

Graphic Design 1

Assignment 3- Working for a client- Poster Fred Stone Theatre

Objectives: Good use of Layout, Type and image to communicate needs of client.

Brief:

Working for a client you will immerse yourself in their goals to provide a poster that clearly communicates the facts and mission of the play and performance by 'Rollins Players'. The client will work with us to choose, edit and print the final poster for distribution. Provide evidence for each stage, each stage will be graded individually and collectively.

Software: Photoshop or Illustrator

Resolution and size: 300dpi 8.5" x 11".

<u>RESEARCH</u> Due Sept 25th 20 points	Read play, ideas, research background, concepts, history of play, client's needs, sketches and first drafts.
<u>TRANSLATE</u> Due Oct 2nd 30 points	Multiple drafts 3+ working out different avenues and conclusions. Visual research, layout experiments, text options.
<u>REFINE and FINISH</u> Due 9 th Oct 50 points	Final printed and matted. Powerpoint presentation for client, sell your poster, show your progression of ideas, versions and final, 1-3 min each approx.