

Student Name: _____

Date: _____

Advanced Graphic Design

Poster Design: Poster Design for a Social Cause

GPS: ACCT-AGD-4, ACCT-AGD-5

Objective: Given a computer loaded with the internet and a guideline sheet, design a poster for a social cause. Score an 80% or higher on the completed project.

READ ALL STEPS BEFORE STARTING!!!!

Step I

- Choose a social cause, such as helping the homeless. Gather information about it.
- Find related visuals to use as references.
- Write a design brief. Define the purpose and function of the poster, the audience, and the information to be communicated.
- Design a poster to promote helping others.

Step II

- Concentrate on finding a visual way to promote the cause. The purpose is to draw attention to the cause. For example, you can have statements like “Helping means...” or Being hungry means...” or pose a question like “What would you do with an extra ten dollars?”
- The poster should include the web address so that people can act.
- Your design solution should grab the attention of people walking by.
- Produce 10 thumbnail sketches. You must have approval before going to the rough stage.

Step III

- Produce at least one rough draft before going to the computer. You Must have approval before going to computer.
- Be sure to establish visual hierarchy.
- The poster can be either a vertical format or a horizontal format.

Step IV

- Refine your rough draft. Create one computer.
- The size, shape, and proportion should be dictated by your strategy, design concept, and where the poster will be seen (environment). The poster size is 11x17.

Presentation

Mat your work on white presentation board with a 1” border.

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WORTH	YOUR SCORE	FINAL SCORE
• Followed Directions?		
• Completed Step I	5 points	_____
• Completed Step II	5 points	_____
• Completed Step III	5 points	_____
• Completed Step IV	5 points	_____
• Drew 10 Detailed Thumbnails	5 points	_____
• Drew a 1, 8.5x11 rough	5 points	_____
• Execution?		
• Drawing matched the 1 rough	20 points	_____
• Drawings were detailed and easily recognized	20 points	_____
• Met the deadline	15 points	_____
• Bonus?		
	15 points	_____
Creative use of layout, research, etc. (given at the teacher's discretion)		
TOTAL POINTS	100 points	_____

I was/wasn't pleased with my results because

Is the design good? Why/why not?

This assignment helped me to understand

COMMENTS (for instructor use only):