

CLIENT POSTER

Name: _____

per. 1 2 3 4 5

Design Concept 30%

A B C NP

- Creative & unique solution
- Clearly communicates message
- All pertinent information included
- Perfekt spelling and gramur!
- Consistent with college level

Process Documentation 20%

A B C NP

- Show how you got to the final concept and design.
- Consistent with college level

Layout Techniques 30%

A B C NP

- Visual alignment, breathing room, & contrast / readability are mandatory
- Limited color - optional
- Symmetry / asymmetry - choose either
- Text hierarchy - at least 2 levels

File Format, Specs, & Saving 20%

A B C NP

- 11" x 17" format
- 1/4" safety zone
- Compiled in Illustrator
- 200ppi resolution where necessary
- File name, PDF, saving location, etc.



Tutorial extra credit

- sought out vector technique
- used the technique on poster design
- source cited

Clip Art Modification

modify clip art to benefit your concept

Applied it A
Learned it B
Did it C