

Second Project guidelines

*This project is due on **Monday, March 20, at the BEGINNING of class.***

You are going to design the promotional material for a campus organization meeting, campus event, local festival or local band performance. For this project you will need to provide:

- 1. Multiple sketches of your concepts**
- 2. Two (2) well-designed promotional posters with appropriate date, location, etc.**
- 3. A one-page report (text file): what the promotional material is for, why you chose the design that you did, why you picked the typefaces, what’s the message that you are trying to convey.**

Use the file called “lastname_firstname_project2a.ai” as a template.

As always, remember to use clear and appropriate typography and colors; use observation of local and national promotionals for inspiration. Remember what you learned in your identity project (project 1), and pay close attention to clear branding. You want both promotional posters to be unique and yet unified through the use of typography, colors and brand.

You may use whatever tools you would like to create the posters (Illustrator, Photoshop, traditional art), but the final files must be in PDF or JPEG format. Please observe the grading criteria below - reativity is valued highest in this exercise, so make it sparkle and let yourself be free.

GRADING CRITERIA

This project is worth 250 points. I am going to use these grading criteria:

-The project must be completed on time	--
-Spatial organization and hierarchy among the graphic elements	50
-Color/ type choices (remember: black & white are colors, but prepare to justify use)	50
-Unification of design (how well do your posters mesh in style despite uniqueness)	25
-Technical execution of posters	25
-Overall creativity - Final design harmony, do the graphic elements work together?	100

Two PDFs of the final poster designs, as well as sketches (either copies or originals) and the one page report as a text file, is due at the beginning of class on Monday, March 20.