

Project 2 – Vehicle Poster

Final Due:

Thursday July 14th - 12:15 pm

Client:

The manufacturer of a car, plane, motorcycle, bike, plane, helicopter, etc. would like you to create a vector poster to showcase its product. All techniques must be done in Illustrator. Vector illustration is popular because you can resize its elements to any size and still keep the quality. You will be resizing your poster to fit different sizes and doing a mockup for a large scale size.

Your layout of your poster will include:

1. A four-colour illustration of the company's car, plane, motorcycle, bike, plane, helicopter, robot etc. (your choice) in action or in a natural environment.
 - You will retrace the automobile using the tools and the techniques you have learned in Illustrator.
2. A line art technical drawing of either the side of the vehicle/object, the engine, dashboard or odometer.
 - This drawing should be created with the pen tool as an outline drawing. You may incorporate colour if you like.
3. A table or list of specifications or features. You must have at least 10. Make sure to use tabs when aligning information and bullets, not hyphens when making lists.
4. A heading.
5. The company's logo. You do not have to retrace it, but find one that is good quality and crop it properly.
6. A 3D bar graph or pie chart showing additional information. This could be about the competition, mileage etc.
7. Plan out how all the elements are going to be positioned in your layout. You will be marked on your typography, composition and ierarchy

Stipulations:

1. All work must be done originally in Illustrator.
2. Scan in a high-quality image from a brochure or catalog at 150 - 300 dpi. If you find an image off the internet it should be good enough quality to be able to see the detail.
3. Apply the knowledge and techniques you have learned. (Gradient mesh, blending, transparencies, gradients, pathfinder, type, etc)
4. Overall composition should incorporate all the elements required and show balance and harmony.

Where to get your images from and research:

Buy a magazine, brochures from a car dealership, take pictures with the digital camera or visit websites (for images and spec and feature information)

Poster sizes and elements:

Poster 1: 11.5" X 16". (horizontal or vertical) This will have to be printed out on 12" X 18" and cut to size.

Poster 2: 3" x 10". (horizontal) The elements need to be reorganized for a web banner. You can take off the chart and the specs. The banner must still have the main vehicle showcased, the heading, the technical drawing and the logo.

Poster 3. Large Scale to fit on a side of a buidling. Show a mockup of this by using the Perspective Grid in Illustrator. Mockup your original poster on a side of a building using the Perspective grid in Illustrator. Print this out on 8 1/2 x 11" paper. Max size.

Hand In:

1. Mount all the elements on one board. Cover with a tissue overlay
2. Mount all the elements (Poster 1, Poster 2 and Perspective Grid side building mockup) on a 30" X 21" foamcore board with a tissue overlay. Try to have a 2 - 2 1/2" border all the way around. Cover it with a tissue overlay for protection.
3. Files in a folder with your group and first initial with your lastname ie: (A_Isandford) in dropbox. Also include a low res jpg version of Poster 1.
4. A colour output of the original vehicle. Put this in a folder or tape it to the back of your board.
5. Make sure to put a label with your name on it on the back right hand corner of your board.

You will be marked on:

Car & Technical Drawing (30)

Technical Drawing (5)

- technical drawing accuracy
- attention to detail and difficulty

Car (25)

- technical drawing accuracy
- attention to detail
- colour & contrast
- gradients & techniques
(ie blending, gradient mesh, transparencies)
- semi-comp (half done by due date)

Layout & Typography (18)

Layout of Poster 1 (10)

- composition, layout and design, balance and harmony
- typography of specifications or features and heading

Layout of Poster 2 (4)

Perspective Mockup (4)

Other (12)

- 3D bar graph or pie chart
- clean logo included
- 3 thumbnails sketches of layout
- original colour photo included
- inclass exercises
- mounting, presentation, neatness, label

Marked out of 60

Worth 35% of your mark.

Due Dates:

Photo selection and technical drawing due:

Thursday June 16th - end of class

Semi-comp and 3 thumbnails sketches of your layout due:

Need to show by the end of class at least half of the vehicle completed.

Thursday July 7 th - end of class

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