

Modern Posters

You have done some poster work before when you did your monochromatic paintings of a famous figure, i.e. Rob Ford, Bernie Madoff, Danny Heatley, etc. You finished the piece by painting some information that is synonymous with the figure, i.e. Ford's gravy train, Steve Jobs' iPhone, etc.

Now you are to create a poster that will tackle other subjects.

You are to read the handout on Modern Posters first. Determine what were used, i.e. basic shapes, unique lettering, etc., and how, in creating these pieces.

Your task is to create a poster of an **event**. This can be for:

1. A game, i.e. hockey, basketball, etc.
2. The up-coming Pan-American Games
3. A concert
4. A Political gathering, i.e. a rally, an election, etc.
5. Any other event?

Note: The event can be imagined or real, i.e. what if Michael Jackson brought his *This Is It Tour* to Toronto?

As with any Graphic Design work, you have to consider:

1. The colours
2. The lettering- style of font, size of font
3. The space, i.e. positive/negative
4. Contrast, i.e. light/dark, small/ large, etc.
5. The message, i.e. is it clear?
6. Balance, i.e. is one side "heavier" than the other?
7. Unity, i.e. does it look finish as a "whole"?

The above considerations must be addressed in your **rough sketches-, which I will mark!**