Artist Poster Assignment / Due: September 11

Photoshop allows for enhancement of photographic material. Adding depth, clarity, saturation and color correcting images falls under its traditional prevue. Photoshop can also be used to create web graphics, edit short video clips and design posters. This assignment asks class members to create a poster featuring an artist lecture, gallery exhibition, a concert or a screening. The chosen artist can be a contemporary or historical film director, musician or visual artist. Successful posters will feature a strong visual message that clearly supports an event and relates to the chosen artist’s work.

Steps:
Choose an artist.
What medium does the artist represent? What themes persist in their work? How does the poster tie into the themes presented in the blog assignment? For example, if the chosen blog theme consists of images of nature, could the poster feature a photographer whose work also deals with the natural environment?

Develop a design concept.
What colors and shapes will clearly communicate the artist’s medium? What associated images will work best to promote the ideas inherent within their work? What informative text is necessary to effectively communicate the event?

Layout the design in Photoshop.
Choose the appropriate colors, (dark vs. bright, cool vs. warm) text and images using Photoshop tools reviewed in class. Consider how font choice, image* placement and color interact within the poster to heighten visual interest for the viewer.

* Note: All images need to conform to a high resolution of 300 dpi or higher for inclusion in the finished work as the posters will be printed.

Possible Topics.
A visual artist lecture or gallery exhibition.
The chosen artist is speaking on campus, presenting their work to the University community. Provide theoretical details for the poster. For example:
Artist X
September 24, 2014
2 – 4 pm
Buckley Center, Buckley Center Auditorium
University of Portland
5000 N. Willamette Blvd., Portland, Oregon 97203

A concert.
The poster promotes a national or local band’s record release or tour date. Include pertinent venue information, band name, opening acts, ticket cost, age restrictions to add authenticity to finished project.

A film screening.
The final poster features a local screening of a contemporary or historical film. Include venue information, the film’s name, ticket cost, age restrictions to add authenticity to finished piece.
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Examples:

**Pitchfork Music Festival Poster, 2013**
This piece highlights a music fest lineup.

**I'm So Excited Movie Poster, 2014**
This film poster employs bright colors and graphics to communicate its theme.

**Call for Entries Poster, 2014**
This call for entries example uses subtle colors and a photograph to bring text forward.

**Zach Blas Artist Lecture Poster, 2013**
This lecture series poster highlights the artist's work and the details of the event.
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Technical Specifications:
The poster must include the following:
• Text describing the artist and event the poster promotes. If the poster features an event date, time and location details should be included. (Note: These items are only hypothetical.)

• The use of images*, shapes and other text informational text is optional.
  * Note: All images need to conform to a high resolution of 300 dpi or higher for inclusion in the finished work as the posters will be printed.

Submit the Following:
One 8.5 x 14 inch poster in.pdf format for printing
Filename should read: Last Name_First Initial, Poster Title

One 8.5 x 14 inch .jpg image for course blog
(http://creativitydigitaltools2014.tumblr.com/) with the following caption:
Last Name, First Name, Poster Title

One screenshot displaying the finished image
One 50 - 100 word description of the final poster with grading rubric below

Objectives:
• Utilize basic design concepts to design an event poster.
• Use of basic Photoshop crop, line, shape, brush, paint bucket and gradient tools and color palette.
• Use basic design vocabulary to discuss concepts and tools regarding the finished work.

Grading:
Execution
• Project displays a creative execution and understanding of design concepts discussed (e.g. weight, space, rhythm, size, symmetry) in class presentations. (0 - 5 points)

• Work exemplifies an understanding of the technical tools (Photoshop layers, eraser, brush, wand tools, etc.) used in creating design projects. (0 - 5 points)

Timeliness
• Work submitted on time per assignment due date. (5 points)