

PROJECT 4

Every year, Mott Community College hosts an art show with selected student work. You'll be designing the poster for the annual student show held in May of 2015. The purpose of this project is to:

- promote the student show
- to provide information about the show
- to inspire viewer's to attend the opening of the show
- to promote the art program at Mott Community College

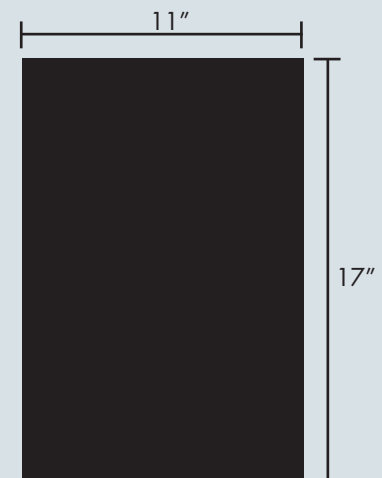
A successful poster attracts the viewer from a distance, but also invites the viewer to look closer, and holds the viewer's attention for a length of time in order to reinforce the message, so it is held in the viewer's memory. In order for this to happen, there must be different levels of visual interest contained in the artwork. Please note that this poster then also becomes the basis for all other promotional materials for the event. While that should influence your design decisions, it may be something you want to consider. Overall, the goal of the assignment is to:

- To communicate a clear and easily understood message
- To create a design that is legible from a distance and attracts the viewer to come closer
- To design appropriately for the audience, subject and environment
- To use type as a design element
- Use design principles to create a compelling poster
- Use typographic grid system to help organize information
- Use typographic hierarchy to direct the attention of the viewer
- Choose appropriate typefaces for a given style
- Use connotative messages of type effectively
- Apply spacing considerations in poster design
- Apply kerning in headline type
- Learn and understand the technical aspects of producing artwork for commercial printing

SUBMISSION GUIDELINES

Project should not be mounted. You need to print two copies of the final poster. Make sure to check the Fit to Page option when printing to make sure nothing gets cut off the page. Be sure to put a label on the back with all info as specified in the syllabus

Digital copies of your files should be uploaded to class shares inside a folder called Project 4. Please also include a pdf version of your project.



DUE DATES

Thumbnails due by the end of class on February 25.

Project should be submitted at the start of class on March 4.

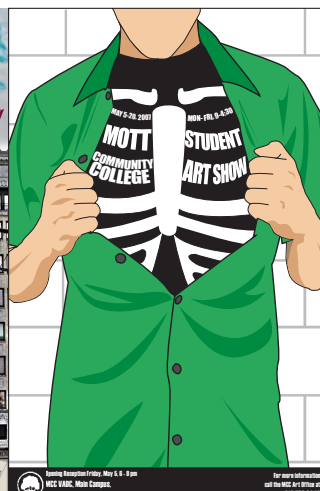
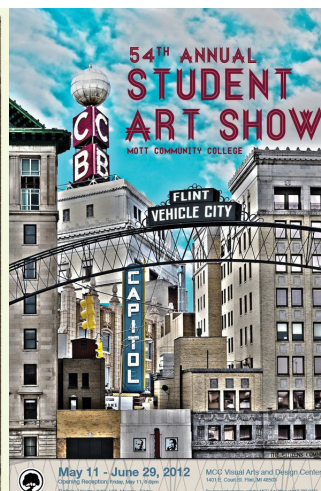
We will critique the projects in class. Please be prepared to participate in the critique and explain your work.

QUESTIONS

Katie Krcmarik
P: 248-321-3434 (cell)
kkrcmarik@hotmail.com

Office Hours:

Varies, but I will be available on campus Mon, Tues, Wed, and Thurs.



INSTRUCTIONS

1. Research-Go out and look at posters in your environment. What attracts you? What doesn't? Is there a hierarchy of information? Can you see a grid or some sense of organization to the elements on the page? You are to get visual examples of these and create a Pinterest board of your inspiration to share with the class.
2. Conceptualization process: Make a list of words that relate to the event. Create 30 thumbnails, each representing a different concept. Use the creative brief attached for the guidelines on mandatory text. Try to get past cliched ideas like art supplies and the like. Think outside of the box to less traditional solutions.
3. Choose your best idea, produce in InDesign. You may need to use Photoshop or Illustrator to produce elements of your design, but the final poster needs to be laid out in InDesign. If using Photoshop to create an element in your design, create your artwork at full size at 300dpi.
4. Choose your colors by using one of the resources available to you from the instructor. All colors should be CMYK.
5. Poster final size should be 11"x17", however, you should print 2 copies of your poster to Tabloid paper and scale it to fit on the page. Other conditions include:
 - Final project should be created in full color using process colors instead of spot colors.
 - You may use actual images (i.e. photographs), but they must be your own. You cannot just take a picture from a website. However, you could use a photo from another source as the inspiration for an illustration you create yourself.
 - You may use any font/typeface you choose. However, a word to the wise, choose carefully. Just because you like the font does not make it an appropriate choice. Think about how whether it enhances your composition or detracts from it.
 - You may use Illustrator, InDesign, Photoshop, or the like to create elements for your project.
 - You must use all mandatory text from the creative brief on the poster, but you can abbreviate words and dates as you see fit.
 - Digital file must be turned into the instructor along with any artwork and the fonts used in the file. This especially necessary if your project is chosen to promote the student art show.
6. Place a label on the back as per the syllabus.



PROJECT 4: CREATIVE BRIEF

You need to create a poster that effectively promotes the annual student show held every year in May. The poster needs to provide the viewer with information about the show, create interest for attending the show, and promote the art program at Mott Community College.

CLIENT

MCC Art Faculty

AUDIENCE

Fellow MCC students, faculty, administrators plus everyone interested in the progress and development of the Flint community art students, prospective students of the art program at MCC, patrons interested in supporting the arts, and family and friends of students in the show.

OBJECTIVES

- Raise awareness of the MCC Art program
- Recognize student achievements in the arts
- Provide information about how to see the show

TEXT

The following text must be included in your design. It does not have to appear exactly as stated below, create a typographic hierarchy, arrange and word to enhance interest and readability. You may add additional text if desired.

Event:	Mott Community College 57th Annual Student Art Show
Theme:	Title (ie. The Arts Ignite Change)
Dates:	May 8 - June 5, 2014
Opening Reception:	Friday, May 8, 6 - 9 pm
Gallery Hours:	9 - 4:30, Monday - Friday
Location:	MCC Visual Arts and Design Center 1401 E. Court St. Flint, MI 48503
Info:	For more information, call the MCC Art Office at 810-762-0443

CREATIVE SPECS

- Full color
- Poster: Size 11" by 17" with full bleed, either orientation