

Student Name: _____

Date: _____

Advanced Graphic Design

Poster Design: Poster Design for a Play

GPS: ACCT-AGD-4, ACCT-AGD-5

Objective: Given a computer loaded with the internet and a guideline sheet, design a poster for a play. Score an 80% or higher on the completed project.

READ ALL STEPS BEFORE STARTING!!!!

Step I

- a. Choose a play. Read it and research it.
- b. Find related visuals you can use for references.
- c. Write an objectives statement. Define the purpose and function of the poster, the audience, and the information to be communicated. On an index cards, write down three adjectives that describe the spirit of the play, one sentence about the play's theme or plot, and images or visuals that relate to the play. Keep this card in front of you while sketching.

Step II

- a. Design the play poster. The poster should include the following copy: Title, credits (author, producer, director, etc.), date, place, time, web address, and other contact information.
- b. Use type and visuals to create a 11 x 17 poster.
- c. Produce 10 thumbnail sketches. You must have approval before going to the rough stage.

Step III

- a. Produce at least one rough draft before going to the computer. You Must have approval before going to computer.
- b. Be sure to establish visual hierarchy.
- c. The poster can be either a vertical format or a horizontal format.

Step IV

- a. Refine your rough draft. Create one computer.
- b. The size, shape, and proportion should be dictated by your strategy, design concept, and where the poster will be seen (environment). The poster size is 11x17.
- c. Posters will be a 4-color process.

Presentation

Mat your work on white presentation board with a 1" border.

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WORTH YOUR SCORE FINAL SCORE

• **Followed Directions?**

- Completed Step I 5 points _____
- Completed Step II 5 points _____
- Completed Step III 5 points _____
- Completed Step IV 5 points _____
- Drew 10 Detailed Thumbnails 5 points _____
- Drew a 1, 8.5x11 rough 5 points _____

• **Execution?**

- Drawing matched the different layout 20 points _____
- Drawings were detailed and easily recognized 20 points _____
- Met the deadline 15 points _____

• **Bonus?**

15 points _____

Creative use of layout, research, etc. (given at the teacher's discretion)

TOTAL POINTS 100 points _____

I was/wasn't pleased with my results because

Is the design good? Why/why not?

This assignment helped me to understand

COMMENTS (for instructor use only):