

SHE RULES

POSTER PROJECT

This is a project that can/should be done in conjunction with the “We for She button project”. The idea is to make posters that:

- a) Introduce an important, influential, and all-around amazing woman from history, provide a brief education about why she was so important and, hopefully pique curiosity about her so that the viewer want to lean more.
- b) Act as a vehicle for distributing the buttons we made. There will be a large area on the poster that we can attach our buttons to, with an invitation that viewers should take one if they wish.

INDESIGN DOCUMENT

Choose an important woman from history, whose achievements you relate to, respect and admire.

Go to <https://www.redbookmag.com/life/g26424533/women-who-changed-the-world>

Or

<https://www.historyextra.com/100-women/100-women-results/>

Or

Do you already have an idea? Go for it!

We'd like to avoid too much overlap in our selections so double check your selection with your teacher before getting too far.

INDESIGN DOCUMENT

- Create an 11”x17” document in Indesign.
- It should have 6 columns. You can change this later if you need to but start here.
- Keep margins as the preset. Don't worry too much about bleed – we shouldn't need it.

ELEMENTS

You will need to compose your Poster with 5 unique elements:

1. TITLE
this will be your subject's name!
Choose a cool font and make it big!
Change the colour etc (see: colour scheme)
2. IMAGE
obviously an image of your subject.
This can be a larger version of your button image – or you can choose another image and manipulate as you wish.
Make sure the Actual DPI is 300 or above.
3. Your WRITE UP
between 100-300 words – but don't worry I won't count.
Make sure this is efficient, clear and concise.
A few sentences of introduction and context are fine but get to the important stuff quickly!
Choose a legible, simple font that works in unison with your title font. In some case it could be the same font but you definitely DON'T want to use a novelty font for body text.

4. SPACE FOR THE BUTTONS.

This will be a large blank space – default to white – but you could make it a colour if you wish. This should take up approximately 50% of your poster area.

Your teacher will give you good ideas for how to attach the buttons in this area.

5. INVITATION.

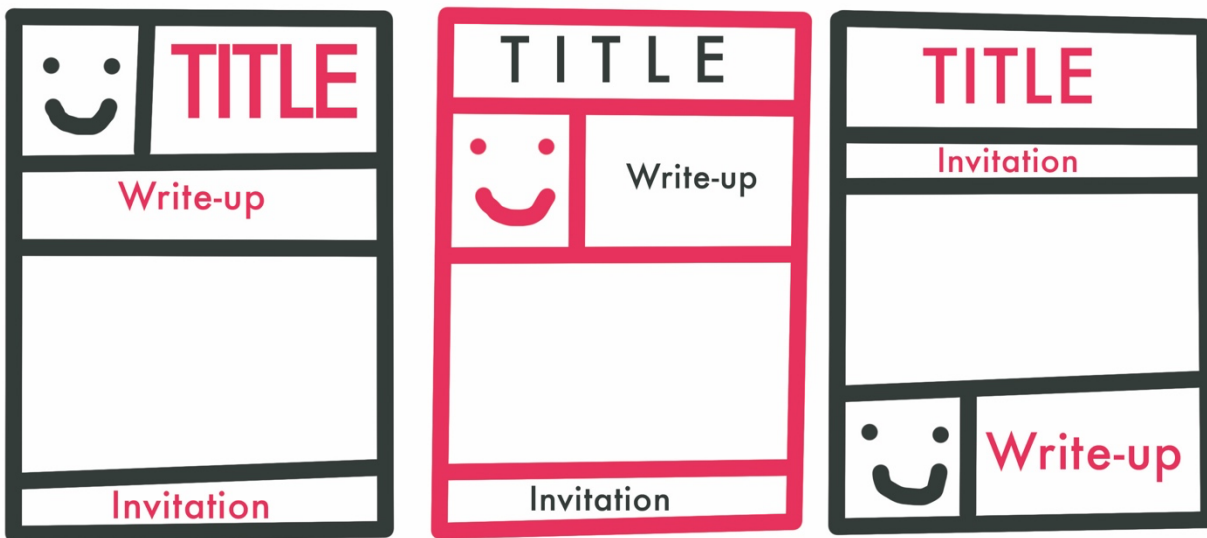
An invitation to take a button and wear it in pride and recognition of the persons accomplishments and influence.

You can choose the wording of this but, if in doubt, keep it simple.

The font should be the same as the Write-up but larger.

COMPOSITION:

- Here are a few examples of arrangement strategies you could employ in your composition:



- But feel free to come up with your own variations.

Visual Hierarchy:

- This means that important stuff is bigger.
- It also means that, when we organize information (this is what you are doing) we are thinking about what information we want them to read first, then second etc and we make decisions that support those ideas.
- How do we capture their attention? How do we keep their attention!?

Colour

- You want to incorporate a colour scheme right!?
- It should be harmonious right?
- It should include a near compliment used in moderation to provide emphasis on certain elements right?
- You might seek inspiration from the colours inherent in your image.

Spacing and alignment

- Remember the rules about spacing/proximity and alignment that we learned through layout composition in Indesign?

EXPORTING

Once you have finished your poster and have check it with your teacher (you want to check-in with your teacher don't you!?) it is time to export your work.

Export as a PDF with NO printer's marks.