHEDULE

**Week one (9/21):** Bring in concepts/sketches

**Week two (9/28):** Bring in final printed project for final critique  
Have project cut to the edge and ready for presentation.  
Have the packaged InDesign file and pdf on the sever at the beginning of class under To be graded/Project 2

GRADING SHEET	NAME	PROJECT			
	DATE SUBMITTED	ADDITIONAL INFO			
			ACTUAL POINTS	POINTS	
01	Concept				/25
02	Use of graphics (How did you use the provided images creatively)				/20
03	Overall Design and Layout				/15
04	Hierarchy				/10
05	Use of typography				/10
06	Sketches complete				/5
07	InDesign File (points below make up total points)				/15
08	a. All fonts collected				/2
09	b. All images collected				/2
10	c. Document is the right size				/2
11	d. Document uses bleed edge and not margin				/2
12	e. All images are CMYK				/4
13	f. Uses the correct file types (.tiff and eps)				/3
14					
15	Not printed (-11 points)				
16	Incomplete (- 50%)				
17	Late: (-15 points)				
18	<b>Final Score:</b>				<b>/100</b>
19	<b>Percentage:</b>				<b>100%</b>
20	<b>Letter Grade:</b>				A/B/C/D/E
21	<b>Notes:</b>				
22					
23					
24					
25					
26					
27					
28					
29	POSSIBLE POINTS	100-90    A	89-80    B	79-70    C	69-60    D