HDCC 105: Perspectives on Design Cultures & Creativity
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Poster assignment

Graphic design techniques are foundational for all designers and apply to a broad range of design fields. For this project, you will design a well-crafted poster that conveys your definition of design or a phrase that captures your approach to design.

As a starting point for this assignment, you must pick 2 posters that you will use as inspiration. These must be drawn from examples published in *The Language of Graphic Design* (in Canvas under Files > Reading) or from the poster examples uploaded to the Canvas site under Files > Poster Examples). Choose posters that speak to the aesthetic voice you would like to develop across the semester. Next, work to identify what techniques the designers of these posters are emphasizing, such as line, texture, light, asymmetry, figure-ground, etc — all techniques are described in *The Language of Graphic Design*. Finally, as you work on your design, emulate the posters and use their approaches as inspiration for your final product. You may generously borrow from their techniques, which is often a way that beginning designers will learn how great designers accomplish their designs.

Your poster must be designed in Photoshop using the following parameters: it must 300 dpi, CMYK preferred (though RGB is acceptable for some projects), 18" x 24" (portrait or landscape is fine), and must be saved as a JPEG.

You will submit your jpeg file (not PSD file) to Canvas by clicking on Assignments > Poster and uploading your file there. In a comment for your submission, please tell me which two posters you used for inspiration and what 1-2 design techniques are the driving force for your design (e.g. scale, asymmetry, line, movement, etc., as detailed in *The Language of Graphic Design*).

Your poster is due on **Tuesday, September 17 by 4:00pm**. This project is worth 5% of your grade. No late work will be accepted.

Grading Rubric:

- Poster laid out correctly: 300 dpi resolution, CMYK preferred, 18x24", jpeg.
- Draws inspiration from 2 posters and clearly reflects the aesthetic techniques of those posters
- Conveys your definition or approach to design in a powerful way
- Correctly employs the design techniques that are at the core of the inspiration posters
- Poster demonstrates effort and thoughtful use of techniques discussed in class and in the readings for graphic and type design