

Week 8:

1. Review

Review the examples of vector illustration in PPT part 2;  
there are also some good examples in the logo section in PPT 1

2. Poster Project Project is the design of 4 small (6.5 x9) poster images

**Client:**

American Museum of Natural History (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**

3. Vector Image Poster (week 3 of 4-week project)

ONE version of the poster integrating type and image

**Start with a STRONG VISUAL CONCEPT!**

- develop an illustration that conveys the theme of your poster and combine it with type that follows good information hierarchy and integrates well with the image(s).
- **use ONLY images created in Illustrator (VECTOR images)**  
explore the use of masking, filters, transparency and building complex shapes with the pen tool and pathfinders  
use meshes, gradients, patterns, and masking images  
  
use the 'divide' technique discussed in class to build your image  
  
use the '3-tone technique': a dark, medium and light  
build from large shapes in the background to small details on the upper layer.
- **NO photographic elements**  
Your poster should include the same text as the all-type posters

4. Revise All-type Posters [or other projects] as needed for the Midterm

5. Midterm Portfolio will be due Week 9 [March 29]

and will include the projects listed in the right hand column.

**PLAY ATTENTION TO SIZE, ORGANIZATION of ELEMENTS ON THE PAGE, PRINTING and PRESENTATION!**

Projects will be assembled in a 9x12 ITOYA portfolio,

Include a cover page and spine with your name, class semester  
(make it reflect your design sense)  
(put sketches & early versions at the back of the portfolio)

You must add your files to your name folder on LabShare.

Use separate folders for each project. Make sure you have ONLY the FINAL files for each project, but that you include any linked files.

I want to see ORIGINAL files, not PDFs or JPGS.

Include or embed any fonts that we don't have in the lab.

Midterm Portfolio will be due next week, Week 9

- silhouette :  
original photo,  
silhouette,  
silhouette + background
- graphic ID:  
3 symbols,  
3 type examples,  
3 logos,  
2 banners,  
logo on cap, truck, shirt.
- poster project (first 3 posters)  
2/all-type,  
1/vector image + type,  
  
[the last poster will be due after the break]

You MUST hand in your MIDTERM PORTFOLIO before spring break.

If I don't have your portfolio in on time, you will receive an 'F' for the midterm.

If you are absent on 3/26 you must still get your portfolio to me by Thursday 3/29

Be sure you have purchased the InDesign Book; we will start using it right after break