Advanced Typography (Art 376)

Project 3 – Call for Entries Poster / Public Art
Design a Call for Entries poster for a public art competition sponsored by the Washington State Arts Commission (known as ArtsWA). The location for the site specific art installation is up to you (consider an abandoned lot, a schoolyard, a bridge, a portion of the Burke Gillman Trail, a garden etc). You are not designing the art/submission itself, just promoting the juried competition. Your poster should generate excitement and provide specific details about the competition and submissions. Your piece must include imagery such as photos of the venue, people and spaces plus the text provided (printout attached and sent via email). You can download the ArtsWA logo from the course website. This project will focus on integrating type and image in a large format poster.

Criteria
20 x 30 inches (orientation is up to you)
Printed in color
Use original images whenever possible

Process
Analyze the text and prioritize the information. What do you want people to read/see first, second and third? How can you generate excitement and interest for this competition (through humor, guilt, honor, pride etc)?

Start by choosing a location. It can be a specific place in Seattle or a series of locations (ex: the pigs throughout the city). Document the venue, create a library of images from which you can draw upon. Avoid the obvious locations like Seattle Public Library and the Sculpture Park.

How you choose to frame the poster should be based on your choice of venue, your interpretation of the text and call for entries theme, and the photographs you take.

When designing the poster, work on several variations. Try using different image croppings/masks; vary the number of images and their placement on the poster. Don't assume that a single image in the background is the only option. Vary type size and typeface selection. Incorporate graphical elements and color to create visual interest.

Think about which methods you are using the integrate type and image (separation, fusion, fragmentation or inversion). Try one design where the image dominates, and the type supports. Try another where the type dominates, and the image is secondary. Your focus is on integrating the two components in a compelling way.

Schedule

Monday 10.22
Project 3 assigned, research begins. In-class exercise.

Wednesday 10.24
Review class exercise. Research/venue documentation continue — be prepared to discuss your chosen location.

Monday 10.29
Critique: present two distinctly different variations on your poster. In color, 50% size.

Wednesday 10.31
Work session, individual meetings.

Monday 11.05
Group A, class critique. Group B work session. Print at 100% size in color (neatly tiled is fine).

Wednesday 11.07
Group B, class critique. Group A work session. Print at 100% size in color (neatly tiled is fine).

Monday 11.12
Holiday, no class.

Wednesday 11.14
Lecture, Project 4 assigned. (You can continue working on Project 3, but class time is dedicated to Project 4)

Monday 11.19
Project 3 due, print at 100% size, neatly trimmed and mounted. Critique Project 4.

Group A	**Group B**
Haley	Stefani
Anna	Molly
Charis	Ryan
Sophie	Danielle
Rachel	Erika
Jamie	Taylor
Stephen	Jacob
Natalie	Claire
Gabriel	Lacey
Katherine	