Formalist/Dynamic Composition EXTENSION:

Point Grey Design Promotional Posters

A la Josef Muller-Brockman

Include in your formalist abstract shape composition, text that promotes your Point Grey Art program.

Please look at the poster design work of Josef Muller-Brockman for inspiration (there is a copy of it on our website)

1.

First choose what text to use. You must choose at least 20 words in support. Everyones should be different. Check with your teacher to make sure it is appropriate.

You must choose your title:

* Point grey Design
* Point Grey Art Department
* Etc

Choose a slogan (this can be tongue in cheek or serious)

* “The future is now”
* “Art for everyone!”
* “Drawing is thinking, thinking is drawing”
* Etc.. – you come up with a good one!

Info:

* Website or blog addresses
* Room numbers
* Courses available
* Etc etc.

2.

Now Compose your chosen text in a word document so that it corresponds to the following **Visual Hierarchy rules**:

Bigger = more important, Left to right, up to down. Group similar info together.

(easy right)

Feel free to use multiple pieces of paper (it doesn’t have to fit on one piece of paper) and create lots of options (versions) for yourself.

3.

Use your printouts as loose elements when working out the composition of your dynamic shapes poster.

4. Once you have a loose idea of your composition use transfer techniques to transfer your text to you 18 x 24” paper (it can be either black or white).

5. Go over transferred text with more permanent materials. In order to create unity you may choose colours that match the colours of your other elements.

Complete your collage process.

EXTENSION (In Photoshop)

Photograph your poster

Upload it and open in Photoshop.

Use the

* Crop tool
* Levels adjustment (Command>L)
* Clone Stamp tool

To clean up your poster and erase your text.

You can also use these tools to adjust your composition, eliminating certain elements or creating copies and repetitions of other elements.

Now – redo the text using the text tool.

Make any adjustments, corrections or improvements to the Visual Hierarchy or placement of the text that you think is appropriate or effective.

In essence, this is a chance for you to correct your work.