

Student Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Advanced Graphic Design

## Poster Design: Poster Variations

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

**Objective:** Given a computer loaded with the internet and a guideline sheet, analyze & redesign a poster. Score an 80% or higher on the completed project.

### Step I

Choose one of the posters attached to this sheet; analyze its design concept and execution. Using a typing program, write this in a one paragraph format. Make sure everything is spelled correctly!

This must be completed and signed-off on by the teacher before moving on to the next step.

Questions to think ask while analyzing:

1. Does it get my attention?
2. What message is it trying to communicate? What is it?
3. What target audience is it trying to reach and does it reach them?
4. Does it work well visually? Why or why not?

### Step II

A. Redesign it in 3 different ways

- 1- Using type only
- 2- The visual element dominating; type secondary
- 3- The type dominating; visual element secondary

B. Produce 15 detailed thumbnail sketches (5 for each design)

**NOTE: These must be signed off on by the teacher before continuing to the next step.**

C. On an 8.5 x11 sheet of paper, create one rough draft for each design problem.

### Step III

Complete the rubric/self evaluation sheet (on the back).

### Step IV

Turn in all paper work and project to the teacher.

Name \_\_\_\_\_ Date \_\_\_\_\_

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WORTH	YOUR SCORE	FINAL SCORE
<b>• Followed Directions?</b>		
• Completed Step I	5 points	_____
• Completed Step II	5 points	_____
• Completed Step III	5 points	_____
• Completed Step IV	5 points	_____
• Drew 15 Detailed Thumbnails	5 points	_____
• Drew a 3, 8.5x11 roughs	5 points	_____
<b>• Execution?</b>		
• Drawings matched the 3 different layouts	20 points	_____
• Drawings were detailed and easily recognized	20 points	_____
• Met the deadline	15 points	_____
<b>• Bonus?</b>		
	15 points	_____
Creative use of layout, research, etc. (given at the teacher's discretion)		
<b>TOTAL POINTS</b>	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):

