

THE POSTER {PROPAGANDA & FILM}

Project Number Three | October 26 - November 16

WORTH 150 POINTS

FALL 2004

INTERMEDIATE GRAPHIC DESIGN
NORTHERN KENTUCKY UNIVERSITY

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- WHAT IS PROPAGANDA?** {
1. *Material disseminated by the advocates or opponents of a doctrine or cause*
 2. *Any organization or plan for spreading a particular doctrine or a system of principles*
 3. *Information that is spread for the purpose of promoting some cause*

01 **ASSIGNMENT : PROPAGANDA AND FILM POSTERS**

Part 1. To create a propaganda poster that involves a call to action for an event, cause, organization or personal agenda.

Part 2. To re-design a movie poster without using photography to depict the film. The poster must contain (at a minimum) the movie title and lead actor / actress.

02 **PROJECT TIMELINE : DUE DATES CONTINUED**

- **October 26 : Introduce project, Brainstorm & Research**
Brainstorm & Research - *Brainstorm possible movie poster re-designs and subject matter for propaganda poster; conduct necessary research to write the outline and to begin the sketch phase.*
- **October 28 : Present Outline, Sketches & Layouts**
Present Outline - *Present and discuss outline with class*
Sketches & Layouts - *Begin to conceptualize layouts through sketch phase*
- **November 02 : National Election Day (No Class)**
- **November 04 : Intermediate critique**
Intermediate critique - *Present BOTH poster layouts for class review / feedback*
- **November 09 : Present revised poster layouts**
Present revised poster layouts - *Individual meetings to discuss layouts and revisions*
- **November 11 : Final revisions / Production issues**
Final revisions / Production issues - *All Design, Revision and Production issues need to be addressed, posters will be given final evaluations*
- **November 16 : Project Due (Final Critique)**
Project Due - *Present propaganda and film posters, and turn in at the end of critique.*

03 **PRESENTATION : GUIDELINES**

- Final posters need to be a **MINIMUM WIDTH** of 10 inches, and a **MINIMUM HEIGHT** of 20 inches - both posters need to be the same size.
- Final posters need to be produced on quality paper (tiling is acceptable)- you will need to create the posters by hand, or make arrangements to have your files output.
- If you do not wish to turn in the original posters, please print out, mount and turn-in 11 x 17 inch versions of the posters for grading. Mount posters on black illustration board in accordance with your portfolio, otherwise use the standard size of 15 x 20 inches.

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04 GRADING : A B C D F

Project worth : 150 total points

Outline :	<i>10 points</i>
Sketches :	<i>10 points</i>
Film poster and concept :	<i>60 points</i>
Propaganda poster and concept :	<i>60 points</i>
Presentation and craft :	<i>10 points</i>