

Student Name: _____ Date: _____

Advanced Graphic Design

Poster Design: Poster Variations

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

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

Step I

Choose one of the posters attached to this sheet; analyze its design concept and execution. Using a typing program, write this in a one paragraph format. Make sure everything is spelled correctly!

This must be completed and signed-off on by the teacher before moving on to the next step.

Questions to think ask while analyzing:

1. Does it get my attention?
2. What message is it trying to communicate? What is it?
3. What target audience is it trying to reach and does it reach them?
4. Does it work well visually? Why or why not?

Step II

A. Redesign it in 3 different ways

- 1- Using type only
- 2- The visual element dominating; type secondary
- 3- The type dominating; visual element secondary

B. Produce 15 detailed thumbnail sketches (5 for each design)

NOTE: These must be signed off on by the teacher before continuing to the next step.

C. On an 8.5 x11 sheet of paper, create one rough draft for each design problem.

Step III

Complete the rubric/self evaluation sheet (on the back).

Step IV

Turn in all paper work and project to the teacher.

Name _____ Date _____

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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 15 Detailed Thumbnails 5 points _____
- Drew a 3, 8.5x11 roughs 5 points _____

• **Execution?**

- Drawings matched the 3 different layouts 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): _____

