Graphic Design 2 S1

Motivational Statement Typography Design

Mr. Galins

*CLO - **SWBAT**…Analyze how the application of visual art elements and principles of design communicate and express ideas by creating a typographic-based composition illustrating the mood/tone of a motivational message. Using Adobe Illustrator, students will manipulate type to support their motivational statement.*

NO CELL PHONE USE

AVISO

No se permiten teléfonos celulares

Reorder: ANS-9547 www.ComplianceSigns.com

NOTICE

No mobile phones

Motivational Statement Typography Design

Creative Brief

(How will I know if I am successful with this project?)

- Use only text to convey a specific message
- Use only Typography, no photos or art
- Use more than one Type Face
- Use active or passive colors, depending on your message
- You must use Adobe Illustrator
- Use different sizes of type
- Use contrast in scale and color to get your point across

"Do not recreate a poster already made."
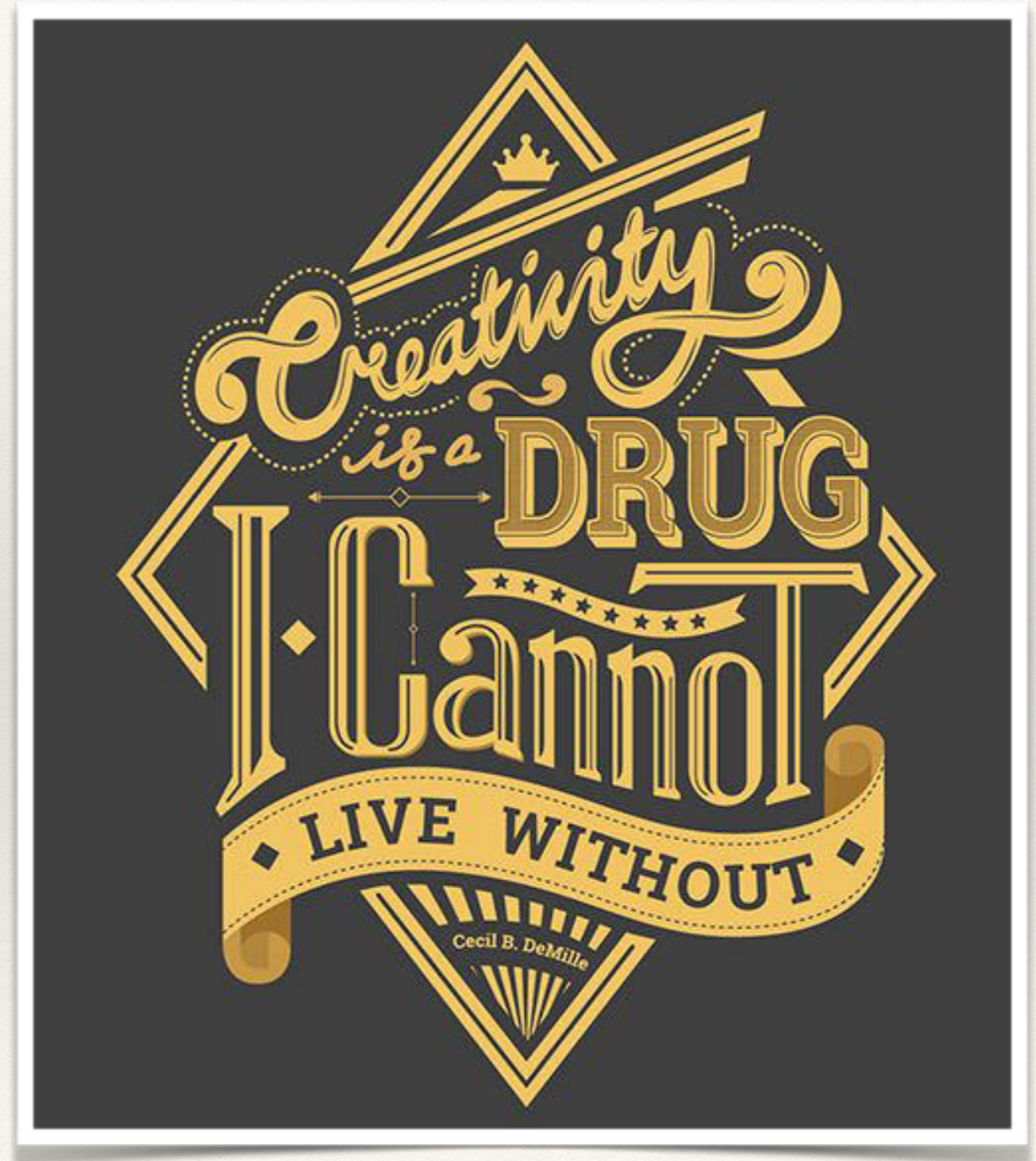
– *Mr. Galins*

Samples...Let's talk...

