

Student Name: _____

Date: _____

Advanced Graphic Design

Poster Design: Poster Series

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

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

READ ALL STEPS BEFORE STARTING!!!!

Step I

- a. Review several design concepts for zoos. **Use the internet and research zoo advertisements.**
- b. Find related visuals you can use as references.
- c. Write a design brief.

Step II

- a. Design a series of 3 posters for ZooAtlanta.
- b. Use type and visuals to create a 11 x 17 poster.
- c. Produce 10 thumbnail sketches. You must have approval before going to the rough stage.

Step III

- a. Produce at least 3 rough drafts before going to the computer. You Must have approval before going to computer
- b. Be sure to establish visual hierarchy.
- c. The posters can be either a vertical format or a horizontal format.

Step IV

- a. Refine your rough drafts. Create one computer.
- b. 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.
- c. Posters will be a 4-color process.

Presentation

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

Name _____ Date _____

Advanced Graphic Design

Poster Design: Poster Series

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

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 3, 8.5x11 roughs | 5 points | _____ |

• **Execution?**

- | | | |
|--|-----------|-------|
| • Drawings matched the 3 different layouts | 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):