



DESIGN BASICS II GRAF1028

Project #3 – Promotional Poster

This project allows you to incorporate DESIGN techniques you have been using throughout the year. This project will be done using both traditional and computer-generated methods. All prep will be done by hand, full colour semi-comps will be done by hand, and then the final poster parts will be redrawn in Illustrator and assembled. This poster is to be printed in full colour at a print shop.

This project will be part of an overall package that will incorporate a set of Promo Cards in Digital Typography a 4-colour Brochure in Digital Applications II and a website designed in Interactive Design II.

All of the design elements you have been studying throughout the year will be your objective. You will use, line, value, texture, graphic shapes, colour and positive and negative space.

Keep in mind when doing your final layout how the colour also becomes part of the composition, so balance your images accordingly. The graphic images that you create could also be used as icons for their newly designed website.

Client: COVENT GARDEN MARKET – About the Market

Discover what's fresh for you at Covent Garden Market! Formally established in 1845, Covent Garden Market is one of London Ontario's most treasured cultural landmarks.

In years past, farmers and shoppers mingled on sawdust-covered floors where everything and anything was sold: meat, wild raspberries - even firewood!

Today, the Market continues to be a centre of rural and urban exchange where wholesome, farm-fresh quality can be found each day of the week - from the city's best selection of organic foods, award-winning meats, ethnic foods, and the largest assortment of cheese in Southwestern Ontario to tempting sweets, beautiful flowers, and elegant restaurants.

Criteria:

LOGO

To begin with, the Covent Garden Market would like a new logo produced. They will use the new logo on letters, business cards, flyers, their website and any other promotional pieces. It should be concise shapes and lines, with very legible typography. To be done in full colour (CMYK). The name of the market and the graphics should balance one another and should work at business card size. Test this.

POSTER: Size will 11 x 17, CMYK, bleed required, ½ inch margins, you decide on orientation.

No Photos, everything must be vector based, or hand rendered and scanned in.

This poster is to encourage tourist to visit the market for a unique experience. On the poster **9 VENDORS** must be highlighted, you are to create an icon that represents each vendors business. Then you must put each Icon with the vendors business name, choose your fonts wisely. Each VENDOR has equal billing so they must have equal balance on the poster. This means you have to draw **9 icons** and match a font to the vendors business. Type can be drawn from tpestyle selected off of computer. Remember to select a style that suits your audience and vendor's service or products, and is legible. Then you must create a layout that also represents the market experience and shows a diverse selection of vendors and shops. Remember what you have learned about Visual hierarchy.

The logo for the market will be used in your Digital Application class, Digital Typography and will also be used for a future website.

VISUAL HIERARCHY REQUIRED:

#1 • **Heading** • **FULL OF FOOD—FULL OF LIFE!** (Or you may create your own)

#2 • **9 Vendors:** You select them from all the current vendors; you may also choose the restaurants. Each icon should represent their service or product line, and include the company name

#3 • **Slogan:** You decide—convey the mood of your poster and relate it to your images.

#4 • **Logo:** The colour logo must appear on the poster reproduced in Adobe Illustrator.

#5 • **Address, website & phone #:** Get this info from your research.

#6 • **Background images and graphics:** Should be the quietest on the hierarchy.

Design Process:

Week 1: Friday, July 13th Introduction of project, we will have gone on the field trip to the Covent Garden Market. Thursday, July 10th at 1pm.

Week 2: DUE TODAY—Research & thumbnails of your logo for the market and poster layouts, plus your lists of vendors and a collection of photos that can be used to create your icons.

15 logo ideas done in pencil, 10 different half size thumbnail layouts for your poster

Bring your lists for your 9 vendors that you will be featuring on your poster. You should have chosen these on the field trip we had on last Thursday.

For your 9 vendors, list 3 different elements that could represent each of them. (27 ideas in total) Search through magazines, gather photos of these elements and bring these photos to class to be checked, I will show you how to develop your own clipart for the icons, we will begin drawing different sketches of the images that relate to some of your vendors.

Week 3: DUE TODAY—Roughs of all parts of the project to be done in pencil

You should have 3 of your best ideas at the rough stage of your market logo

You should have 3 of your best ideas at half size in rough layout of your poster.

2 Roughs of stylized icons for each vendor (18 in total), which will identify a specific product of the vendor. These should show a consistent style to create unity.

Week 4: DUE TODAY—Semi-comps of all items, your 9 vendor icons with names, your Market logo, and your poster in colour with a grid layout overlay.

You must create a grid. Use squares, lines and to make this arrangement, show your layout and image modules, text boxes, headlines and slogan position and so on. You can create this on tissue paper with pencil over top of your full colour, half size (8.5 x 11), and hand rendered poster. This can be rendered in pencil crayon or markers, with your tech pens for the text.

Also on a separate sheet, show your final Market logo solution and your 9 icon solutions. This can be rendered on an 11 x 17 paper, in pencil crayon or markers, with your tech pens for the text.

Next you will take these semi-comps and scan them in to the computer and redraw the icons and set the type you choose. Scan your logo and redraw and set the type. Then render out the background and headlines and slogan of the poster in Adobe Illustrator and assemble your poster for printing. Leave yourself 2 days for printing turn around.

Week 5: DUE TODAY— your final poster by the end of hour one of class, Test review will be during the remainder of the class.