

MEJ0482

Project #1 - Typographic Promotional Poster for a Design Lecture Series

Project Overview:

You have been hired to create a typographic poster for a lecture series about contemporary design. The theme of the series is “Design Culture Now” and the organizers want to highlight diversity and multiculturalism in the design community. The design should portray at least a couple of the following ideas: inclusion, kindness, sharing, innovation, collaboration. You can’t use photos, only text, shapes, textures, and lines.

Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the calendar of events and to quickly learn who the main speakers are. The poster must also convey the excitement of contemporary design to an audience of designers and students. It should be vibrant and expressive, as well as informative.

The information itself must constitute the “imagery” of the poster. Don’t be afraid to try things that may seem unconventional at first. For example, the name of the lecture series and the museum address don’t have to be at the top of the poster. Instead of making one big text box, break up the content and move it around the page. Use an interesting variety of type sizes (some big, some small), but use variety in a consistent way. Mind the hierarchy! Use color in a restrained but artful way.

Target Audience:

The target audience for this poster will be designers and student designers who are interested in hearing from professionals in their field. The posters are meant to be displayed within the National Design Museum and on the streets of New York City that surround the museum.

The Deliverable:

The designer will need to turn in one (1) deliverable by the due date:

An 11”x17” promotional poster for the lecture series, either portrait or landscape orientation, in PDF format. All of the text you will need to include in your design is on Page 2 of this document.



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Project #1 - Typographic Promotional Poster for a Design Lecture Series (continued)

Use This Text:

Design Culture Now
National Design Museum
2 East 91st Street
New York City

Erik Adigard, M.A.D.
Thursday, September 12
6:00 pm

Julie Bargmann, D.I.R.T. Studio
Tuesday, October 9
7:30 pm

Michael Gabellini, Gabellini Associates
Wednesday, November 2
6:00 pm

Rebeca Méndez, Méndez Communications
Thursday, December 4
6:30 pm

