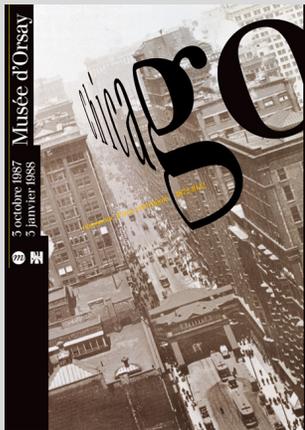


Lucien Bernhard



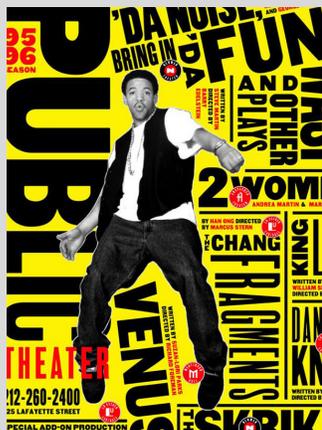
Phillippe Apeloig



Shiro Shita Saori



Paula Scher



PROJECT 5 POSTER DESIGN

Choose an established designer for influence and create a poster design based on that designer's style.

OBJECTIVE

The objective is to develop a concept-based design: to BRING FORM TO CONTENT. Additionally, we'll practice photo manipulation, layers, masking, textures while becoming acquainted with historical and influential designers and styles of poster-making.

PROCESS

The poster will be designed based on an influential designer or design style. Content can be based on an event that already existed or will exist, a place, a cause, propaganda, festivals, new product, non-profit organization, fashion, etc. Develop at least 5 Thumbnail drawings. After review of thumbnail concept, construct a poster in Photoshop using any of the techniques covered in class up to this point. Technically, all pixels should appear to be intended and the tools used in Photoshop should be used with sophistication. Conceptually, the choice of designer should relate to the content of the poster on some level, whether it be formally or conceptually.

REQUIREMENTS

Final design will be 11" x 17". CMYK Color mode, Printed and mounted with 1" border on black or grey matt board.

PROJECT 5

POSTER DESIGN

Choose one of the following designers for influence for the poster project. Write in a Word document a 300 word biography of the designer including years active and contributions to design. Include in the Word document at least 3 images of the designer's work specific to poster design as well as an analysis of their work based on what we have covered regarding the various approaches to design (i.e. color, type as image, interrelationships between forms, approaches to poster making, etc.). Consider the AIGA website <http://www.aiga.org/> as a potential source for information on these designers.

Lucien Bernhard
Tai Tsuge
Erik Nitsche
Milton Glasier
Keith Haring
Michiel Schuurman
Shiro Shita Saori
Malcolm Gear
Jean Widmer
Stenberg Brothers
Gustav Klucis
Paul Rand
Ladislav Sutner
Michael Bierut
Massimo Vignelli
Josef Muller Brockman
Alexander Gelman
Alex Proba
Saul Bass
Pillipe Apeloig
Theseus Chan
Niklaus Stoecklin
Mark Gowing
Emory Douglas
Armin Hofmann
Sarah Boris
Herbert Matter

Steve Frykholm
John Neuhart
Paula Scher
M/M Paris
Aaron Douglas
Teresa Sdravovich
Sulki and Min
Frederick Siebel
Stenberg Brothers
Barbara J Marks
Stefan Sagmeister
Guerrilla Girls
Shepard Fairey
Casandre
Fanette Mellier
Seymour Chwast
Alfonse Mucha
Henri Toulouse Lautrec
Ludwig Hollwein
Joost Schmidt
Shanti Sparrow
Alexander Rodchenko
Indre Klimaite
Kellyn Walker
.