- How is this poster successful?

- How did the fonts support the message?

- How did color support the message?

adventure MAY HURT YOU BUT MONOTONY will kill you

fotolia

#183836977

Samples...Let's talk...

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Showing Emotion with Text

❖ How do these show emotion?

Showing Emotion with Text
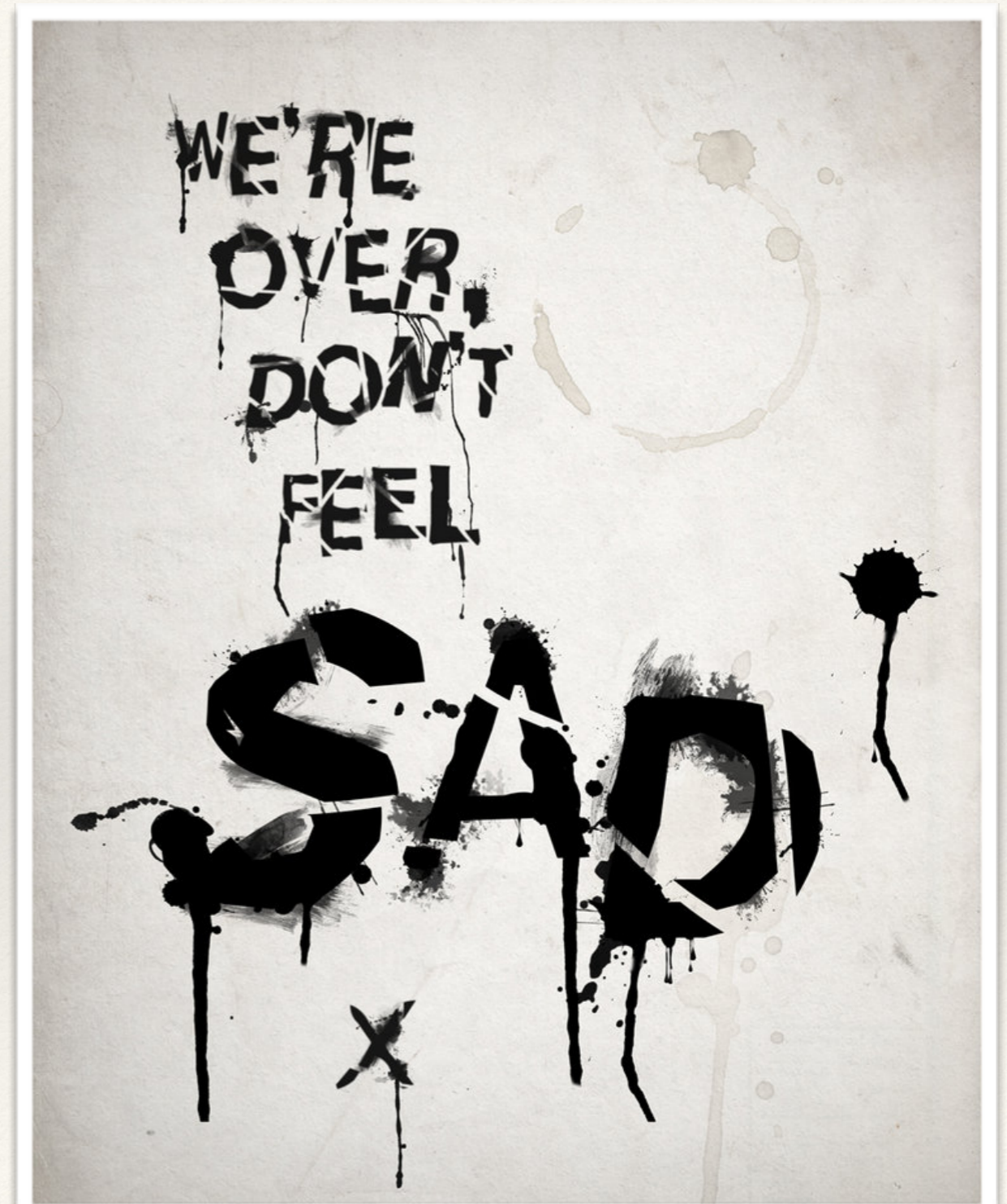
❖ How does this show emotion?

