

PROJECT #3: PSA Poster Campaign

Description: This will be a group project to create a 3-poster series (campaign) for an organization or cause of your choice (real or fictitious). You will collaborate with your design team on everything from research, concept, content, design production, and a 10-minute presentation. Your group should meet outside of class time to work on the designs if needed, and should *definitely* meet to prepare for the presentation.

We will be introduced to using Photoshop during this process, **FOR PHOTOGRAPHY ONLY**, and will continue to use Illustrator as our main layout software, as you would do in the professional industry.

Specs: Your final mounted projected will have **3** posters mounted – You will each be responsible for 1. Each poster will be **10 x 7.5"** final trimmed size. You can print on regular letter-size paper for this project.

Set up Illustrator document: 10 x 7.5" with a **.25" bleed** on all sides.

Some ideas for organizations or causes:

<http://powayusd.sdcoe.k12.ca.us/teachers/jismay/video/PSA%20LIST.htm>

(see class Wiki – Project 3 page – for some visual examples of PSAs)

Project deadlines:

Tues. October 30 th	20 thumbnails (<u>EACH</u>) + completed group Creative Brief DUE
Thurs. November 1 st	Rough drafts (for all 3 posters in your campaign) printed by end of class!
Thurs. November 8 th	FINAL MOUNTED CAMPAIGN DUE & 10-minute group presentation

Group Presentation:

Your group should meet outside of class time to prepare for the presentation. You will have 10 minutes for each group. Some things to tell the class about:

- Give us a brief overview of your chosen organization/cause (who they are/what they do). **Show** us some examples of their existing media (if possible).
- Tell us how you developed your concept as a group, and how your concept supports the objective of the project and the mission of your organization. (again, show examples if possible)
- What methods did you use to develop a design concept together? What obstacles did you run in to and how did you overcome them?
- What new design techniques did you use as a group?
- And of course, what design elements and principles did you use, and how?