

Week 9

1. Review Review the examples of illustration in PPT part 3

2. Photo Image Poster

(week 4 of 4-week project)

ONE version of the poster integrating type and photographic image

Start with a STRONG VISUAL CONCEPT!

- one version of the poster combining photographic images with elements created in created in Illustrator
- **This is not meant to be a straight phot layout: instead manipulate your photos to create strong images and then integrate your images with your text.**
- use one of the techniques discussed in class today: create duotones, posterization, masking/clipping path of photographs in Photoshop, then import the image into Illustrator and layout.

Your poster should include the same text information as the two all-type posters

3. Midterm Portfolio will be due NEXT WEEK: Week 10 [Nov 2]

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

PAY 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 (see below) with your name, class semester (put sketches & early versions at the back of the portfolio)

Make sure your files are organized and updated on Labshare.

4. InDesign Newsletter Project starting Week 10

Project 3 will be a newsletter done in InDesign

bring the InDesign book to class on next week

You will be designing a 2-page newsletter for one of these clients:

Brooklyn Historical Society

<http://www.brooklynhistory.org/visitor/letter.html>

OR

green-links: new york's environmental community resource

<http://www.green-links.org>

OR

Louis Armstrong House

<http://www.sachmo.net>

Your newsletter will have these elements:

grid

banner/nameplate

headlines, subheads, body copy, captions

photos or illustrations

the newsletter will have 3 stories, distributed over 2 pages, plus photos and graphics. Choose your topic and start collecting material

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:

Lizards & Snakes: Alive!

Darwin

Totems to Turquoise. Native North American Jewelry

Dinosaurs: Ancient Fossils, New Discoveries.

What you should have for the Poster Project:

4 posters:

2/all-type

1/vector image + type,

1/photo, vector +type.

What you should have for Project 1:

4 symbols (one page)

4 type examples (one page)

2 logos (one page)

3 banners (one page)

one or more pages showing your logo on a cap, t-shirt and coffee cup drawn in a style that relates to your logo 'look'.

What you should have for the silhouette exercise:

• the original reference photo

• outline version

• black fill

• use of the silhouette with an image background as a comment on a current cultural issue or news item

silhouette exercise should demonstrate control of the pen tool.
