

Assignment 3 Line, Pattern, Texture

"Music Washes away the dust of everyday life."
-Art Blakey

The Assignment. (Imaginary Scenario)

You are designing a poster for one of a series of concerts at the Cleveland Museum of Art's Performing Arts Series. Each student will choose a different concert or event to promote from the site:

Cleveland Museum of Art Performing Arts

Specs:

The poster will be 24 X 36".

It must contain:

The Concert Title

Performers Name(s)

The Date(s) and Time(s)

The Venue

Address

Website

Phone numbers

Admissions cost

Color and Pattern will be dominant features

Research:

Fill out the Design Brief

Bring in Inspiration and create an Inspiration Board (samples of patterns, natural objects, images, drawings, etc)

Study examples of GREAT Poster Design and bring them in

Image:

The poster will be dominated by image. This can be collaged, photographed, drawn, or any combination of the above.

Due first week:

At least 3 core ideas and inspiration samples. We will make minis and tiles of all ideas for critique.

Due second week:

Final posters, mounted for presentation in the

hallway. Have all images credited.

Media for "Line Pattern, Texture"

InDesign

Photoshop and/or Illustrator

Collage

Drawing Tools

Painting Tools

Printmaking experiments

Typefaces to choose from:

Baskerville - Transitional

Bodoni - Modern

Caslon - Transitional

Clarendon - Slab Serif

Didot - Modern

Frutiger - Sans Serif - Sans Serif (Humanist)

Garamond - Old Style

Gill Sans - Sans Serif

Helvetica - Swiss Sans

Joanna - Slab Serif

Minion - Old Style

Sabon - Update of Garamond Old Style

Syntax - Sans Serif (Humanist)

Univers - Sans Serif