

Spring 2017

Integrated Poster Instruction Sheet

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Repository Citation

Christensen, Mitchell, "Integrated Poster Instruction Sheet" (2017). *Advanced Problems in Graphic Design Posters*. 11.
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Introduction	Project 2 Map Design and Project 3 Diagram Design involved developing a series of diagrammatic maps and a diagram all based around a single topic. Project 4 involves combining these information design graphics, along with photographic imagery, into a cohesive and engaging poster centered on that topic.
Problem	<p>Develop a poster solution that explains your topic as part of poster series "Cities through time." You will need to work within the constraints of a pre-designed poster template of European A2 size (420 × 594 / 16.5" × 23.4"). The International Standard paper sizes, called the A series, is based on the aesthetically handsome Root-2 rectangle. All "A-series" sizes derive from the Root-2 ratio, with each sheet maintaining that proportion. The A2 size was chosen because it's large enough for a poster, but will permit easy printing on a bigger sheet to accommodate bleeds. The size will also accommodate all required elements and yet present fitting challenges.</p> <ul style="list-style-type: none"> • Maps and diagrams will need to be re-sized and adjusted to fit the physical size constraints of the poster as well as to conform with its grid system. The information design graphics must maintain their clarity and readability if scaled when imported into the layout program. Line-weight and labels may need adjustment so that they retain appropriate thickness and maintain consistency across the individual pieces. • Add appropriate titles, headers, explanatory text, and labels. Labels should be consistent. It may be best to remove existing labels and re-label in the layout program (InDesign) • Add a topically related photographic element or artwork. The photo should not simply be added as a rectangular box, but should integrate naturally into the poster. It's treatment should reflect and reinforce the topic: <ul style="list-style-type: none"> consider • scale of the image (give it impact!) does the image bleed off an edge? • shape (is it set into a meaningful shape: circle, semi-circle, diamond, other?) • color (is it black & white or monotone, duotone?) • outline or effect (is it silhouetted, posterized or given a meaningful effect, sliced, or repeated?)
Objectives	<ul style="list-style-type: none"> • Explore working within a defined construction grid structure to gain an understanding of its benefits in not only creating a harmonious layout, but also how it can be used as a means to unite the work of multiple designers into a visually coherent system • Explore the challenges of combining maps and diagrams (created at different times and as separate graphics), as well as other graphical elements, into a synthesized work of information design that is cohesive and engaging • Develop an elegant, engaging and useful work of information design • Further strengthen your facility with relevant software
Constraints	<p>Your project must:</p> <ul style="list-style-type: none"> layout • use the provided InDesign template that is A2 sized (16.5" x 23.4") and vertically oriented (The template and fonts are available as a download in Blackboard) • conform to, and reinforce the poster's internal grid structure and system of rules • keep masthead and rules black & white • employ color (NOTE: overall background can be a color of your choice and needn't remain white) graphics • have a photographic or illustration (true artwork) component that reinforces the topic and brings immediacy about the topic to your audience. • have a diagrammatic component (single or a sequence) of non-verbal visual explanation that was developed as part of Project 3 • have a map series component (developed during Project 2) text • use the provided Univers typeface and typeface sizes • have titles/headers for all important sections and graphics (maps, diagrams) • have all necessary and appropriate labeling and explanatory text and bulleted points • list references and sources

