

Graphic Design- Photoshop Poster Design



Design Problem:

Create a poster for a specific event or with a specific message- (Performance, concert, art show, movie, fund-raiser, political, social concern, or other event.)

The event can be real or imaginary-

Do not copy a poster or imagery from a poster as it already exists- You are creating a fresh, new design that did not exist before!

The Poster needs to communicate all necessary information: Specific title, date, time, and location, (or if a political or social message poster it should include specific slogan or pose a question to communicate intent)

All images should be original- any found imagery online should be altered significantly to make it your own. Use your own photography, or drawn imagery by hand or with pen tool, etc.

Poster Design parameters and considerations:

Format- Landscape (horizontal) or Portrait (vertical)

Variety of shades/colors- Create contrast and clear focal point

Text- Clear and well organized- Placed thoughtfully to enhance overall flow and design

Imagery- Create and select imagery that draws the audience in and connects to the event

Consider Hierarchy of image vs. text: Which is more important?

What do you want audience to see first?

Date, Location, or Title of event, etc.

Consider Balance, layout and placement of images and Type (left aligned, centered, right aligned, diagonal, combination?)

Consider border- create even border etc. (don't have type too close to the border so that it gets cut off, etc.)

Creative Process:

Brainstorm: What kind of poster design do you want to create? What will it be publicizing?
A VSAA event? Your favorite band or musician? Dance performance? Movie?
Social event or happening? Political Poster?

Visual Research: Find at least 5 examples of poster design in your chosen genre (movie, music, performance, political, etc)

Describe layout and hierarchy of text and image:

- How are type and image arranged and placed?
- What information or imagery seems to be most important?
- How can you tell?
- What is particularly inspiring to you about this design? Is there anything you would like to incorporate from this design into your own?

Collect images and experiment

Find tutorials online for effects you would like to create in your poster design