DESIGN 11 LONG

HOUNDS POSTERS

H - honour

O - ownership
U - unity
N - niceness
D - determination
S - safety

You are going to create posters that communicate and interpret one of our HOUNDS attributes from Point Grey’s code of conduct. You may be able to choose the attribute that you need to include or one may be assigned to you.

Each poster must have:

* The Attribute
* A brief sentence (10-20 words) explaining what your assigned attribute means to you.
* A simple image

Posters will be 18” x 24”

They will be primarily done by hand although certain aspects can be generated on the computer and then pasted-on.

PRELIMINARY WORK (In SKETCHBOOK)

Write out your attribute

Write down as many synonyms as you can. Write about situations that you can demonstrate the attribute in or examples of when you have seen or acted upon it.

Start sketching. What images, symbols or icons can we use to represent this idea?

COMPOSITION

I want you to have a lot more freedom in this assignment in terms of composition than you have had in the past.

Search through design magazines and books for examples of posters that combine image and text.

Choose one that you feel could work with our assignment and that you love.

Take a picture or scan of the image, making sure to record the title of the work and the designer. Print out and paste in your sketch book.

This poster (or posters) will act as your composition and style (aesthetics) guide for your poster.

Your poster does NOT have to be a replica of your example but should be inspired and informed by it.

Draw some quick rough sketches in your book to work out the basic composition of your poster.

IMAGE

You can generate your image in ANY WAY that you deem appropriate. It could be a photograph, drawing, cut-out, collage etc.

Make sure you think about the AESTHETICS of the image. What does it have to look like (and how big does it have to be) in order for it to be an appropriate image and unified with the style of the poster and how are you going to accomplish that?

Feel free to ask your teacher for advice.

TEXT

Also completely up to you but should be considered and work within the style and aesthetic of your poster.

It can be hand-drawn, cut-out, traced, transferred, stamped etc.

Think about hierarchy here: what information is more important and what information is less important and how should you adjust size, placement, proximity, contrast etc in order to communicate this?

UNITY

One of the major goals of this project is for you to create a unified aesthetic, creating a poster in which image and text work together in harmony.

Colour, techniques, mediums, style all look like they are considered and *belong together*.

EVALUATION

/10 PRELIMINARY WORK – Sketchbook – all brainstorming, reference and rough-drafts are thoroughly completed.

/10 COMPOSITION – demonstrates and effective use of your reference imagery. Is unified and harmonious.

/10 CONSTRUCTION – Image and text is professionally, neatly and effectively created and constructed

/10 CONTENT – words and image are well-developed, appropriate and effective at communicating your concept.