

THE GREATEST SHOW ON EARTH

Project Number Five | November 9 - November 28

WORTH 85 POINTS

FALL 2005

INTRO TO GRAPHIC DESIGN
NORTHERN KENTUCKY UNIVERSITY

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SHOW TIME { *The intent of this project is to prepare you with the skill and understanding of poster design. As you work, be aware of hierarchy, visual content / message, use of typography and color choice. Keep in mind the average poster is viewed for less than two seconds – meaning you have only that long to get your main message across.*

01 ASSIGNMENT : THE GREATEST SHOW ON EARTH

From a historical standpoint, poster design has been one the primary tools responsible for shaping modern day advertising and graphic design. This project will focus on two of the oldest subjects for poster design – the circus and the theater. Students will select one poster from each of these subjects, and create a re-design of these posters using the same text / information content as the selected poster. The visuals should be created by the students – these visuals can relate to, but should not copy the original poster. One poster should be text dominant, the other should be image / picture dominant.

Poster Choice : One circus poster, and One theater poster should be chosen by students from the 120 images provided. Text must remain the same (as the original poster) for the student re-design.

Project Size : minimum of 15 x 20 inches, can be larger.

Medium : Any combination of paint, pencil, pen and ink, and InDesign / Illustrator

Color : Determined by student.

Text : Taken from the chosen research / sample poster

02 PROJECT TIMELINE : DUE DATES

- **November 09** : Project introduction
- **November 14** : Discuss poster visuals, research and sketches
Discuss poster visuals, research and sketches - Be prepared to discuss several poster concepts along with showing initial sketch / layout ideas.
- **November 16** : Individual meetings, Studio
Individual meetings - Be prepared to show / discuss your progress
- **November 21** : Intermediate Critique
Intermediate Critique - Present to the class all six panels for feedback
- **November 23** : Thanksgiving Holiday (NO CLASS)
- **November 28** : Project #5 Due, Critique
Project #5 Due, Critique - Present final project for critique

03 PRESENTATION : GUIDELINES

Two flush-mounted (mounted to illustration board or foamcore, without any border showing) posters, need to be the same size as each other. At least 15 x 20 inches (can be larger). Printouts may be tiled together to create final.

04 GRADING : A B C D F

Project worth : 85 total points

Sketches :	10 points
Circus Poster :	35 points
Theater Poster :	35 points
Presentation and Craft :	5 points