Showing Emotion with Text

❖ How does this show emotion?
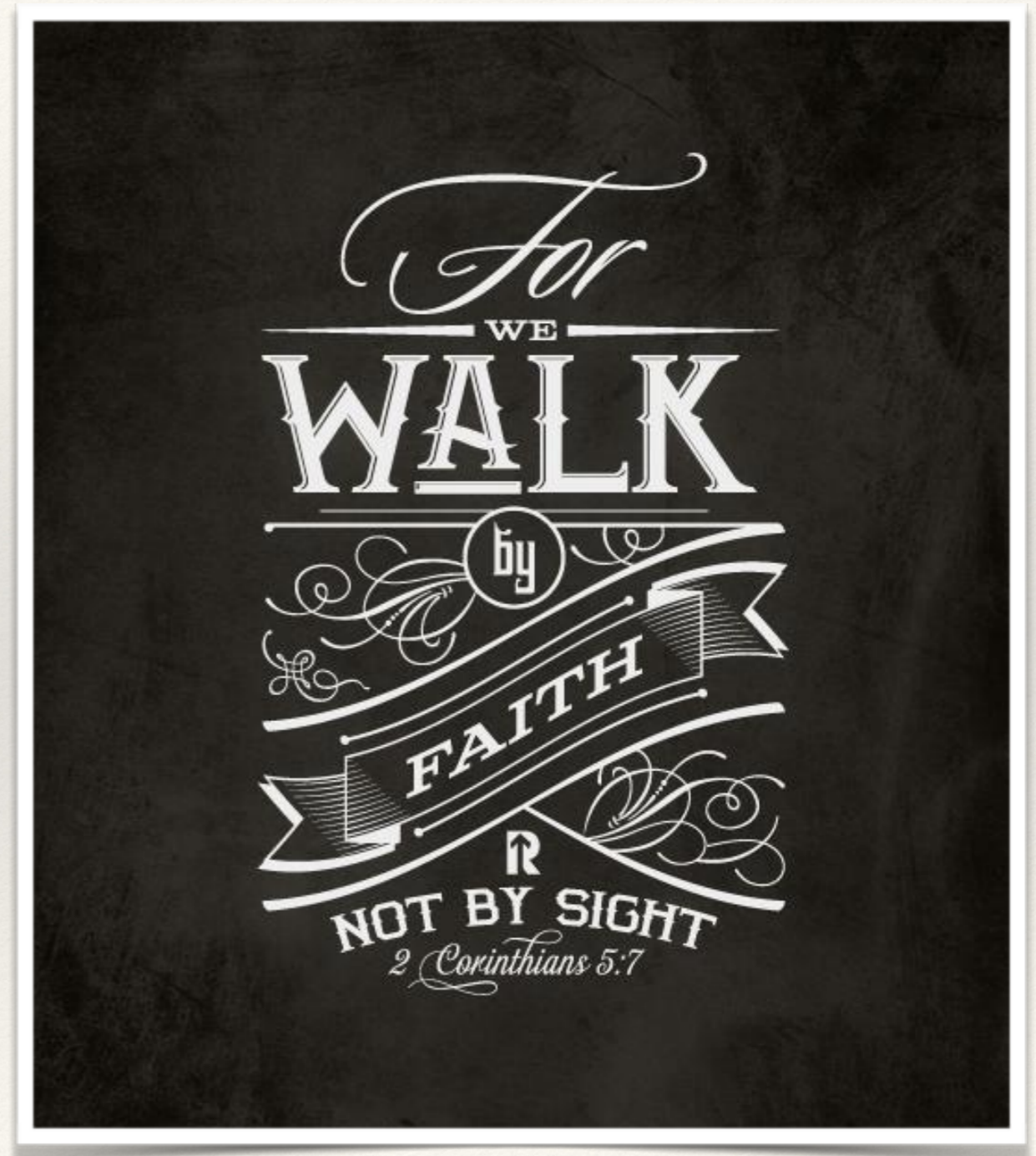
Showing Emotion with Text

❖ How does this show emotion?

