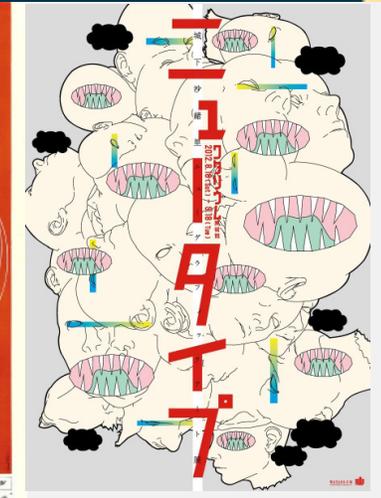
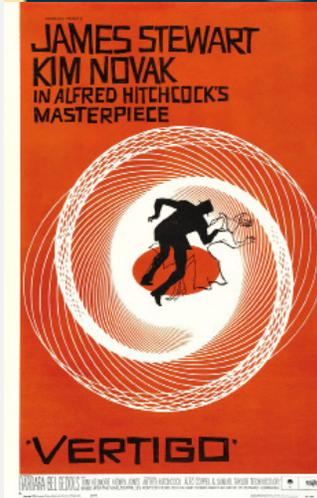


POSTER DESIGN

Posters live in public spaces where people are in motion, so they traditionally have been one of the most appealing projects in the field of graphic design because of that necessity to catch the viewer's eye.

In this project you will choose an influential poster designer from history from the list below and write a design journal which analyzes that designer's approach to color, composition, style, typography, and content. You will include three of that designer's works in your journal. Next you will choose an event, concert, festival, cause, new product, propaganda, place, real or imagined and sketch 5 thumbnail compositions. I small groups critique the thumbnails and choose your the best direction to begin building in Photoshop. It is important to keep in mind that you are not copying this designer, rather collecting analysis of their approach and applying it to your own style, so a balance between individual stylization and influence should be the focus of your design choices.

The final composition will be the vertical IG format and a resolution of 300dpi.



POSTER DESIGN (continued)

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 and their contributions.

Lucien Bernhard
Tai Tsuge
Erik Nitsche
Melissa Buchanan
Milton Glasier
Keith Haring
Michiel Schuurman
Shiro Shita Saori
Malcolm Gear
Jean Widmer
Stenberg Brothers
Gustav Klucis
Paul Rand
Ladislav Sutner
Michael Bierut
Candy Chang
Massimo Vignelli
Josef Muller Brockman
Alexander Gelman
Charles Dawson
Alex Proba
Saul Bass
Phillipe Apeloig
Theseus Chan
Scarlett Duba
Emmett McBain
Niklaus Stoecklin
Mark Gowing
Emory Douglas

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