

Homework 04: English Alphabet Poster

Goal: master grid-based layout, use of modules, planning for complex layout, work with type family, and images.

Dimensions: 11X17." Portrait or landscape – your choice. Color mode: CMYK. Topic - based on the Part I feedback.

Software: Photoshop for image adjustments. Illustrator for layout and package organization.

Content specifications: capital letter, word, image, extra info (Example: A + apple + image + calories). Meaningful poster title.

Do not combine capital letters and "word" elements (**A** pple).

Do not reuse images from other alphabet posters or alphabet photos or illustrations.

Do not use low-resolution images (where the raster is visible).

Deliverables:

Page 1 – Submission checklist

Page 2 – sketches for modules and grids (place these in the letter-sized document)

Pages 3, and 4 – color palette with the CMYK values and dominating harmony type indicated. Digital designs for modules N, W, I, A, O, and modules for longest and shortest words. A note on the type: name, author, history, and why this type family is a good fit for the topic and layout; list the audience the poster is intended for, and design message.

Page 5 – poster - set on 11X17" with trim marks and bleeds visible.

	%
Concept & Ideation:	
Concept developed, and approved as your Part I submission. The audience and message are clear.	10
Photos/images, typeface, and colors used for design are coordinated. Typefaces and color palette correspond to your design message. One type family is used in the layout (title,* capital letter, word, extra info).	10
Unity in the design is maintained (image, colors, typographic solution, grid).	5
Design principles:	
Composition: Balance. Effective use of free space. Alignment. Meaningful use of emphasis.	10
Gestalt: special attention to proximity and common region (meaningful grouping)	10
Grids: Manuscript and Modular grids are effectively used in the layout. Meaningful "padding" allowance in each module	10
Typography: contrast, hierarchy, readability, legibility (title, capital letter, "word"). One type family is used for design.	10
Consistent, uniform font sizes for all elements in use (capital letter, "word"). Uniform use of leading, tracking.	10
Technical skills:	
Images' brightness, contrast, saturation parameters are adjusted. No raster is visible on the submitted copy	5
Proportional scale: type, images, logotypes are free of distortions. Good quality masking (if in use)	10
The dominating color harmony is properly defined, CMYK values for swatches are provided.	5
Safe area is maintained. Trim marks and bleeds are set and shown in your submission	5
Total	100

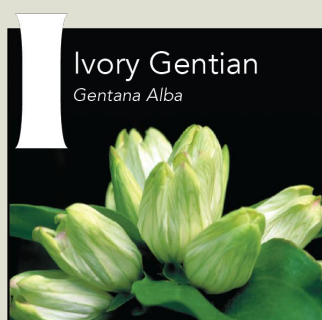
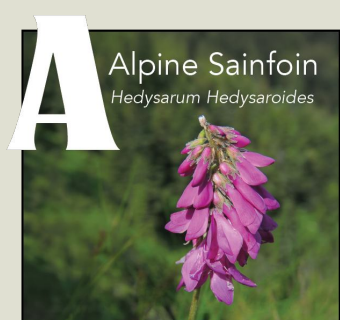
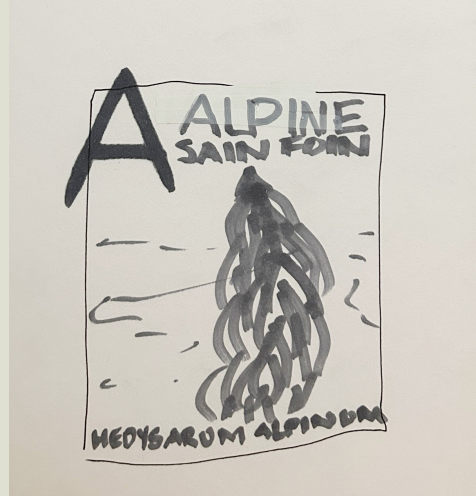
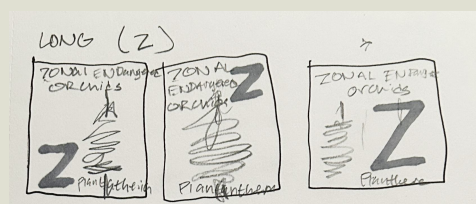
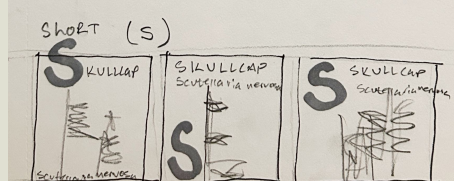
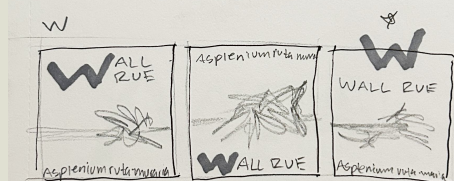
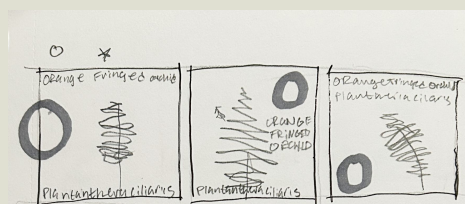
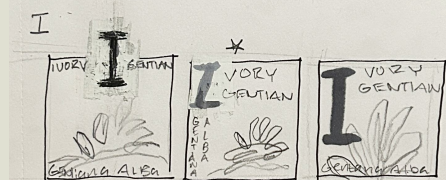
* Tile can be an exception if your topic calls for it - for example, the "Animal Crossing" title has a unique signature look and can be used "as is" in coordination with the rest of the typographic solution.

