

Travel Poster

Create a dynamic 11" x 17" (horizontal or vertical) poster to communicate a new take on an exciting travel trip/destination/location to the average American. You want to create an interesting image in the style of Plakatstil that will entice the viewer to be a part of the experience.

Before you start

Figure out three elements that communicate what you want to say about your location.

Create several thumbnail sketches (at least 3) to figure out your layout, composition, and design.

Final resolution must be at least 150 dpi

You may scan photographs that you have taken for your design

You may use Photoshop and Illustrator to complete your design, however you are encouraged to work on the bulk of your assignment in Illustrator as it coordinates best with the Plakatstil look.

Use one word in your design

Include graphic elements (geometric, free form shapes, lines)

Use flat color. Plakatstil!

Incorporate contrast and a clear hierarchy of elements.



All.5 The student will use contemporary media, tools, and processes to create works of art.

All.8 The student will employ elements of art, principles of design, and a variety of media to express meaning in works of art and design.

All.12 The student will identify historical and contemporary works of art and artistic developments.

All.13 The student will examine and discuss social, political, economic, and cultural factors that influence works of art and design.