TECH HIGH at SEMINOLE
POSTERS REVISITED Pictogram Posters
Meets Florida Curriculum Criteria(s):01.0; 04.0; 06.0; 09.0

TASK : PICTOGRAM POSTERS
Using these examples, create 2 simplified pictogram movie posters

PRE-PRODUCTION: 1 Points for all completed Production Work
- Determine what films you will be working on
- Think about key, defining characteristics of each film. Characters? Events? Locations? Props?
- Sketch out three ideas **for two** pictogram movie posters. Snap a photo of your concepts and get those to me for feedback before making a final.
- The images have to be international typographic style pictograms and symbols. Look at these examples. Every image in your poster should adhere to this simplicity.

PRODUCTION:. 3 Points for all completed Production Work
PICTOGRAM POSTER – Adobe Photoshop
- ♦ 8.5"w x 11"h blank canvas.
- ♦ Resolution is 300 dpi.
- ♦ The font used for the title is Helvetica Black. The title of the film should be in capital and lower case letters
- ♦ The font used for the "A Film by" and "Starring" is Helvetica Light
- ♦ The font used for the director and stars is Helvetica Bold.
- ♦ Choose a textured paper background. Use the noise filters at your disposal. How will you match the kind of damaged / dirty look of the base images?

POST - PRODUCTION:. 1 Point for all completed Post-Production Work
- ♦ Save the PSD and AI versions.
- ♦ Deliver a .PDF final via Focus or emailed to me: juulc@pcsb.org.
- ♦ Collect all production work, paper clip together and place it the class In Box by my desk.

OUTCOME: This project incorporates:

- ♦ **Critical Thinking**
- ♦ **Full Design Process knowledge**
- ♦ **Copywriting**
- ♦ **Feedback & other students based decisions**

- ♦ **Measuring**
- ♦ **Photoshop / Illustrator knowledge and skill**
- ♦ **Concept sketching**

GRADING:

- **ATTENTION TO DETAIL**
- **ORIGINALITY**
- **HUMOR FACTOR**

- **CORRECT SIZE**
- **RECREATION OF NECESSARY CREDITS**
- **MATCHING FONT**