Incomplete submission (points are reduced based on the number of deliverables missed).

Assignments completed by less than 50% will be marked "Late."

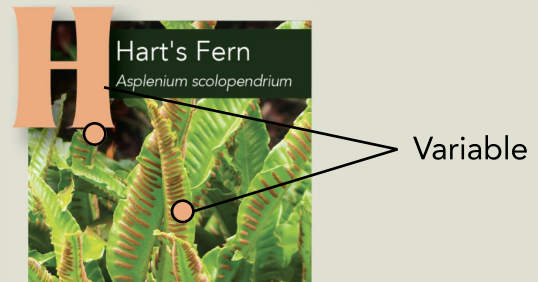
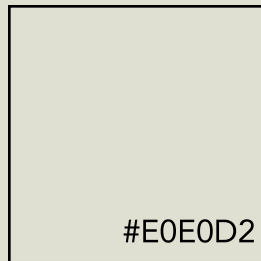
Discussion comments are missed or are not meaningful (-5%) or Late submission (-10%)

Sketches



Colors

Monochromatic, the entire poster has a reoccurring green theme and each module repeats a color within the image on the letter element.



Fonts

Salo - Mateusz Machalski. From Capitalics, the first type foundry in Poland. Salo is inspired by modernism and Italian road signage.

I chose to use this font for headings as it has an interesting mix of character and fun while also being edgy and striking. When talking about endangered plants, people often jump too quickly to sadness and guilt, due to lack of environmental conservation efforts. This is a valid and real response, but when mixing this serious idea with a poster design that is so innocent and childlike, there needs to be elements of joy. These plants should be celebrated and appreciated, and that joy should be what pushes conservation efforts.

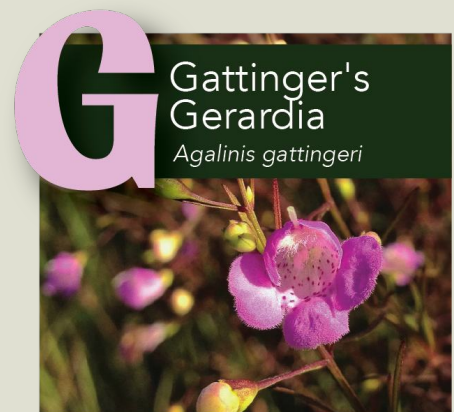
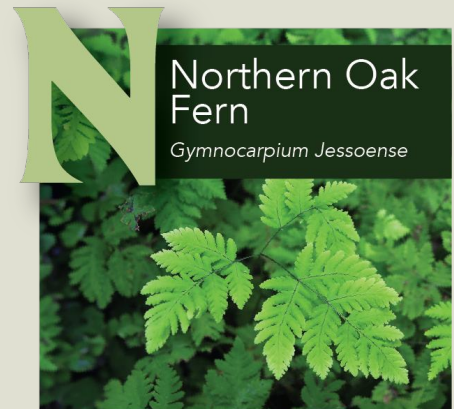
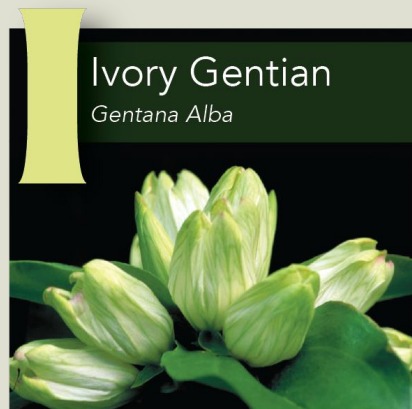
Avenir - Adrian Frutiger. It is a futuristic font released in 1988, with a focus on the geometric style of similar sans-serif fonts of the era.

I chose this font as it is a classic sans-serif that pairs well with Salo. I used it in italics most often, which gave the scientific names used a very professional and almost note-like appearance.

Audience & Message

Michigan's Endangered is meant for families. It is a poster with intentional elements to grab both the attention of a child, with the pastel color and interesting shapes, as well as parent with its interesting imagery and real message. This poster is meant to hopefully create conversations with children about the importance of environmental conservation and protecting the beauty in our world. As a native Michigander, I care deeply about all of the nature that I grew up around. I hope this poster helps others understand that same passion for our Earth.

Sample Modules



MICHIGAN'S ENDANGERED

Plants from Michigan's endangered species list

