

ASSIGNMENT SHEET

DESN 125 – Graphic Design II

ASSIGNMENT – Poster Design Using Grid System

OBJECTIVE

Design and produce three variations of a poster design presenting the history of graphic design in the 20th Century. The design should be based on a grid system to organize the information and provide structure to the space and information.

REQUIREMENTS

- Three comp layouts that are variations of the same content
- Comp One: use a grid with two or three columns
- Comp Two: use a grid with five to seven columns
- Comp Three: use a grid with nine to 20 columns
- The grid must be obvious with the use of hang lines
- The style of the poster must mimic the Bauhaus or International Typographic (Swiss) style
- Each design will contain the same content, which must consist of 10 to 15 different design styles and /or graphic designers
- Each subject must include a title(subhead), short paragraph of body copy (sentence or two), and a representative image
- Headline must be included: Graphic Design History of the 20th Century

METHOD

1. Research the subject and collect necessary photographic images. Begin arranging materials in rough layout form. (thumbnails) Plan the flow of information and graphics that are needed. (colors, borders, etc.)
2. Setup a three page document in InDesign and adjust margins and columns on each page to match requirements. Begin adding images and copy to conform to the grid system.
3. Save the final file as a PDF file with grids showing. Save a second PDF file with the grids hidden.

SIZE/COLORS

11" x 17" full color possible with full bleed. Horizontal or vertical format acceptable.

CONSIDERATIONS

- Make one of the layouts with a chronological flow of information so it is obvious the order of things based on time or decade.
- Make one layout more random in the order of the content and in the feel of the layout.
- Make one layout where all of the images and type are the same size, then try one layout where they are all different.
- Base one of your layouts on squares
- Try a symmetrical layout, then try an asymmetrical one.
- Ensure that the images that you use in the layouts are high enough resolution for a good quality print of the layouts.
- Have a thorough understanding and knowledge of the look of the specified styles for the layouts before beginning to create layouts.
- Give the poster impact to draw the viewer closer to the poster to read the smaller type.
- Body copy should be no larger than 12 points and no smaller than 8 points.