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| University of the Pacific | |
| Fall 2017 by Marie Anna Lee | |
| ARTS 079: TYPOGRAPHY 1 | |
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Critique: November 9

Due: November 16

Size: 24" x 36"

final presentation: Trim poster to edge.

Due October 27: 25 sketches

warning

The Memo Problem

Don't let your poster look like an interoffice memo! Don't be a slave to the document. 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. Even just making the background a color helps your piece look more like a poster, and less like a memo. (You can try printing on color paper, too.)

Typographic Poster

Create a poster for Pacific Art Department's Homecoming events. 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 where the events are located. The information itself must constitute the "imagery" of the poster. Your poster must be purely typographic. You may use colors, shapes, and lines as well as text, but no falling leaves or angels.

Art & Graphic Design Homecoming Events

Friday, October 20, 2017

Shifting Gears: Making of an Art Car 10:30 - 12:30

Kickoff event for Spring 2018 exhibition & vintage car rally

Meet the 1982 BMW 320i that will be YOUR blank canvas

Free lunch in the Sculpture Courtyard

Graphic Design Roundtable 1:00

Graphic design alumni share their experiences in the wide world of design

Graphic Design Studio

Permanent Art Collection Open House 3:00 - 4:30

Behind the scenes look at treasures from the collection with University Curator

Snacks in the Gallery Building Room 207

Saturday, October 21, 2017

Through Lines: Faculty Exhibition 9:00 - 2:00

Reynolds Gallery, Jeannette Powell Art Center

Singing Hands Student Agency 10:00 - 12:00

ASuop Student Club sale to support minority artisans in China

Vereschagin Alumni House