

## Week 6:

Come to class with a color print of your work ready for critique.  
Weekly critiques are part of your grade and final portfolio. Prints may be collected.  
See the reading assignment page for design readings and oral presentation assignments

### 1. Topics for Week 6

3D transformations  
type, continued p 235, 236, 273, 275, 276  
offset stroke, outline stroke, inline type  
drop shadow, inner glow, outer glow  
envelope distort

### 2. Reading, continued

Chapter 19, Appearances & Graphic Styles  
Chapter 20, Effects & Filters  
Chapter 23, Blends  
Chapter 24, Gradients p 377-383 meshes p 384-390  
Chapter 28, Liquify p 437-452

### 3. Poster Project

design 4 small (6.5 x 9) poster images  
Each poster will demonstrate a different 'look'

#### Client:

American Museum of Natural History ([www.amnh.org](http://www.amnh.org))  
card will use the museum's current logo and address  
your 4 posters will promote ONE of the following events:

#### Body Art: Marks of Identity

#### Einstein

#### Undersea Oasis: Coral Reef Communities

#### Frogs: A Chorus of Colors

All 4 posters will promote the SAME exhibition.

### 4. All-type Poster

the first part of the project is a typographic approach.  
Create **2 examples** of all-type posters

#### Use type as image

explore 2 different approaches of using type to  
represent the exhibition [research the topic]

you must maintain a **strong hierarchy** of information  
so that you clearly communicate the essential information  
about the exhibition,

you should also find a way to make your type function  
as illustration, using abstract shape, visual puns, figure/ground  
relationships and type color.

Your poster should include:

Logo (**use existing logo**), name and address of AMNH (website, phone)

Title of the exhibition

One or more short sentences or phrases (a 'tag line') about the show  
an 'image' created using type as illustration

**The two versions should show 2 DIFFERENT approaches/concepts**

### Poster Project

4-version poster project

- all-type
- vector image + type
- photo + vector + type

Dimensions: 6.5 x 9 inches

Each poster will demonstrate a  
different 'look'

your poster will promote ONE of  
the following exhibitions:

Body Art: Marks of Identity

Einstein

Undersea Oasis: Coral Reef Com-  
munities

Frogs: A Chorus of Colors

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