Showing Emotion with Text
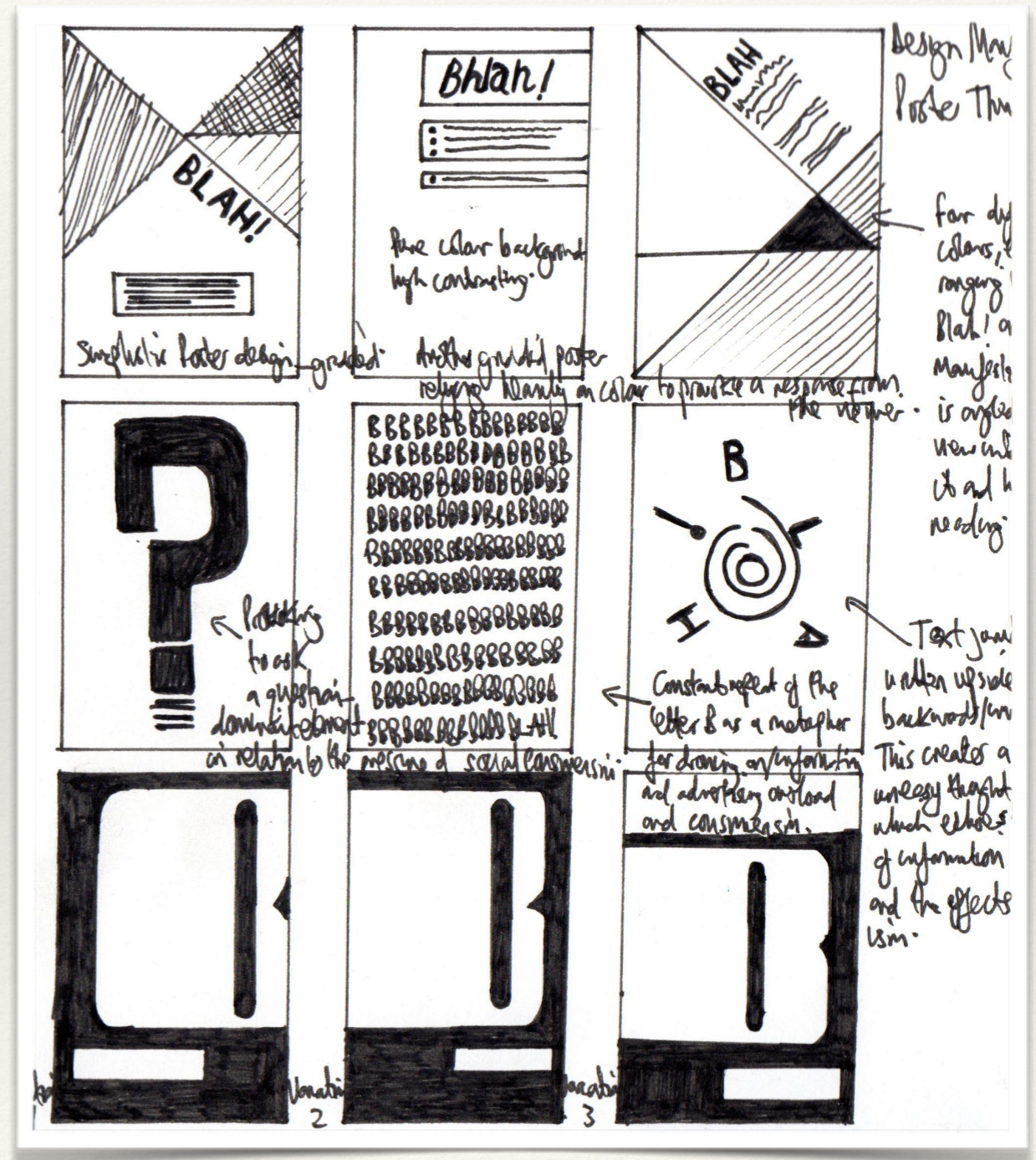
❖ How does this show emotion?

weak

Step One...Research

- Keep your message short

- Pick one you can have fun with

- Bible, Music, Grandpa…

- Must be positive

- **Due Today**

Step Two...Thumbnails

- Generate multiple

- Show your idea evolving

- These are part of your grade

- **Due Wednesday the 22nd**

Step Three...Initial Designs

- From your Thumbs begin to design your message

- Call me over to review your initial designs

- These are part of your grade

- **Due Thursday the 23rd**

SÓLO TIENES

DOS OPCIONES:

AVANZAR

O INVENTAR

EXCUSAS

"Do not recreate a poster already made."

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Step Four...Final Design

- From your initial design s and feedback, finalize your design

- Upload it to your Weebly site

- Submit it to me via the Delta site

- **Due Friday the 24th**

Questions?