



PROJECT: Design Matters Poster

MEETS FLORIDA STANDARDS:

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|-------|---|-------|--|
| 01.01 | Discuss the legal and ethical issues related to graphic | 04.01 | Identify the parts of a layout. design. |
| 01.02 | Apply the principles and elements of design. | 04.02 | Create thumbnail sketches. |
| 01.03 | Demonstrate a basic understanding of vector drawingsketches. programs. | 04.03 | Create roughs and comprehensives from thumbnail |
| 01.04 | Demonstrate a basic understanding of photo-editing photo-manipulation programs. | 04.04 | Prepare computer roughs from pencil layouts. |
| 01.05 | Apply color theory (pigment versus light). | 04.05 | Prepare digital-ready artwork from comprehensives; prepare files that are print-ready and presentation0 ready. |
| 01.06 | Sketch designs using pencil and ink. | 04.06 | Crop and scale artwork and/or photos for layouts. |
| 01.07 | Apply color for impact (color psychology) and demonstrate an understanding of color theory. | 04.07 | Use adhesives. |
| 03.01 | Identify and select typographic styles. | 04.08 | Demonstrate the use of effects or styles. |
| 03.02 | Determine and select lettering styles for layout sketches. develop a file or idea bank. | 04.09 | Explain layout and color trends. |
| | | 04.10 | Locate and identify resource materials for inspiration; |
| | | 04.11 | Design posters |
| | | 04.12 | Design stationery layouts. |

TASK: Create an original poster with the headline ‘Design Matters’, then profile an invention, artwork, design and the designer

Your job is to locate a design, designer or design style that you deem has made a difference in the world. Could be an artist, painter, sculptor, designer, industrial design, fashion design, furniture or architectural design, photography or any other kind of design that you feel has made an impact on the world.

- *Really research the kind of design that matters to you. Identify the designer.*

Design Matters Grading Rubric Points will be given for each completed task:

1. The poster is complete as asked for and incorporates the headline DESIGN MATTERS
2. The font and look of the Poster reflects the colors and style of the design
3. The poster is arranged in an easy to understand design.
4. Fonts are easy to read.
5. A QR Code is included which encourages further exploration on a part of your poster.
1/2 point will be removed for each obvious instance of poor design. This means misspellings, leaving elements out, design and look does not match. Layout is incoherent. Items asked for are missing.
6. The final is saved in the correct file format and image size and was printed **(.PNG and 18”w x 24”h)**

WORK FLOW:

- Research the subject of your poster
- Thumbnail Concept sketching
- **Go Over Your Ideas And Get Them Signed Off**
- Text formatting. Gathering assets. Watch tutorial videos. Look at design styles.
- Layout your poster digitally
- Layout headline, photos / images and text
- **Go Over Your Final And Make Any Necessary Adjustments**
- **See Mr. Juul To Print Your Final**

RESOURCES:

- **Design History – Key Moments You Should Know About:** <https://bootcamp.uxdesign.cc/design-history-key-moments-you-should-know-d403157a227>
- **200 Best Design Moments of our Lifetime:** <https://www.creativebloq.com/computer-arts/200-best-design-moments-our-lifetime-part-1-1148009>
- **Types Of Designers Explained:** <https://snowball.digital/blog/different-types-of-designers-explained>
- **A comprehensive guide to design categories and styles** <https://simplicable.com/new/types-of-design>

OUTCOME:

Students will participate in poster design and a public service marketing plan that promotes the class and educates the public on the impact that design has had on the world

PRE-PRODUCTION

Brainstorm and gather information related to your design, designer or design style.

1. Determine what kind of design you would like to highlight. Industrial, Textile, Architecture, Graphic Design, etc.
2. Gather as much information as you can on the designer, object, design field, etc..
3. Find as many images and as much info. as you can on the impact the design had and about the designer and their motivations.
4. Sketch a minimum of three layout concepts for your poster.
5. Critique with Mr. Juul
6. Either make recommended changes, start again or proceed to production

PRODUCTION & POST PRODUCTION

Production.

1. Using Adobe Photoshop or Adobe Illustrator create your poster.
2. Fonts should include ENGLISH GOTHIC and any others deemed appropriate to your subject.
3. Demonstrate a clear design style appropriate to your subject. Once finished, peer critique process.
4. Either make recommended changes, start again or proceed to your final artwork.
5. Suggested fonts to use in your design: **English Gothic, Futura, Century Gothic, Franklin Helvetica**
6. Your poster needs to include at least a paragraph about your design, designer or design style. Be sure it conveys your enthusiasm towards your subject.
7. Your poster needs to include the following text, formatted this way:

DESIGN MATTERS is part of a public service campaign created by students from the Commercial and Digital Arts class at Tech High at Seminole. Designers are responsible for what everything looks like! Imagine a world without designers and you can take away:

advertising, architecture, fashion, textiles, photography, furniture, graphic design, illustration, film and video, software, user interface, industrial design, engineering, video games, interior design, sound engineering, the arts & crafts movement, printing, painting, color design and so much more. Support the arts. Support good design and design education.

Post Production

7. You will be asked to critique your poster with Mr. Juul and make any changes deemed necessary
8. Export your file to print. Save it as a .PNG or .PDF file.
9. Print your final using the large printer. See Mr. Juul to do so.
10. Hang your poster in a portion of the school most appropriate to your topic.

Grading Rubric – 5 points

An **A** grade will look like: 5 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 4 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 3 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1 - 2 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

A **Failing** grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.