Digital Imaging Art in the Hollow Poster Project

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Period:\_\_\_\_\_\_\_\_\_

**Class Website:** [www.jhsdigital.weebly.com](http://www.jhsdigital.weebly.com) >Digital Imaging > Art in the Hollow Poster Project

**Guiding Question**

How might I use my knowledge of color theory, composition, and creating meaning in advertisements to create a successful promotional poster for Art in the Hollow?

**Project Description:** Students will be creating two advertisement designs that integrate type, color, shapes, lines, and images (photography or graphics). These designs will be used to communicate a specific message to the viewer that should prompt the viewer to action. The steps to complete this project are detailed below.

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| --- | --- | --- | --- |
| **Name** | **Size** | **Resolution** | **Format** |
| Working Stage Poster | 24 Inches by 36 Inches | 300 | .psd |
| Printing Poster | 24 Inches by 36 Inches | 300 | .jpg |
| Judging Poster | 11 Inches by 17 Inches | 300 | .jpg |

**Poster Project Requirements:**

**1. Poster Research –** Students will research the Art in the Hollow art festival by using the research guide on the backside of this page. This research must be completed prior to starting the poster within Photoshop. (See research guide on back.)

**2. Working Stage Poster –** Students will use their research of Art in the Hollow and their planning of the design in order to create a successful advertisement. Students will then use found or created images, text (type), color and composition within a Photoshop document to create an advertisement poster that promotes the Art in the Hollow event. The any images taken from the Internet must be changed drastically by the student within Photoshop. **This project requires students to use their knowledge of Photoshop to create an original artwork.** The Art in the Hollow poster must include the following: type, a chosen color scheme, imagery (photography or created graphics), **event requirements from class website**, 24 Inches by 36 Inches, 300 resolution, and created in Photoshop. **Students will save a version of their poster each day with the date within the file name.** All files will be saved within a specific folder on their computer.

**3. Printing Poster –** After completing the working stage, students will flatten their image and save the final version as jpeg file format. This smaller file format will allow for faster printing at the 24 inches by 36 inches size. Students will keep the working stage version of their project incase their project is selected by Art in the Hollow for their promotional use.

**4. Judging Poster –** Students will resize their posters by rearrange their composition within an 11 Inches by 17 Inches format. This version will be used by Art in the Hollow to judge which design will be used for their promotions. Student recognition will appear on their design if it is selected and appropriate parental / guardian permissions will be required before Art in the Hollow can use the design.

Poster Research Guide

Complete this research prior to starting the Art in the Hollow poster within Photoshop.

**Research**

Before starting a design for a client, designers need to know about the company’s goals for the advertisement. It is also important for designers to understand the background of the company so that the advertisement fits well with the goals and even values of the company.

**Use the research section on the class website to complete the following research section of the planning packet.**

**Write about the Friends of Swede Hollow.** Why does this organization exist? What is the organization’s mission statement? What other things might be important to know about the Friends of Swede Hollow before creating an advertisement for them?

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**Write about the Art in the Hollow art festival.** What is the Art in the Hollow art festival? What are some of the things that occur at the festival? What other things might be important to know about the Art in the Hollow art festival before creating the festival’s advertisement?

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Poster Photoshop Log

As a designer, having a log of information about your designs is very important if you would ever need to recreate the design in the future. Specific colors, type font and size, and image sources are all necessary for a designer to keep track of.

**Use this page to write down the relevant information from Photoshop so that you could recreate the same design in the future.**

|  |  |  |  |
| --- | --- | --- | --- |
| Type 1 | Font:Size: | Type 2 | Font:Size: |
| Type 3 | Font:Size: | Type 4 | Font:Size: |
| Color 1 | Name:Number: | Color 5 | Name:Number: |
| Color 2 | Name:Number: | Color 6 | Name:Number: |
| Color 3 | Name:Number: | Color 7 | Name:Number: |
| Color 4 | Name:Number: | Color 8 | Name:Number: |
| Image Source 1 | Website: | Image Source 3 | Website: |
| Image Source 2 | Website: | Image Source 4 | Website: |
| Notes: |