

# Second Project guidelines

*This project is due on **Thursday, March 27 at the BEGINNING of class.***

Copy the folder PROJECT2\_PROMOTIONALS to your personal folder in DATA and take a look at the files. Before the end of each session, remember to copy your files back to your personal folder on your DATA drive, and use your USB drive to make backup copies of everything. You can also save to Dropbox as a tertiary back-up.

You are going to design the promotional material for a campus organization meeting, campus event or local band performance. For this project you will need to provide:

- 1. Multiple sketches of your concepts**
- 2. Two (2) well-designed promotional posters with appropriate date, location, etc.**
- 3. A one-page report (text file): what the promotional material is for, why you chose the design that you did, why you picked the typefaces, what’s the message that you are trying to convey.**

Use the file called “lastname\_firstname\_project2a.ai” as a template.

As always, remember to use clear and appropriate typography and colors; use observation of local and national promotionals for inspiration. Remember what you learned in your identity project (project 1), and pay close attention to clear branding. You want both promotional posters to be unique and yet unified through the use of typography, colors and brand. Also, please be sure to include all pertinent information needed to attend the event (place, time, price, etc.).

You may use whatever tools you would like to create the posters (Illustrator, Photoshop, traditional art), but there should be a heavy emphasis on Photoshop techniques and final files **MUST** be a PDF. Please observe the grading criteria below - creativity is valued highest in this exercise, so make it sparkle and let yourself be free.

## GRADING CRITERIA

This project is worth 250 points. I am going to use these grading criteria:

-The project must be completed on time -----	--
-Spatial organization and hierarchy among the graphic elements -----	50
-Color/ type choices (remember: black & white are colors, but prepare to justify use) -----	50
-Unification of design (how well do your posters mesh in style despite uniqueness) -----	25
-Technical execution of posters -----	25
-Overall creativity - Final design harmony, do the graphic elements work together? -----	100

**Two PDFs of the final poster designs, as well as sketches (either copies or originals) and the one page report as a text file, is due at the beginning of class on Thursday, March 27.**