

SOCIAL POSTER

ASSIGNMENT

Design a Social Poster for one of the following three subjects:

Poverty

Immigration

Misogyny

You will need to thoroughly research your subject and decide on a message that you want to convey. You have the freedom to focus on a specific area within your topic. Find a subject that you are passionate about. What is something you would like to promote? Use this as an opportunity to voice your opinion. If you don't have a strong opinion, educate yourself and develop one.

CONSIDERATIONS

Posters for social causes have a long and rich history within graphic design. Look at a lot of examples to see what makes an effective poster. The best posters have arresting images that communicate well on their own, without the need for much typography. Images have the power to communicate across language barriers, so an image-based poster can be more effective globally.

Look for a specific article or area of interest within your chosen topic. Your poster should attempt to communicate just ONE thing about your subject, and the message should be clear and understandable. You may use illustration or photography or some combination of those things to create your poster.

A force-connected image is the best method for creativity. Combining two different ideas into one, succinct image can have a powerful impact. Do your brainstorming with a matrix to find ideas for crossing images to create meaning.

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Office Hours: T & Th

12:00 - 2:00 pm

SPECIFICATIONS

Final poster size is 22 x 33 inches, printed on quality paper on the plotter. Turn in unmounted with name on the back.

SCHEDULE

Wed Nov 16	Review Assignment - Select topic and begin research HOMEWORK: 25 concept sketches due Monday
Fri Nov 18	Turn in Icon Assignment HOMEWORK: 25 concept sketches due Monday
Mon Nov 21	Review concepts in class
Wed Nov 23	<i>Class Cancelled</i>

Happy Thanksgiving!

Mon Nov 28	Work Day / One on one meetings HOMEWORK: Revise art and print 12 x 18 inch poster for critique
Wed Nov 30	Group Critique with a 12 x 18 inch printout
Fri Dec 2	Work Day HOMEWORK: Revise art and print for critique
Mon Dec 5	Final Critique, bring full-size poster
<i>Wed Dec 7</i>	<i>Final Project Due</i>