INTRODUCING TEXT INTO POSTER DESIGN

This exercise will involve employing different strategies of incorporating text into design.

Use the designs that your created in the Japanese optical patterning design as the base imagery for this assignment.

You will create three different posters for his project.

Each of the posters you create will be 9” x 12” and 300 dpi. Save as JPG’s/

Each of the posters will evolve from a different source. This means that you have to create a poster from each of your three previously constructed pattern projects.

Each of the three posters will incorporate a different strategy (see below) of inclusion of text.

The project instructions are divided into two sections: Form (which includes aesthetic decisions and strategies) and Content so make sure you read through the entire assignment sheet before you begin.

FORM (Strategies for incorporating Text)

1. BLOCKS OF NEGATIVE SPACE.
* Impose blocks of colour or space on top of your design.
* These can be at the top, bottom or in the middle.
* Be careful of cutting off your design in awkward places.
* The blocks should span edge to edge (but not necessarily horizontally)
* These are usually rectangular blocks.
* Decide what colour. They CAN be the colour of the background OR you can incorporate a different colour. This should PROBABLY be a colour that already exists in the design.
1. FIND NEGATIVE SPACE
* Does the negative space ALREADY exist in your design? You can fill that space with text
* Does the negative space need some help? Can you digitally eliminate some elements to make more room?
* This strategy generally employs a more organic creation of negative space that is not necessarily rectangular.
1. OVERLAY

This strategy will usually work with very dense imagery (this means not a lot of negative space.

Text should be big and blocky (don’t try anything too delicate or else it will get lost in the detail of your pattern)

Could be opaque or transparent.

Colour is, of course, totally up to you but should either be neutral (black or white) or have connection to your colour scheme.

CONTENT (TEXT)

* You’ll have to use your imagination for his one because usually content comes before form or imagery but in this case, you are deciding on the text (or content) AFTER you have the imagery (your pattern projects).
* Be creative, Have fun.
* REMEMBER VISUAL HIEARCHY
* Your text must have two components:
1. TITLE
* this is your primary information and should describe the topic of your poster and must be inspired by the pattern or imagery that you have created.
* You are going to have to take a creative leap here.
* What does your pattern look like? A flower? – well then your poster can be about a specific flower or it could be a bout an event revolving around flowers or gardening.
* Your poster could be for a band or something that could be represented by an abstract design.
* Your poster could also be about an abstract topic or an IDEA like Love, Sound.
* The topic of your poster could be practical (like advertising a concert) or superfluous (like advertising a sunset).
1. A BI-LINE

This will be your secondary information.

It can be information about your event like a date, time and location or it could be a tag line like: *The SUN* (Title): *Warming our earth since the dawn of time* (Bi-line)

This is pretty loose I know but the truth is that I don’t really care what the text is as long as it makes some sense with your imagery and is creative and fun.