 PROJECT: Color Matters Poster

MEETS FLORIDA STANDARDS

04.01

04.02 Identify the parts of a layout. design. Create thumbnail sketches.

01.02

01.03 Apply the principles and elements of design. Demonstrate a basic

 understanding of vector drawing sketches. programs.

 04.03 04.04 Create roughs and comprehensives from thumbnail Prepare

01.04 Demonstrate a basic understanding of photo-editing

04.05 Prepare digital-ready artwork from comprehensives;

01.05 Use photo-manipulation programs.

 Apply color theory (pigment versus light).

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

04.07 Demonstrate an understanding of color theory.

04.08 Demonstrate the use of effects or styles.

03.01 Identify and select typographic styles. 04.09 Explain layout and color trends.

03.02 Determine and select lettering styles for layout sketches. develop a file or idea bank.

04.10 04.11 Locate and identify resource materials for inspiration; Design posters

04..12 Design stationery layouts.

# TASK: **Create an original poster with the headline ‘Color Matters’, then profile an aspect of color**

 Your job is to research an area of color theory and its uses. Then, create an awareness poster that challenges the viewer in some way. Encourage them to interact and do research on their own. What could exist in your poster to entice someone to interact with it? Augmented reality? QR Code? Website? Quiz? Survey? Information? Infographic?

 • *Really research the kind of color and color theory uses that matter to you. Identify why.*

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

1. The poster is complete as asked for and incorporates the headline COLOR MATTERS (1 pt)

2. Color Thumbnails (1 pt)

1. The poster is arranged in an easy to understand design. (1 pt)
2. Confer with Mr. Juul and receive feedback during production (1 pt)
3. At a minimum, a website you create or a QR Code is included on a part of your poster which encourages further exploration (1/2 pt)

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.

1. The final is saved in the correct file format (1/2 pt)
2. (.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** By Mr. Juul
* 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:

* [**Color Theory Links**](https://www.colorsexplained.com/color-theory/)

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 color has on the world

# PRE-PRODUCTION

**Brainstorm and gather information related to your color theory area.**

1. Determine what kind of design you would like to highlight about color. Marketing uses? Psychological
2. Gather as much information as you can on the color and areas you will promote.
3. Sketch a minimum of three layout concepts for your poster.
4. Critique with Mr. Juul
5. 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 the color area of study. Be sure it conveys enthusiasm towards your subject.

7. Your poster needs to include the following text, formatted this way:

|  |
| --- |
| **COLOR MATTERS** is part of a public service campaign created by students from the Commercial and Digital Arts class at Tech High at Seminole. Color influences everything we experience in our world. Discover more about color during our February 2023 campaign. Support the arts. Support good design and design education.  |

**Post Production**

1. You will be asked to critique your poster with Mr. Juul and make any changes deemed necessary
2. Export your file to print. Save it as a .PNG or .PDF file. 8 ½ “ x 11” for upload.
3. Print your final using the large printer. See Mr. Juul to do so.
4. 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: 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: 1 to 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.