POLITICAL POSTER DESIGN PROJECT

Your assignment is to design a poster about the current Presidential administration, its foreign policy and the war with Iraq. All positions on the issue and related policies (particluarly the economic aspects) are open for you to work with. Your poster should be created as a Photoshop file, and incorporate text elements and graphics that are created using illustration techniques on photographs you've found.

The Process

Do the brainstorming activity and idea matrix to generate ideas for your design concept.

Then go away to do some thinking. Collect at least 3 examples of designs you really like. Write a short description of what element in particular you like about each design.

Using your graphic and conceptual sources, begin designing your layout. Explore variations that bring one or another element to centerstage, and then look for ways to visually and conceptually support the concept. Experiment with going "too far" and pulling it back in.

Investigate solutions that are type heavy, image heavy, colorful, odd, crisp, crude, active or calm. How can you use blank space as a dominant feature?

Save ALL process pieces for your portfolio (hit print each time you make a significant change): brainstorm ideas, matrix, 3 design sources, preliminary sketches, initial and final layouts.

Final Poster due for presentation on Friday, March 12th.

Some Ideas

•Take quotes from a political speech or newspaper article and try pairing them with different images that give the quote a new or unexpected meaning.

•Find statistics that you think are convincing about your issue--pair them with images that illustrate their meaning. Or, relate your statistics to the local population to help people personally understand the numbers you're using.

•Use images from previous political posters and update the text with current information, or vice versa.

•Manipulate symbols to change their meaning.

•Combine symbols that don't usually "belong" together.

•Manipulate photographs: superimpose a new head on a figure, place people in unexpected circumstances, drastically change the scale of some elements to increase or decrease their implied importance, etc.

•Make photographs into typographic elements, ie. cut letters out of a photo.

A successful poster is one that communicates its message directly and powerfully through visual impact, an intriguing message, and interesting color, graphic image and text combinations.

Posters that tend to get lost in the crowd or fail to communicate their message are usually ones that try to say too much, do not have at least one eye-grabbing feature or look too much like everything else.